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July 7, 1928

Motion Picture News

Reg. U. S. Patent Office



"OH BOY! THE COSSACKS IS PACKING THEM IN!"

Held over 2nd Week at Capitol, N. Y.!

JOHN Gilbert in "The Cossacks"
WILLIAM Haines in "Telling The World"
ONE smashing hit after another—
WHILE others are talking pictures

Sensational Announcement soon on WHITE SHADOWS in the South Seas

M-G-M KEEPS DELIVERING!

Vol. XXXVIII No. 1

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y. under act of March 3, 1879

PRICE 20 CENTS

Published Weekly—$3.00 a Year

Los Angeles *New York* *Chicago*



"LOVES OF AN ACTRESS" Speetacular story of the Parisian stage and boulevards enhanced by synchronized music score and sound effects. A gorgeous special starring Pola Negri, with Nils Asther and all star east. Directed by Rowland V. Lee who made "Barbed Wire."



"THE CARNATION KID" Starring one of the screen's most popular comedians, Douglas MacLean, directed by Marshall Neilan, produced by the Christie Studios on a lavish scale with big all star cast. To be made with synchronized music score and sound effects—making a big picture even bigger!

THE WHOLE SHOW IN SOUND



PARAMOUNT NEWS will soon rise to even greater heights as a box-office attraction by presenting a large portion of its service in sound. World events, epic-making happenings, scoops, special stunts, as only Paramount News can give them to you—*heard* as well as seen. The world's greatest news reel—on the screen in sound!



CHRISTIE COMEDIES The class two reel comedy product of the screen in sound! 32 in Paramount's 1928-29 Whole Show Program. "Confessions of a Chorus Girl," Bobby Vernon Comedies, Eilly Dooley Comedies, "Sandy MacDuff" Comedies with Jack Duffy. Two big special short features in sound coming and more to be announced!



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THE ONE QUALITY WHOLE SHOW PROGRAM

Paramount Feature Pictures — Paramount News — Christie Comedies — Stage Presentations.

Paramount Pictures in SOUND

congratulations, TOM MEIGHAN!



MOTION PICTURE NEWS

"The Racket"

Reviewed by Edwin Schallert

Editor of the Los Angeles Times Preview and Special Correspondent of Motion Picture News

HOLLYWOOD, June 9.—One of the best stage plays of the season just closing comes to the screen in "The Racket." Thomas Meighan is its star, and he hasn't had as good a picture in many a long day. Lewis Milestone directed for the Caddo Company, which with young Howard Hughes at the helm, looks like one of the coming producing organizations in the field. Paramount is releasing.

For once Meighan is provided with a bang-up cast throughout. Louis Wolheim, famed for his "Two Arabian Knights" rookie, plays the king of the bootlegging gang, Scarsi. Marie Prevost is the little cabaret singer, who turns to the cause of right out of motives of revenge. Richard "Skeets" Gallagher does the lackadaisical reporter, with a bottle in one overcoat pocket, and a copy of the American Mercury in the other. Lee Moran is the other reporter, Sam De Grasse the slippery State's Attorney, and Dan Wolheim is responsible for an excellent bit as the detective sergeant who finishes off Scarsi. They also secured G. Pat Collins from the stage version to play the officer who is shot by Scarsi, and he gives a capital performance. John Darrow is the cub reporter, and George E. Stone, Scarsi's brother. They are all very well cast.

you have your best picture since "Manslaughter" in your latest—"THE RACKET"

¶ Your performance as fighting "Captain McQuigg" ranks with the finest of your career. In Louis Wolheim, Marie Prevost and the others you have virtually an all-star supporting cast—and class tells. ¶ Lewis Milestone, your director, did a great job. Howard Hughes and The Caddo Company lavished freely upon this production—and you have come through nobly. ¶ Paramount is proud to distribute "The Racket" because we know it will make big money for the Exhibitors of America!

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By Harold B. Franklin

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Today more than ever before Good Pictures are the foundation on which this business must rely.

No business of any kind can be any greater than the quality of its product.

Good Pictures must be produced up to an ideal and not down to a destructive budget.

Last year the stars and producers of United Artists pledged themselves to produce Good Pictures—the best that talent, energy and money could make.

That promise was more than fulfilled.

For 1928-29 each United Artist again subscribes to our ideal—to produce the finest attractions that each can create.

With knowledge of their sincerity I confidently endorse their personal pledge and heartily commend to you this season's United Artists Pictures in testimony of our faith in the business-building value of Good Pictures.

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Dolores Del Rio Vilma Banky Charlie Chaplin

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Good Business depends on Good Pictures — quality pictures.

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By booking Quality, you practice soundest economy. Your patrons remember quality and quality only.

Over a period of a year, when you play Good Pictures, your cost may be higher but your returns will be *much* higher. That's good business.

Today thousands of exhibitors know that Good Pictures build the steady healthy ever-growing patronage. Today United Artists Pictures are being played by more showmen than ever before.

The nineteen United Artists Pictures for 1928-29 are BIG pictures produced individually. They are sold the same way — Individually *on merit*.

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Keep your Good dates open for the Good Pictures. That's Good Business —

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Douglas Fairbanks — D.W. Griffith — Samuel Goldwyn

Make it comfortable for the summer fans



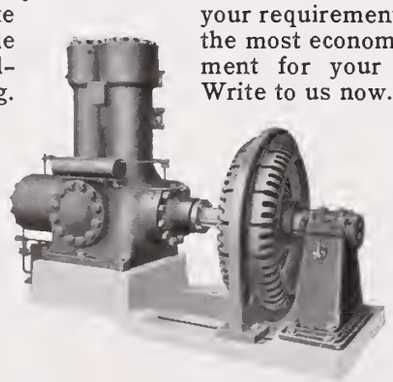
The World Theatre, Omaha, Nebraska, depends upon its YORK air-cooling equipment to boost summer profits.

THE ranks of Fandom are diminished by the summer exodus. The movie has considerably fewer potential patrons. The theatre owner must use extraordinary means to attract the largest possible percentage of the available fans.

There is no better way to summer profits than to make your house comfortable with adequate air-cooling and air-conditioning.

YORK air-cooling and air-conditioning equipment represents many years of engineering experience in the theatre field. It is economical to install, is most efficient and can be depended upon to keep your theatre comfortable in the hottest weather, and with the minimum of attention.

Let a YORK engineer analyze your requirements and recommend the most economical type of equipment for your particular needs. Write to us now.



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ICE MACHINERY CORPORATION
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"THE TOILERS"

A REGINALD BARKER SPECIAL PRODUCTION

THE FIRST OF THE REGINALD BARKER SPECIALS FOR 1928-1929 SUITABLE FOR EXTENDED RUNS



With

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HARVEY CLARK and EVELYN SELBIE

An epic of might, brawn and love, interwoven with the powerful friendship of three men, with a dramatic background of the coal mines, where men spend their lives in darkness so that the rest of the world may have light.

NOW READY FOR SCREENING

TIFFANY-STAHL PRODUCTIONS INC.
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"THE TOILERS"

was months in the making --

A realistic and enthralling mine explosion with all details supervised by members of the United States mine rescue squad of the Bureau of Mines.

Reginald Barker's greatest screen masterpiece.

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ERT

By L.G. RIGBY

JACK SAVAGE

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Record and Performance
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A new series of air thrillers that will stand their hair on end...

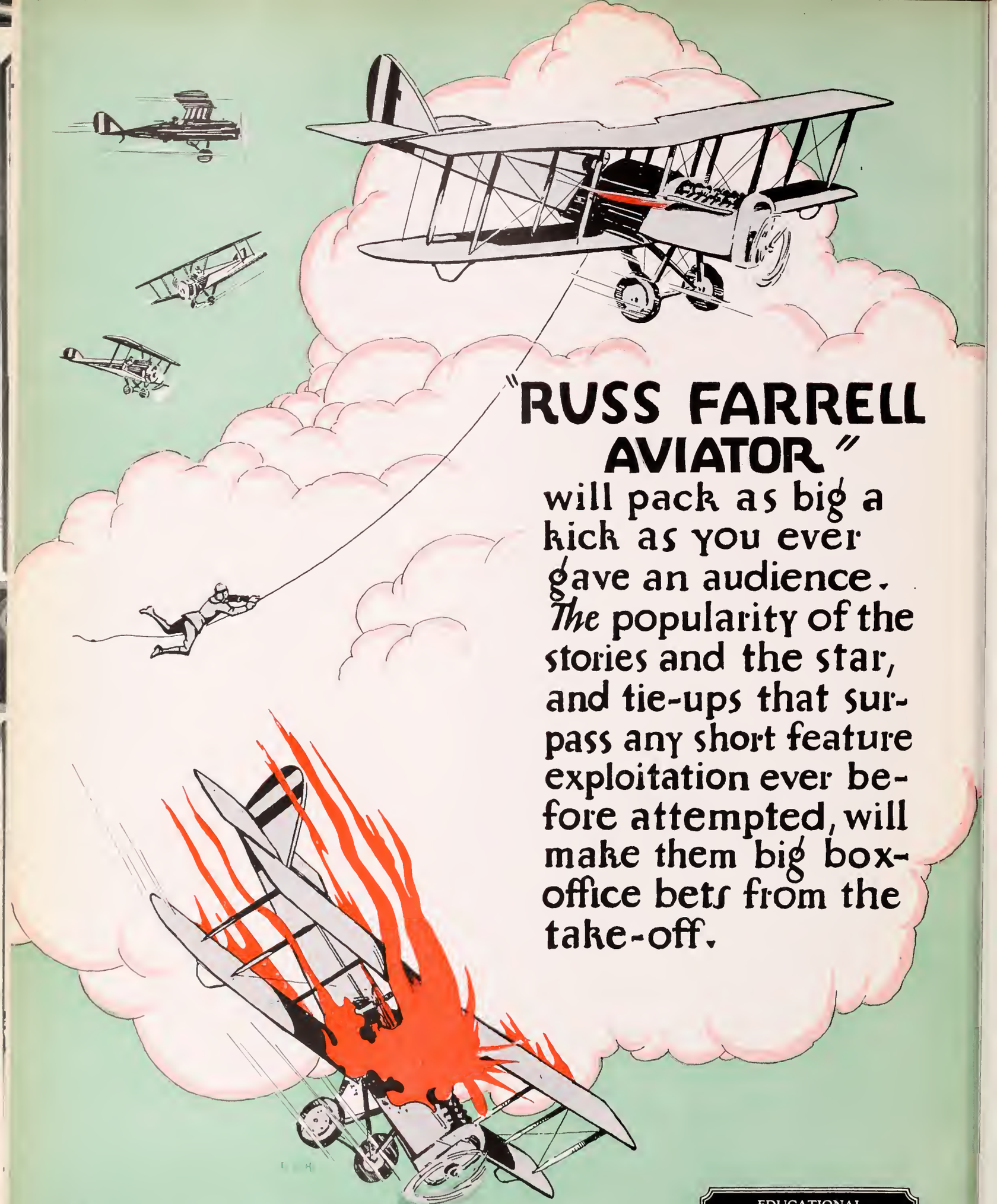


From the famous "Russ Farrell" flying stories in *The American Boy Magazine* ....

By THOMSON BURTIS

Educational Pictures

"THE SPICE OF THE PROGRAM"



"RUSS FARRELL AVIATOR"

will pack as big a kick as you ever gave an audience. *The* popularity of the stories and the star, and tie-ups that surpass any short feature exploitation ever before attempted, will make them big box-office bets from the take-off.

Now being produced for 1928–1929 by
CHARLES R. ROGERS PRODUCTIONS, INC.

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Perfect Synchronization for *Your* Theatre

A Boon to Exhibitors Throughout the World

NOW

CORTELLAPHONE has been developed at an outlay of more than $1,000,000. It weighs less than 300 pounds and costs less than 500 dollars, but in every respect CORTELLAPHONE is the highest known development in synchro-sound equipment.

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The finest synchronizing device ever developed can be installed in your theatre in sixty days. We are prepared to install 2000 CORTELLAPHONES between now and December 31st.

We have developed a combination device, using both disc and film incision. The incision scoring is done by hairline on the film between the picture and the sprocket holes, yet does not reduce the size of the picture. There is

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We are prepared to supply two standard short subject presentations weekly at small rental charges. BOX OFFICE BUILDERS FOR ANY THEATRE.

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BUCK JONES in "The BIG HOP," and his three other big productions, will be synchronized with CORTELLAPHONE sound effects and musical accompaniment in our New York studios. We are prepared to synchronize pictures already finished. *Producers write or wire.*

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A BRANCH OFFICE IN EVERY FILM CENTER SOON

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1776 Broadway—Suite 1111 (Telephone Circle 8421) New York City

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Read this ad by the Mark Strand, N.Y.

in the New York Times

Sensational!

The MARK STRAND THEATRE has the honor to announce the World's Premier Showing of

The First 100% "All Talkie" Motion Picture

"Lights *of* New York"

The greatest accomplishment in "talking pictures" ever presented.

A Warner Bros. Vitaphone Special with HELEN COSTELLO, CULLEN LANDIS and an exceptional cast—opening with a

GALA MIDNIGHT PERFORMANCE

Friday, July 6th, at 12 p. m.

ALL SEATS RESERVED and on sale at Special Box Office beginning Monday, July 2nd, at 10:30 A.M. Mail-orders accompanied by check or money-order filled in the order of their receipt.

Boxes and Loges $1.50 Entire Orch. $1.50 Entire Bal. $1.00

MARK STRAND THEATRE

Broadway and 47th Street

Note: The Regular showing of this remarkable picture begins Saturday, July 7th, at regular Mark Strand prices

STORY BY HUGH HERBERT *and* MURRAY ROTH

DIRECTED BY BRYAN FOY

A WARNER BROS. VITAPHONE PICTURE

Coming! "NOAH'S ARK"

Made to top any picture ever made!

Again Triumphant!

The most sensational innovation in the industry!

The 1st "ALL-TALKING" PICTURE

YOU SEE AND YOU HEAR EVERY CHARACTER IN THE PICTURE!

100% VITAPHONE-CLEAN THROUGH

-and you can have it right now!

"LIGHTS of NEW YORK"

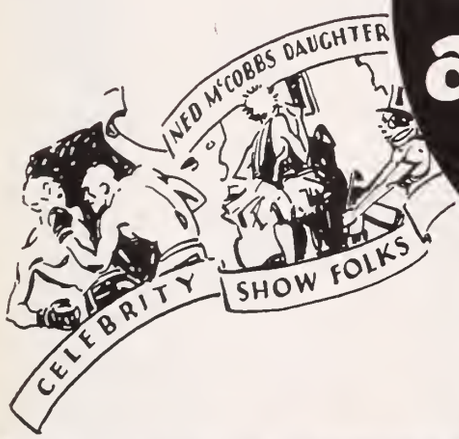
ALSO AVAILABLE NOW!

"THE LION AND THE MOUSE"—With May McAvoy, Lionel Barrymore, William Collier, Jr., Alec Francis.
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"THE JAZZ SINGER"—Starring Al Jolson.

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A Pathé production unit is now at Annapolis, making a big special with the colorful background of the Naval Academy. Watch for "Annapolis" with Jeanette Loff and John Mack Brown. Directed by Christy Cabanne. Original story by F. McGrew Willis.

PATHE is selling more than pictures. Pathe is selling box-office results. In its great program for the new season, Pathe has dramatized factors in the public eye—and always with an eye to the box-office. Think of what the public's interest centers around—Nicaragua, aviation, the Far East, the aftermath of war, royalty, show folks, the prize ring, romance of the business world, the struggle for law and order. These and a score of other factors of this snappy, modern age that are talked about and written about are the background for Pathe's showmanship product. These pictures are timely. They bring to a focal point tons of ready-made publicity. They ring true to box-office demands. They give the showman a running start with his campaign—something to say, something to talk about, something to exploit—and it won't fall on strange ears. *The keynote of Pathe's program is showmanship—pictures plus.*



Four great Pathe specials with the indelible stamp of S. R. O.

They are ready for screening and in their screening is the proof that they are showman's product — big names, striking background, up-to-the-minute themes, melodramatic action.

WILLIAM BOYD in "THE COP"

with

ALAN HALE, JACQUELINE LOGAN and ROBERT ARMSTRONG

A Donald Crisp Production. Screen play by Tay Garnett. From the story by Elliott Clawson. Produced by Ralph Block for DeMille Pictures Corporation.



"TENTH AVENUE"

with

PHYLLIS HAVER

VICTOR VARCONI and JOSEPH SCHILDKRAUT

A William C. DeMille Production. From the stage play by John McGowan and Lloyd Griscom. Continuity by Douglas Doty. DeMille Studio Production.



"THE RED MARK"

with

NENA QUARTARO, GASTON GLASS, GUSTAVE VON SEYFFERTITZ AND ROSE DIONE.

Adaptation and continuity by Julien Josephson from the story by John Russell. A James Cruze production Personally directed by James Cruze.



"A SHIP COMES IN"

with

RUDOLPH SCHILDKRAUT

LOUISE DRESSER and ROBERT EDESON

Original story and adaptation by Julien Josephson. Continuity by Sonya Levien. A William K. Howard Production. DeMille Studio Production.



Pathé

Note — *Watch for amazing new* R. C. A. PHOTOPHONE *musical and effect accompaniment on certain forthcoming* PATHE FEATURE PRODUCTIONS *Season* 1928–1929.

SHOWMEN'S



Amazing
speed and
great national
unanimous
men

Variety Reveals a Secret—

Pathe's Floating Lab

A new apparatus called a "floating laboratory" has been perfected by Pathe to hasten the development and printing of shots taken at big events by news reel cameramen. It consists of four trunks, about the size of the sample cases used by traveling men. Two men, a developer and printer, take the film from the camera boys and rush it to a hotel. The trunks have been set up in a room, where the film is at once put through the process necessary for developing and printing. It is quickly dried and prepared for a projecting machine.

The pl n is adopted whenever shots of big events are taken in places any distance from the regular labratories. The time element is the one responsible for the innovation.



YEARS of experience, years of slow building, years of studying the wants of the public, years of team work, years of thought and labor, aggressiveness and sincere endeavor combined with the instinct of the showman, have made possible today's mighty accomplishments of Pathe News. When the public thinks of a news reel, it invariably thinks of Pathe News. And the reason is that Pathe News is delivering the goods. There are news reels and there is THE NEWS REEL. That's PATHE NEWS.

For 17 Years PATHE NEWS Has Been

CHOICE

demonstration of service in covering conventions wins vote of smart show-



THE PATHE ROOSTER
is a sure winner as the box-office candidate.

It's a race now between Pathe News and the printing presses. Other newsreels are left at the post. Pathe News pushes on, utilizing every modern factor for speed and progress. The balloting for Hoover starts at the Republican Convention. Before it is completed, Pathe News flashes the message on the screen of the Main Street Theatre. (Pathe News has moved on Kansas City with its own secret portable laboratory.) An hour after the convention opened, Pathe News released prints for the immediate territory. The entire country was covered in 24 hours. Millions of theatre patrons, through Pathe News efficiency, sat in on the pictorial story almost simultaneous with the newspaper pictures. At Houston, it was the same achievement—a nation-wide beat for Pathe News. No wonder the Rooster is as well known as the elephant or the donkey. No wonder a Pathe News camera is the symbol of the cinema. Pathe News yesterday—today—tomorrow, the keynote of your program, the people's choice, the showman's choice.

The Greatest Motion Picture

From New York down—
the whole country
acclaims UNIVERSAL!

HUNDREDS of congratulatory letters and telegrams from exhibitors all over the Nation, from the biggest First Run theatres down to the smallest,—all acclaim Universal's magnificent accomplishment in SHOWING IN ADVANCE, (not 26 pictures as Mr. Linet's editorial states) but 34 pictures all done, ready to see on the screen.

No company in the business has done it except Universal.

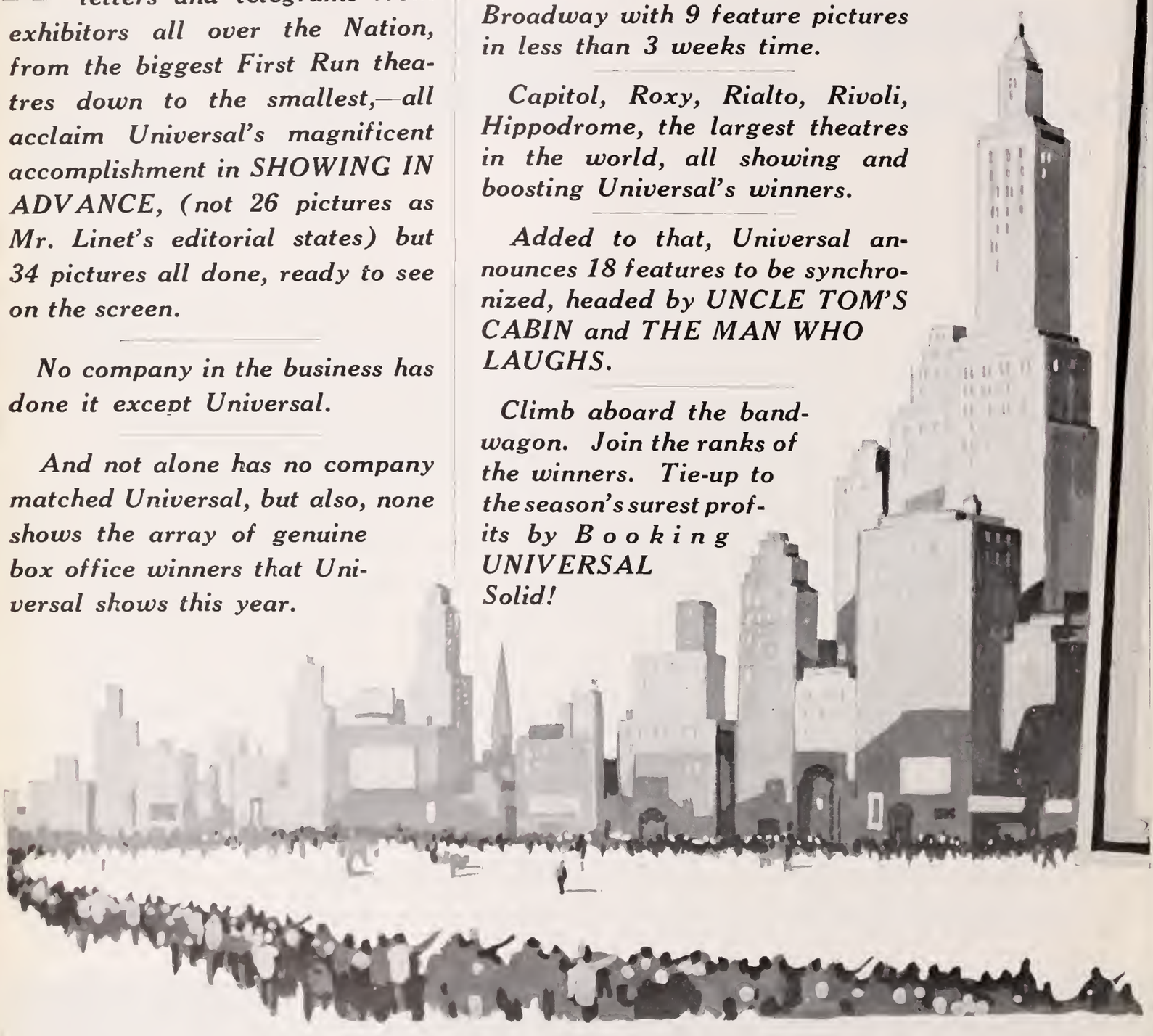
And not alone has no company matched Universal, but also, none shows the array of genuine box office winners that Universal shows this year.

On top of that wonderful accomplishment Universal crashes Broadway with 9 feature pictures in less than 3 weeks time.

Capitol, Roxy, Rialto, Rivoli, Hippodrome, the largest theatres in the world, all showing and boosting Universal's winners.

Added to that, Universal announces 18 features to be synchronized, headed by UNCLE TOM'S CABIN and THE MAN WHO LAUGHS.

Climb aboard the bandwagon. Join the ranks of the winners. Tie-up to the season's surest profits by B o o k i n g UNIVERSAL Solid!



Editorial

By Hank Linet

For Doubting Thomases

When Universal announced a few weeks ago that 26 of the pictures scheduled for the year were completed and ready for showing, the Doubting Thomases remarked that even if Universal did have these 26, they probably weren't any good.

Universal has made its answer, and a most convincing one. For three weeks straight, Broadway is to have three Universal pictures showing simultaneously.

Three in a row to appear at the Roxy. The Capitol takes one, and the Rivoli takes one, and the Rialto and the Hippodrome.

Nice representation in competitive theatres. It talks well for the kind of pictures that Universal has ready for the year.



Help us Decide . . .

WHICH IS THE BEST OF THE 4 GREAT SELLING ANGLES ON

"THE BARKER"

For the 7 Best Answers we will give

$100 IN PRIZES



Four separate selling angles in a single picture . . . Four of the fundamental elements that draw human beings to box-offices . . . That's how big "The Barker" is!

You'll clean up no matter how you play it . . . But there's a fortune in it if you play it RIGHT.

So in 4 successive trade paper advertisements we are describing "The Barker's" 4 big features.

Analyze them all and tell us, in 250 words or less, which in your opinion has the strongest appeal.

WE WILL GIVE $25 EACH TO THE WRITERS OF THE BEST TWO LETTERS, AND $10 EACH FOR THE NEXT FIVE!

Only theatre owners and managers are eligible.

Mail your answer not later than July 30th, addressed to Advertising Manager, First National Pictures, 383 Madison Ave., New York City.

Three executives of this company will act as judges. In case of a tie for any one of the 7 prizes, the same award will be given to both contestants.

The winning letters will be published in the trade journals at the earliest possible date.

Selling Angle No. 1 appeared in the July 6th *Film Daily*. No. 2 is given on this page. The next will appear in *Film Daily*, July 10th issue.

—*First National Pictures, Inc.*



2nd of the 4 big selling angles on "The Barker" is . . . .

ITS FAME AS A BROADWAY STAGE-HIT

"The Barker" was one of the big theatrical sensations of the season in New York. The critics acclaimed it. The public flocked to it. Famous reviewers called it "different," "vivid," "alive," "thrilling," "an abundant, overflowing evening in the theatre," "one of the high-lights of the present season." It ran for months on Broadway, and road companies have spread its fame throughout the country. It will soon be published in book form.

You can advertise it as one of Broadway's greatest comedy-melodrama successes. Is this the feature to play up above all others?

with MILTON SILLS
DOROTHY MACKAILL
and BETTY COMPSON
A GEORGE FITZMAURICE PRODUCTION

Presented by Richard A. Rowland. From the play by Kenyon Nicholson. Stage production by Charles L. Wagner. Adaptation by Benjamin Glazer

First National Pictures

See Film Daily, July 10th issue, for Selling Angle No. 3 or write us for free copies of these advertisements

First National Special

Motion Picture News

Vol. XXXVIII NEW YORK CITY, JULY 7, 1928 No. 1

Editorial Highlights

An Unofficial Exhibitors' Convention on the Sound Movie

By William A. Johnston

NEW YORK, last week, held an unofficial convention of exhibitors. The sound-movie problem brought them in from all quarters of the compass. In 'most any hotel or restaurant in the center of the city, you were pretty sure to find a knot of showmen, argumentative, but eagerly inquiring. A trade paper editor, as a source of possible information, was unduly popular.

Here are the queries, fired point blank:

Which is the best method—disc or film?

Which is the best machine?

What attractions will be available with each?

Just what are the producers doing? What can they do this year?

What about prices—for the picture, for the synchronization, etc.?

What about music rights?

How about protection for the big theatres?

Should a theatre install now or wait for developments?

And, finally, will the sensation last beyond the novelty craze?

* * * *

SOUND AND NEW PATRONS.—On the latter point there are few dissenters. There is a quite firm almost solemn belief that the sound movie is here to stay, and that it has come in the nick of time to save a box-office situation that was anything but healthy and hopeful.

In this connection there are some important things to say:

The speaking picture has within it the power to bring to the picture house that very large portion of the public which the silent picture heretofore has only occasionally attracted. The success of the George Bernard Shaw specialty, its eager reception by the press critics, is proof enough of this.

There is a vast box-office possibility here which the wise producers will constantly recognize. They will not, of course, cater overmuch to the so-called "highbrow" public. But it does now seem as if the picture could hold its own and still greatly increase its public interest. Its new found voice embraces the spoken drama, musical comedy, vaudeville, songs, stage novelties—the entire show world, in fact, and all its classes of devotees.

* * * *

The sound movie will shorten—as it vitalizes—the picture. In fact, it would appear that at last we have ourselves lifted out of the fallacy that length makes a feature production. The features of this new era of the picture business will be the attractions that put the show over, regardless of their length; maybe the words of a world celebrity, or a song hit, or an eight minute act of most any nature just so its cleverness gets the audience. Shorts, as we have called them, will now find a foremost place in the producer's schedule, and in the exhibitors' advertising.

Of course, this year is going to be a good deal of a hodge-podge. There is now genuine confusion. The new development has come along so fast that, except for those who pioneered, the industry finds itself unprepared—producers and exhibitors alike.

* * * *

As I say, all are agreed that the business has turned sound movie. But that's the only point of agreement. You can start an argument on any incidental question whatever—a heated one. There is regrettably a lack of

(*Continued on Next Page*)

Editorial by William A. Johnston

specific information. More, from all important sources, would seem in order.

One exhibitor, who is just finishing a new theatre, said: "Well, I've got my electrical conduits in, anyway. I've done that much. But I don't know where to go from there."

* * * *

WHAT ABOUT PROTECTION?—R. B. Wilby, of the Saenger forces, brings up one of the immediate questions and a most practical one. What about the sound movie in the big, first run theatre? And what about the sound movie in the later run neighborhood house? And how are the interests of each to be safeguarded?

You reply, of course, that the first run must have reasonable protection, just as it now has feature pictures. How, in fact, will the sound movie situation differ from the present one?

That's just the point, he retorts. It does differ. The music from the film will be just as good in one house as another. The sound movie levels your musical entertainment, thus far so important a factor in the first run's favor. The first run, with all its expense, its present contracts, its higher admission, must be protected. True. But also the secondary theatre must be protected. And how?

So here's a knotty problem.

All we can say from the editor's chair is this: that these trade problems will be ironed out—somehow. They were just as troublesome when the feature picture butted into the nicely oiled machinery of short reel program service. The public wants the new kind of movie, and the trade will give it, even if it means a brand new trade structure.

One thing we are quite sure of is that the new show will prove the salvation of those many houses whose audiences have been motoring in, some distance, to the larger theatre with its pretentious bill.

* * * *

PUBLIC WANTS SOMETHING NEW.—An important director, just before he entrained for Hollywood, growled gloomily over the sound movie. He was not alone, we told him, in his frame of mind. Sales managers are also having headaches. They, too, would like to kick the damn thing over in another yard.

We suggested, however—as we started doing twelve or more years ago—that directors ought to travel elsewhere than straight between Hollywood and New York. It would be a grand thing if they even tried selling film. They would find out, for instance, that the public is not buying the standard Hollywood product; even the high cost, satin finish stuff is stale to the palate. The people want something new.

* * * *

A BIG FIELD.—Will the novelty of the screen's voice last? Yes, undoubtedly. But quality had best come quickly to the front; and new stunts, too.

In all probability they will. There is such a wide range of material, of adaptation. Then there will be mechanical improvements upon the flat, black and white picture. Now that the screen people have human voices they must have human figures. Where are our third dimension effects? What of the Widescope? Why don't the color people talk about their stuff?

* * * *

PICTURE AND SONG.—A preview of "Warming Up," the new Richard Dix baseball picture, was given at Yonkers the other night. Also it was shown to Jesse Lasky, who got a great kick out of its new sound effects. There's a love song and a baseball song, and the yelling from the bleachers, etc. Won't it be interesting to have a picture give birth to a nation-wide song hit! And to have a song hit put over a million dollar picture!

* * * *

PROSPEROUS.—It's great to meet an exhibitor with a smile, these days. Abe Blank says that conditions in the corn belt are better than they have been since 1922. And his theatres are benefiting, as are also those of Finkelstein and Rubin.

Inside Slants on the Industry — PICTURES AND PEOPLE — The Mirrors of Filmdom

EXHIBITORS abroad are watching with great interest the development of the sound picture in America. We get many direct inquiries and reactions because of the superior circulation of *Motion Picture News* in foreign countries. This week, for example, Duncan Campbell, of the Mosspark Picture House, Glasgow, Scotland, writes us:

"I value your publication more than the other trade organs which I get. I was much interested in your articles on talking films."

* * * *

MR. CAMPBELL goes on to discuss the attitude in his country: "The feeling among cinema people here is not to rush in for this novelty as the interest may not be a permanent one. The prices of the installations are much too high for this country. I see something like £1300 is mentioned as the price for a house like mine which holds 700 people. The admission prices in my case are roughly 18 and 24 cents and on Saturdays 24 and 30 cents, and the prices in the bigger houses range from 24 cents to half a dollar. We have one house in Glasgow that holds 4,000, two that hold 2,000, and quite a number with over 1,000 seats.

"In most houses in this city the program consists of two features, comedy, Gazette and a short feature. Very few houses go in for vaudeville, which is expensive and not very good. The cost of talking installations and, I expect, the consequent increase of the cost of films would put many small houses out of business, for there is little chance of getting higher admission prices from the public."

* * * *

ALL the rumors in the film industry are not confined to New York. Cleveland has a few rumors of its own. One is that the Statler Hotel will take over the Stillman theatre property and convert the space into rooms. Another is that the Hippodrome will have Vitaphone and Movietone installed during the summer and in the fall will play extended run engagements of the big pictures.

Fred Desberg, general manager of Loew's theatres in Cleveland, was out of town and could not be reached for a statement on the Stillman situation. The Stillman adjoins the Statler Hotel, and it is understood that when the theatre was built twelve years ago, there was an arrangement whereby it would revert to the Statler properties after a certain number of years. The Stillman has always been a first run house. For the past few seasons it has been Cleveland's only extended-run picture house.

* * * *

THE many friends of M. and Mme. Rene Batigne in the industry will be interested in this item from a recent issue of the Paris edition of The New York Herald:

"The infant daughter of M. and Mme. Rene Batigne will be baptized Marguerite Henriette Emilie this afternoon at Notre-Dame des Victoires. The godmother will be the baby's great-aunt, Mme. Maurice Rouvier, wife of the former Premier of France, and acting as godfather will be M. Emile Moreau, Governor of the Bank of France. Mme. Batigne was formerly Miss Clara Voight, of South Carolina."

* * * *

A LOWER court in Pennsylvania has decided that the censor board of that state has the right to pass on spoken words in sound pictures in the same manner as silent titles. The case will be appealed by Vitaphone, and, it would seem, will have to go to the highest courts before it will be finally decided.

There are several interesting questions raised by this situation. In the first place, the right of free speech is guaranteed by the Federal Constitution, and the Constitutions of the several states, including Pennsylvania. Provision is, of course, made for the abuse of the right to freedom of speech, but the punishment, if any, comes after the public utterance, not before it.

If it be argued that speech as given on the screen does not come within these constitutional guarantees for the reason that it is only part of an entertainment, then we might inquire: what about the talking news reels, which are actually reports of events just as the newspapers are?

In some states, of course, news reels are not subject to censorship. This is clearly an admission that they cannot be censored, justifiably, without working an injustice on them as publications.

In any event, it is clear that the industry must know to what extent censorship is to figure in sound movies.

* * * *

ELIZABETH LONERGAN, American representative of Kinematograph Weekly, London, has sailed for Cuba for a short trip. She plans a series of articles on picture conditions in the island republic.

* * * *

AN international film meeting will be held in Berlin, August 19-26, under the auspices of the German motion picture theatre owners' association. It is expected a delegation from America will be present, according to advices received this week.

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Grim drama and tense feeling are embedded in the scenes of entombed miners, their struggles and dangerous trade which form the thematic material of "The Toilers," the special from the Tiffany-Stahl studios



They're gone—are Mary's wonderful tresses. This latest photo of Mary Pickford shows the United Artists star with her first bob



All dolled up and prepared for any little conflagration. "Big Boy," Educational's young star as an ambitious fire-fighter is serious in his attitude. Perhaps he's waiting for an alarm to come in



Lee Insley, owner and manager of the Arcade, Salisbury, Md., recently entertained Fay Wray in honor of her marriage while working on location near his town. Left to right, the standees are: Mr. Insley, Rex Wimpe, Gary Cooper, Lane Chandler, Clifton Kling, Barney Hutchinson, Herman Bierstorf. Seated are: Mrs. Wray, Fay Wray, Mrs. Lee Insley and Zahrah Havens



Al Boasberg, wise-cracking title-writer, is now a radio entertainer. The above contraption, he claims, enables him to create talking photos. Of course, he isn't serious. Al is now with M-G-M. He is also a gag-man of vaunted ability



Al Jolson, whose personality shines in his songs, has no less than two leading ladies in his new Vitaphoned vehicle for Warner Bros., namely, "The Singing Fool." The Warners are taking pains to make it more effectual than "The Jazz Singer"



Bob Steele, youthful F B O star, is now starring in an out-of-door, athletic film series



Tim McCoy is a regular colonel of official rank. Hence his look of command for poor Lon Chaney, who is only a second lieutenant of the Marine Reserve. Both of them are among the most industrious stars at the M-G-M studio

"Talkies" Will Revolutionize Stage, Says Brady

Picture People Will Take Legitimate Producers' Thunder, He Declares; Broadway Managers Holding Meetings on "Sound" Situation

By CHESTER J. SMITH

WILLIAM A. BRADY, one of the foremost of the legitimate stage producers on Broadway, is authority for the statement that sound pictures will not only revolutionize the motion picture industry, but the legitimate stage as well. Mr. Brady is well qualified to discuss the subject as the former president of the National Association of the Motion Picture Industry and at one time one of the leading picture producers.

The legitimate producers are much concerned over the sound picture, according to Mr. Brady, and have already held a number of meetings to discuss the situation. More are to follow and what the ultimate result will be is problematical. "But," says Mr. Brady, "only a few of the legitimate producers have foresight enough to see just what is going to happen and the result will be that all but a few of them will be in the same position with the big motion picture producer as the independent picture producer is today.

"The motion picture producer is surely going to step in and take all of the legitimate producer's thunder. It will be the same as it was when motion pictures were first introduced. At that time, the film producers entering upon a new business, sought the aid of the legitimate producer. They made propositions to many of them, but the Broadway producer was too smart. The latter had more vision behind than before him. He foresaw in the picture industry only a flurry that would have its run and die out.

"Well, there are Broadway producers today who feel the same way about the sound picture. They consider them a fad that will die out after the novelty has worn off and that meantime they will capitalize themselves on the present uprising in the disposal of their stage productions.



Copyright Keystone View Co. of N. Y.
William A. Brady

"However, there will be more money for the picture producer and more money for the legitimate producer for some time to come than has ever before materialized in either industry. What some of us are trying to do out of these meetings of the legitimate Broadway producers is to get them to enter upon equitable terms with the big picture producer on a partnership basis and there will be plenty of revenue for all of us. They need us as badly in the picture industry as we need them; in fact, they need us worse than we need them, for these sound pictures are just as different from what has been produced in the past as was the feature production to the old two reel comedy or western.

Legit. Stars to Talkies

"Largely as a result of the sound pictures, and, too, because of an overseating in the legitimate Broadway houses, you will see more empty houses along Broadway the first of the coming October than you have ever seen before. That is not necessarily because of the popularity of the sound picture (and reports I have from all over the country attest to its popularity) but rather because of the fact that the motion picture producer is just about going to deplete the ranks of the Broadway legitimate stars.

"There is hardly a star on Broadway who has not already been approached by a number of motion picture companies, and many of them have already been signed up. Why, you can't talk $750 or a $1,000 a week to a star or good dramatic player on Broadway at present. They won't listen to you. And you can't blame them, for they are getting about anything they demand from the motion picture producer.

"I'll give you an instance of how good players are being gobbled up by the picture producers. Only a few days ago a very celebrated old actor came into my office.

(*Continued on Page* 35)

Sound Films in Color Coming

Also, Latest Developments Permit Three as Well as Two Color Forms of Printing; New System Boon to Projection

By EDWIN SCHALLERT

Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

Los Angeles, July 2.

WITH the announcement of a feature-length production to be made by the Technicolor Motion Picture Corporation, new impetus is to be given to this color process, which has shown an almost revolutionary development in the past few months. This feature is titled "The Thrall of Leif Lucky," a tale of the Viking days of the sea, and will be produced on an elaborate scale. The Technicolor organization, which is headed by Dr. Herbert T. Kalmus, has a staff including Theodore Reed, in charge of production; R. William Neill, as director, and Jack Cunningham as scenarist, who have already been engaged in the production of short subjects.

I talked with Dr. Kalmus today regarding the newer possibilities of color photography, which has already been attracting a wide interest among the producing companies. It is known that they have been watching closely the improvement. Attention was drawn to this fact by statements of Jesse L. Lasky and S. R. Kent at the recent Paramount convention, in which they emphasized the fascination that color holds for the public, whether this be disclosed in the varied hues of automobiles and furniture, or even such lesser items as fountain pens and typewriters.

The improvements in the color photography process have all tended to simplify its use, as well as to better the quality upon the screen. As outlined by Dr. Kalmus the process not only permits a two-color form of printing such as was used in "Wanderer of the Wasteland," "The Black Pirate" and other full length features, but also a three-color reproduction.

The old form was entirely photographic—two different impressions, the one red, the other green, being printed on opposite sides of the film, which was of greater thickness than the normal celluloid strip.

The new system entirely eliminates this. Color is printed in somewhat the same fashion as on a newspaper or magazine press. All the images are on the one side of the film, which is of normal thickness.

(*Continued on Page* 40)

Cooney Bros. in Receivership; Stock Holders Hope to Regain Control

THE National Theatres Corporation of which Cooney Brothers were the promoters and executives and which operates ten theatres on Chicago's south side, including such important theatres as the Capitol, Avalon, Stratford, Grove, Chatham and Jeffery, was, last week, thrown into the hands of a receiver by the Guaranty Trust Company of New York City, trustee for the bond issues aggregating $2,500,000 Attorney John D. Black, representing the trust company told Federal Judge Carpenter, before whom the action was brought, that the corporation had failed to make interest payments due on the bond issue. Judge Carpenter appointed the Chicago Title & Trust Company, receiver and James Coston, who has been in charge of the houses for the creditors the last few weeks, will continue as general manager of the circuit.

The Cooney brothers will have no further voice in the management of the corporation, although Ben Cooney has been put in as manager of the Capitol. The stockholders were unable to raise $250,000 before July 1st, which was required by the bankers to keep the properties out of receivership. According to the stockholders committee, however, $75,000 has been raised and $75,000 more pledged and it is understood that the creditors committee will make further efforts, including legal moves, to have the property turned over to the stockholders, who charged that the bankers in making the loan of $2,500,000 deducted 17 per cent or about $425,000 as commission, and also secured a bonus for making the loan, of fifty thousand shares of A stock, having the part value of $1,250,000. The stockholders also alleged that through certain transactions with Cooney Brothers, the bankers secured two hundred thousand shares of B stock and about $77,000 in first mortgage Capitol Theatre bonds, which were forfeited to the bankers when Cooneys failed to meet their subscription for stock. All of this, according to the committee, was done without the consent or approval of the stockholders, although their stock was greatly depreciated in value by the transactions.

Charles Casanave of Associated Theatres, Inc., is reported to have been called in as advisor of the stockholders committee and should the stockholders succeed in gaining control of the theatres, will be placed in charge of the ten houses.

Seattle Policy Changes

U. A. House Re-Opens at Reduced Rate; Orpheum Goes Back to "Two-a-day" After Third Attempt

TWO Seattle theatres recently underwent a change in policy because of lack of patronage and unsuccessful competition with "presentation" film houses. One is the United Artists theatre which has been closed down of late and the other, the Orpheum, a vaudeville theatre which has gone back on a two-a-day basis.

After having been closed for three weeks because of lack of patronage and a weekly loss in operation during the last season, the United Artists Theatre in Seattle, Washington, was reopened by the West Coast Theatres, Inc., on a new 25c straight admission policy at any time, announced as "reduced summer prices." The former scale of prices was 25c, 35c, 50c and 60c, with loge seats at 75c. This is the largest house in the Pacific Northwest ever to attempt a 25c general policy having 1600 seats.

In place of the former 20-piece United Artists Symphony Orchestra, the house now has an eight-piece orchestra. This is a concession on the part of the musicians union, which at first demanded a minimum of 16 pieces, but later acceded to the demand for eight when West Coast officials announced that they would not reopen the house under any other conditions. The present policy calls for weekly presentation of the program films from Paramount, First National and other companies. Billy Hartford, former manager of some suburban Seattle theatres for Universal, has been appointed house manager of the United Artists.

After several months of unsuccessful trying to compete with the two leading "presentation" film houses in Seattle, Washington, on an unreserved seat, 50c admission policy, the Orpheum Vaudeville Theatre in the Pacific Northwest city was scheduled to return to its old two-a-day policy with reserved seats at $1.00 top on July 1. This marks the third policy change since the opening of the new theatre last year, as opposed to the score and more of years previously maintained by one reserved seat policy.

When the house first opened with its reserved seats at 75c and the addition of the picture, the shows were so mediocre that patronage soon fell off and the three-a-day, unreserved policy at 50c top was tried as a remedy. The poor shows were again responsible for the dismal showing of this policy, and so the coming $1.00 shows will be the third and final attempt. The Eastern booking offices promise stronger shows and better films for the new policy, according to local Seattle officials. It is a noteworthy fact that the Seattle Theatre, Publix presentation house, has been paying more per week for its stage shows than the Orpheum has for a complete vaudeville program.

Tiffany-Stahl Busy on Production Schedule

THE Tiffany-Stahl studio forces are finishing production on the 1927-28 schedule and starting the 1928-29 specials and star vehicles.

George Jessell is now working in the title role of "George Washington Cohen." Eve Southern and H. B. Warner are now playing the leads in "The Naughty Duchess." Olive Borden is just completing "The Albany Night Boat."

Albany Charters Newly Incorporated Firms

Newly incorporated motion picture companies chartered in Albany by the Secretary of State during the past week to engage in various branches of the business in New York State, included the following: B. and A. Theatre Corporation, $5,000, Isaac Kafke, Max Levinthal, Edith Garner, Brooklyn; Yates Productions, Inc., $20,000, Bernard Botein, Abraham Kaplan, Joseph Allentuck, New York City; P. C. Amusement Corporation, $40,000, Leon, Bernard and Abraham Greenfield, New York City; Craig Operating Corporation, capitalization not stated, A. B. Jones, E. C. Lufkin, W. J. Farthing, New York City; R-V Theatre Corporation, Albany, $5,000, Herman S. Vineberg, Florence R. Vineberg, R. M. Rich, Albany. Brill Distributing Corp., capitalization not stated, David Brill, William C. Herrmann, Milton B. Kolb, New York City; Erlanger Birmingham Theatre Corporation, capitalization not stated, Leonard E. Bergman, Milando Pratt, Jr., Saul J. Baron, New York City; Pierites Corporation, $1,000, Clinton M. White, Glenridge, N. J.; Richard M. Suazde, Nora Y. Jarrett, N. Y. City. Werba's Jamaica Theatre, Inc., capitalization not stated, Paul J. Goldstein, Millie G. Wiener, Irving Kirschenbaum, New York City; Ufa Eastern Division Distribution, Inc., $100,000, David Brill, William C. Herrmann, Milton B. Kolb, New York City; Windsor Theatre, Inc., Tenia Ferma, Benjamin Ferma, Morris Langer, capitalization $5,000.

John Monk Saunders and Fay Wray Marry

John Monk Saunders, author of "Wings" and other Paramount aviation stories, was married to Fay Wray, new Paramount actress, recently in Easton, Md., where Miss Wray was making "The First Kiss." The newlyweds honeymooned in Washington, D. C., where they stayed for about ten days before visiting New York.

Gary Cooper, co-starring with Miss Wray, with Rowland V. Lee, the director, Leslie Fenton and Lane Chandler, were in New York recently, leaving shortly afterwards for Hollywood.

National Theatre Supply Makes Branch Changes

Four changes have been recently announced for the Central District Branch personnel of National Theatre Supply Company.

Ray W. Cudmore, salesman in the Cleveland territory has been appointed to succeed J. C. Brown as manager of the Cleveland Branch. Mr. Brown has been transferred to the Southern District, where he will in the future continue his work.

Walter E. Yeager comes to the sales force of National's Kansas City Branch, with a long record of experience in the theatre supply business.

The fourth personnel change comes with the addition of Harry G. Brewer to the Detroit Office as sales representative. Mr. Brewer is well known to theatre men in this territory, for his active association with the projectionist union.

Pathe to Open Exchange in Jacksonville, Fla.

Definite announcement that Pathe plans to open an exchange in Jacksonville within the next few months was made last week by Southern Division Manager Dan Michalove on his return from Dallas, where he joined Vice-President John C. Flinn, of the Pathe home office, for a regional convention which assembled branch managers and salesmen from the Dallas, New Orleans, Memphis, and Oklahoma City exchanges.

Pathe has long had under advisement the question of an exchange in Jacksonville to facilitate service to Florida theatres. Shipping out of Jacksonville will shorten the jumps and materially lessen transportation charges on film shipments.

Gotham Opens Three New Canadian Exchanges

New exchanges in Montreal, Toronto and St. John have been opened by Gotham Productions as initial steps in a campaign of expansion in Canada. Another will soon be opened in Winnipeg.

Rembusch Appeals to Unaffiliated

THROUGH Frank Rembusch, W. A. Steffes, president of the Northwest exhibitor exhibitors association, has sounded an appeal for unaffiliated exhibitors to attend the July 12 convention to be held aboard a like steamer en route from Duluth to Port Arthur, Ontario.

Mr. Steffes asked that aid be given to bring at least two unaffiliated exhibitors from each state; that the importance of a national gathering be made known to them and that the Northwest is giving the independent exhibitor one of the greatest opportunities in the history of the industry to get together while he yet has time. Mr. Rembusch further states that without this national cooperation the independents will never receive the privileges which should be theirs.

Zoning Plan Opposed by Kansas-Missouri

Resolution Adopted Holds Protection Would Be Unequal; Biechele Re-elected President

FOR the fifth consecutive year R. R. Biechele, owner of the Osage theatre, Kansas City, Kas., was elected president of the M. P. T. O. Kansas-Missouri at the tenth annual convention of that organization Tuesday and Wednesday at the Broadview hotel, Wichita, Kas. A resolution, expressing a vote of confidence and approval of Mr. Biechele's policies, was adopted unanimously. With Mr. Biechele was re-elected his entire board of directors.

The convention was not all harmony, however, as the meeting had not been in progress long before a resolution was adopted, opposing the newly inaugurated protection zoning plan of the Kansas City Film Board of Trade. Theatre owners had looked forward to the convention as a factor which would determine the attitude of exhibitors towards the zoning plan. The convention of the M. P. T. O. Kansas-Missouri delegates was that no zoning plan could be arranged to have equal bearing upon all exhibitors. The resolution made it plain that no zoning plan at all was desired by exhibitors.

"No plan for zoning protection can be arranged, based upon the admission prices, seating capacity or anything else," Mr. Biechele said. "Although the plan adopted by the Kansas City Film Board of Trade was not presumably based upon admission prices, it amounted to that, nothing more or less. For instance, I know of a theatre in a certain neighborhood which charges ten cents admission. Another theatre about blocks from that theatres charges fifteen cents. Under the zoning plan adopted, the 15-cent house gets prior rights over the 10-cent house, but the 10-cent house pays more for films, advertising more in newspapers and, as a matter of fact, is entitled to priority over the 15-cent theatre. There is only one way the protection situation can be handled. That is by allowing exhibitor and distributor to continue to barter for terms. No theatre which pays more for films than another house, regardless of admission price, should be made to concede an advantage to a competitor which is unfair. It is not what an exhibitor charges at the box office, but the net profit he is able to make and the amount he is able to pay for pictures."

Non-theatrical enterprises also were pulled upon the carpet for inspection, but, after lengthy discussion, it was decided to leave action on that matter to the M. P. T. O. K-M directors.

Then there was the golf tournament in which Lawrence Bruenninger of the Cozy theatre, Topeka, Kas., won first prize. The convention, in most respects, was among the best arranged meetings of the organization, there being no delay in the program whatever. Various legislative problems were discussed, but those matters, also, were left for the disposition of the legislative committee.

Ameranglo Will Roadshow "Battles of Coronel"

"The Battles of Coronel and Falkland Islands," the British Instructional Films, Ltd., production made with the cooperation of the British Admiralty and the Navy League, will be released in the United States by the Ameranglo Corporation as a roadshow.

100 Upstate Theatres Incorporate Mutual Association

MORE than 100 theatres in New York state, located outside of New York city, and operating independently of chain groups or producer distributor organizations, are behind the incorporation of the Mutual Association of Motion Picture Exhibitors. Papers incorporating the organization were filed last week with the department of state at Albany, by J. Myer Schine and John A. May, of the Schine chain of about 120 houses in New York state and Ohio, and A. Charles Hayman, of Niagara Falls, who has been prominently identified for many years with exhibitor organizations in New York state.

According to S. B. Pfeifer, of Buffalo, an attorney interested in the incorporation, the organization represents an actual buying power of more than a million dollars, and also said that within a month or so the membership in the association would pass the 200 mark.

According to the papers as filed with the Department of State, the association is incorporated to study, treat and handle the problems of the motion picture industry and the exhibitor: to promote, maintain and extend friendly association among those engaged in the industry: to accomplish reforms and abuses and to handle all problems of exhibitors and to reduce and minimize speculations and losses in the business. Further purposes are outlined as being the control of first run pictures and to systematize distribution and credit.

West Coast to be Given Extensive Protection

Clearance Will Range Up to Nine Months as Means of Combating Ten Cent House Competition

AS a result of what is characterized the ruinous competition of ten and fifteen cent houses it is likely that extensive protection will be given first run houses along the Pacific Coast. This protection will extend up to a period of nine months for the larger chains operating in the big cities along the coast.

This protection is said already to have been acceded to by Paramount, M-G-M and Fox, and will be granted in the near future by other leading distributing organizations, it is said. It comes as the result of a comprehensive zoning plan drawn up by West Coast Theatres, Inc., which for a long time past has seen trouble from the ten and fifteen cent houses that have been showing pictures too soon after the first run houses.

The plan as drawn up by West Coast would give generous clearance over wide territories for all first runs out of the four coast key cities, Los Angeles, San Francisco, Seattle and Portland. Out of San Francisco protection of nine months is sought over all theatres charging twenty cents or less.

Harold B. Franklin, president of West Coast Theatres, Inc., has for the past year been advocating more extended protection for the larger theatres. He has repeatedly expressed alarm over conditions existing around Los Angeles, where many exhibitors were cutting their price scales to fifteen cents.

Franklin's first plea came at about the same time that B & K outlined its protection demands for Chicago and other Illinois cities, when the so-called menace of the ten and fifteen centers became serious. At that time protection of one year was broached over all ten cent theatres no matter in what section of the country they be located.

It is now thought that the demands of West Coast and other large coast chains will be met generally by all of the leading producers as long as Paramount, M-G-M and Fox are ready to meet the conditions.

It is thought that improved exhibition conditions will prevail on the coast if the leading distributors yield to the request, and that the results will be more than satisfactory to the distributors. Pictures, it is argued, will move faster, coast cities will pick up product sooner and with more regularity, and thus the distributor will be assured immediate play dates, which in turn will release film for second and subsequent runs at an earlier date even with the extended clearance.

As a part of the plan, as an instance, West Coast would secure the extensive protection it seeks, for its San Francisco first runs only if the theatres in question pick up and play each picture within three weeks of its national release dates. If the product is not picked up in the specified time clearance is forfeited.

James Flinn Resigns Post With Pathe

James Flinn, manager of advertising accessories who tendered his resignation a few weeks ago, left the Pathe organization last Saturday, June 30. Hereafter he will be connected with a large interior decorating firm with headquarters at Evanston, Ill. He and his wife are driving to Glencoe, Ill., where they will make their home. Mr. Flinn was with Pathe for the last three years, and with P. D. C. for the previous three years.

Julius Lewis Starts His Own Printing Company

Julius Lewis, for the past ten years connected with the Prospect Press, has organized a new printing concern especially equipped and outfitted to take care of the printing needs of the motion picture industry. The name of the company is Ellray Printing Company, Inc., located at 40 West 22nd St. Mr. Lewis is president.

Lewis is a veteran film man, having been in the moving picture industry for the last twenty years. He started with the old Sales Company and went with Universal when it evolved from this original combination.

The new concern, centrally located, is fully equipped with its own composing room, bindery and presses of all kinds for rapid printing as well as for the finest color work. The Ellray Printing Co., Inc., opens for business on Monday, July 2.

5 Salesmen Added to U. A. Field Sales Staff

Following a sales conference in New York, at which a policy of nationally selling the United Artists program of 19 pictures was adopted, the following additions to the field sales organization of United Artists were named:

William Trong, sales manager at Kansas City, effective July 2nd; Harry Dodge, assistant district sales manager in Cleveland, effective July 9th; Henry Rosefield, salesman at Washington, D. C., effective July 2nd; Matthew Sullivan, salesman at Toronto, effective July 9th; William Chernoff, salesman at Pittsburgh, effective July 2nd.

In attendance at the sales meeting held in the New York office at which Al Lichtman, vice-president and general manager of distribution, presided, were Cresson E. Smith, assistant general sales manager; Paul Burger, assistant to Mr. Lichtman; Paul Lazarus, sales promotion manager; Moxley Hill, manager of contract department, and others.

Bob White Sells Holdings in Portland, Ore., Chain

Reports received last week from the Oregon territory indicate that Bob White, Portland exhibitor, has sold his entire holdings in the Multnomah Theatres Chain in the City of Roses, and plans to leave the film business. G. T. Woodlaw, of the Circle theatre in Portland; H. C. Phillips, of The Dalles, and Stephen Parker, of the Granada theatre in Portland, are the new owners of Mr. White's stock. The Multnomah Chain, formed by Mr. White, now includes the Bagdad, Bob White, Egyptian, Gay, Granada, Lincoln, Moreland and Venetian theatres in Portland. They are controlled by a group headed by Edward Fantz, and including Hugh McCredie, Jr., William Cutts, F. W. Hamburger, Bert Levy and Russell Brown.

Westwood, N. J., Forbids Sunday Movies

Members of the city council of Westwood, New Jersey, unanimously passed an ordinance last week which forbids Sunday amusements. Protests were numerous from citizens and the only voice raised in favor of the ordinance was that of the Rev. R. A. Westgate, pastor of the Westwood Baptist Church.

Declare Against Block Booking, Percentage

The Northwest Independent Exhibitors' Association at their monthly meeting June 20th went on record as strictly opposed to block booking and percentage. The entire membership numbering some 130 members were present at the headquarters in Portland, Oregon.

Trial of Government Film Case Will Be Delayed Until Fall

OWING to the congested calendars of Federal courts in the New York district, it is anticipated that the Government case against the Hays organization, the Film Boards of Trade and a number of the large distributors will not be brought to trial until Fall.

Some of the cases now on the calendar are of such importance, it is pointed out, that officials are reluctant to take any steps which might result in their postponement. Further, while many of the defendants in these cases might, by postponement, succeed in escaping punishment, it is pointed out that the defendants in the film equity cases are all responsible people who have been engaged in legitimate business for years and give every indication of continuing in business for some time to come, regardless of the pending suit, so that there will be no difficulty in finding them when the case is brought to trial.

Netoco Obtains Houses in Boston and Dorchester

Samuel Pinanski's organization, the New England Theatres Operating Corporation, Boston, has acquired control of two theatres in the New England section, the Central Square in East Boston and the Liberty in Dorchester.

The Central Square, seating 1,800, is located in the heart of the East Boston district. An entire renovation of the house and the installation of Vitaphone and Movietone has been ordered. Samuel Soul, is to have charge of the entire East Boston area. He will be assisted in a managerial capacity by James Wall and James F. Ray.

Netoco leased the Liberty in Dorchester from the Liberty Realty Corporation. The house is to be closed immediately for renovation and redecorating. The date of opening will be announced later.

Territories Sold for "The Last Moment"

The North Carolina, South Carolina, Washington, Ohio and Kentucky rights to Paul Fejos' titleless "The Last Moment," have been disposed of by the Zakoro Film Corporation, of which William H. Horne is sales manager. Previously he had sold the New England and Philadelphia territories.

Nat Royster, secretary of the N. C. T. O. A., has formed the Carolina Film Co. to handle the picture in the Carolinas and Tennessee. Fisher Film Company will distribute it in Ohio and Kentucky, and the Masterpiece Film Company in Washington, Maryland and Virginia.

First National Releasing 5 Features During July

Five productions are listed for release during the current month by the First National sales department. The pictures in order of their release are:

"Code of the Scarlet," starring Ken Maynard, July 1st; "The Good-Bye Kiss," Mack Sennett's comedy production, July 8th; "The Head Man," with Charlie Murray, July 15th; "Heart to Heart," co-featuring Mary Astor and Lloyd Hughes, July 22nd; and "Heart Trouble," Harry Langdon's latest comedy.

Laemmle to Coast to Expedite "Showboat"

IN order to expedite the production of "Showboat," Universal's special, Carl Laemmle has left New York City for Universal City where he will give his personal attention to the work of the producing unit headed by Director Harry Pollard and to aid the director in everyway possible.

The colorful role of "Magnolia" in the production will be portrayed by Laura La Plante, who will assume a brunette wig for the occasion. Most of the other principals have already been engaged, Otis Harlan just having been signed for the role of Captain Andy Hawks and little Jane La Verne as Kim. Universal has purchased the steam calliope from the Golden Rod Floating Palace, a showboat.

Accompanying him on his trip to the coast are his daughter, Miss Rosabelle Laemmle, Mr. and Mrs. Maurise Fleckles, and his secretary, J. H. Ross.

Columbia Production Budget for New Season Over $4,000,000

OVER $4,000,000 has been budgeted to production by Columbia Pictures for the new season product, which will include ten specials and twenty-six features, according to announcement by the company this week.

The company also called attention to completion of its nationalization exchange program, six new exchanges in key cities having been opened recently. These serve points in Eastern Missouri, Southern Illinois, Wisconsin, Colorado, Utah, Wyoming, New Mexico, Western Nebraska, Southern Idaho and the State of New York, outside New York City. The key cities are St. Louis, Milwaukee, Denver, Salt Lake City, Albany and Buffalo.

Royster Suggests Plan

Decries Lack of Interest in Exhibitor Bodies and Would Organize on New Lines

N. L. ROYSTER, secretary-treasurer of the Theatre Owners' Association of North Carolina decries the lack of interest on the part of exhibitors in their state and national organizations, and suggests a zoning plan as a stimulant that would react to the benefit of all theatre owners.

Royster says:

"Some years ago, I advocated the establishing of zone organizations for theatre men, to wit; Say that Charlotte, N. C., exchanges are serving as they do, North and South Carolina territories, then there should be the Theatre Owners' Association of the Carolinas. If Atlanta, Ga., serves four states as it does, comprising Georgia, Florida, Alabama and Tennessee, then there should be a zone organization for theatre owners taking in those four states. These theatre owners' associations should be divided into what we will call 'zones.' Each zone organization would enlist as members those theatres located in those states served by the exchanges in each zone. Each zone organization should have a President, First and Second Vice-President, a Secretary-Treasurer and a board of directors as they now have.

"This zoning plan of theatre owners' organizations would give us in the United States twenty-six zone organizations of theatre owners. Each zone should pay into its treasury a fixed percentage of dues, which should go to the upkeep of a National organization. The officers of the National organization should be elected by the majority of votes cast by the members of each individual zone organization, and the delegates are so instructed to vote when they attend the National organization convention.

"In this manner and along this line, there could be organized and projected, a positive and thorough organization, and each individual zone organization would constitute a solid, live, active body which would work hand in hand with the various film boards of trade for the best interests of every one. If each individual territory were organized into zones, each state and zone organization would then have a voice that would be heard in all formulating of all rules governing arbitration, as well as the drafting of new contracts, should the occasion arise, and other matters which affect the exhibitors of every state, who now have but very little voice in these matters, all things to the contrary."

Blank Sale to Publix?

Mid-Western Theatre Executive Reportd Disposing of Fifty Per cent Interest in Chain

ACCORDING to reports this week, negotiations were about to be closed by A. H. Blank, of Des Moines, for the sale of his theatre holdings to Publix. Mr. Blank was in New York for several days in connection with the deal, but no official statement was issued.

Twenty theatres are included in the proposed deal, under which Mr. Blank would sell his 50 per cent interest in the Blank-Publix circuit in Iowa, Illinois and Nebraska. This would not mean his retirement from the industry, as he is head of the Central States Theatre Co., a chain in Iowa, and is also a trustee and member of the executive council of First Nationl. He recently joined the stock pool which assured the identity of First National, regardless of any sale of theatres by franchise holders.

The theatres which would be included in his deal with Publix are: the Des Moines, Capitol, Strand, Palace and Garden, in Des Moines; the Riviera, Rialto and Strand in Omaha; the Broadway in Council Bluffs; the Capitol and Princes at Sioux City; Capitol and Rialto at Newton; the Riviera at Waterloo; a new theatre in Cedar Rapids which will be opened about September 1; the Columbia, Garden and Family at Davenport, and the Fort Armstrong and Spencer Square at Rock Island.

Harry David, now district manag r of the Publix circuit, acting under Mr. Blank, would be the next general manager of the Iowa-Nebraska-Illinois chain if the Blank interests are sold, it is reported.

Before leaving Des Moines for New York, Mr. Blank admitted that he had discussed such a transfer in January.

"U" Curtailing Theatre Activity in South

Original Sparks Circuit Goes Back to Former Owner; Atlanta Deal With Loew Reported

CURTAILMENT of its theatre activities by Universal in the Southeast is seen in recent developments in that territory.

The Universal circuit of Florida houses passed to the control of E. J. Sparks on July 1, but the deal does not involve the theatres in Leesburg and Lake City, where Earle Fain is a half partner, nor the Capitol in Miami, which is jointly owned by Universal and Wolfson and Meyer.

According to reports from Atlanta, a partnership deal between Universal and the Loew circuit for the Capitol, "U" de luxe house there, is under way. It is said only final details remain to be closed.

It is also reported that Universal is dickering to dispose of its three Atlanta suburban houses, the Ponce de Leon, the Madison and the Fairfax.

The group of houses involved in the deal with Sparks are in Orlando, Plant City, DeLand, St. Augustine, Bradenton, Sarasota, Arcadia, Kissimme and Fort Meyers. They form what was formerly known as the original Sparks circuit which was purchased from Mr. Sparks by Universal about three years ago.

It is not unlikely that these theatres will become a part of the Publix-Saenger-Sparks chain, because of the affiliations now existing between Mr. Sparks and the Saengers and Publix.

It is understood that the Universal Theatres district office in Atlanta, which has been maintained in the Norris building, will be abolished immediately as a result of the Sparks deal.

Ufa-Eastern is Formed

W. C. Herrmann Joins Forces With Brill to Distribute Product in Over Third of U. S.

WILLIAM C. HERRMANN, since 1918 a prominent figure in the distribution division of the industry in the East, has joined forces with Dave Brill in the merchandising of the UFA product in the East.

With his investment, the firm reorganizes its executive structure and henceforth will be known as the UFA-Eastern Division Distribution, Inc. Messrs. Brill and Herrmann will be in direct charge of the entire distribution in more than one-third of the entire United States (thirty-seven and one-half per cent to be exact).

The new Brill and Herman combination will take full charge of distribution and all auxiliary functions such as advertising and exploitation of UFA pictures in the following states: New York, New Jersey, Pennsylvania, Connecticut, Maine, Rhode Island, Massachusetts, New Hampshire, Vermont, Maryland, Virginia, West Virginia, Delaware and the District of Columbia.

Headquarters for the entire territory will be maintained at 728 Seventh avenue, New York; likewise exchange headquarters to serve Metropolitan New York and Northern NewJersey. Other regional territories will be serviced from branch offices maintained in Philadelphia, Pittsburgh, Boston and Buffalo.

In the season of 1928-29, the Brill and Herman firm will distribute 26 feature productions and 26 single reel novelties. All of them are completed. They are being edited and titled in New York now. Twenty of them will be in shape, ready for viewing by August 1.

Among the feature productions, the ones on which August 1 delivery is assured, are the following: "The Fireman," "Thou Shalt Not Steal," "Lust for Power," "Loves of Jeanne Ney," "Marriage Conveniences," "Bondage," "Guilty," "Apaches of Paris," "The Revue Girl," "Marriage Vacation," "His Late Excellency," "The Lovers Masquerade," "Trixie's Night Out," "The Family Reunion from Prillstein," "Dr. Monier and His Women," "The Hunter from Greenland."

Mr. Herrmann for many years was in charge of activities at the New York branch of Universal. Subsequently he had charge of the PDC branch in New York. Mr. Brill was associated with him at Universal and later had charge of the New York unit of Tiffany.

Rayart Under Way on '28-29 Product

THE Rayart production forces in the Metropolitan studio in Hollywood, under the supervision of Trem Carr, Rayart's supervising director, are functioning full speed ahead on the program of pictures for the new season. The first two films have been completed and the work is now in progress on a third.

"The Divine Sinner" and "The Man from Headquarters" are the two completed films; the third, on which shooting has just started, is "Sweet Sixteen," from the story by Phyllis Duganne, published in a recent issue of Photoplay. In the cast are Helen Foster, Gertrude Olmstead, William H. Tooker, Gladden James and Lydia Yeaman Titus. Scott Pembroke is the director.

When "Sweet Sixteen" has been completed work will begin immediately on "Sisters of Eve," an adaptation of E. Phillip Oppenheim's "The Tempting of Tavernake." Anita Stewart will be starred.

Quality Dist. Corp. Lists 12 Pictures

THE program of the Quality Distributing Corporation for the new season is made up of 12 feature productions, the first of which is released this month. George H. Davis is prsident of Quality.

The July release is "Black Butterflies," from the novel by Elizabeth Jordan, with Jobyna Ralston, Lila Lee, Mas Busch and Robert Frazer in a cast directed by James W. Horne. In August, "The Romance of a Rogue" will be issued. The story is a version of the novel by Ruby M. Ayres, directed by King Baggott and featuring Anita Stewart and H. B. Warner. The next Quality film assigned a release date is "The Lookout Girl," from the book by Alice Ross Colver.

The other pictures to come are as follows:

"The Hand That Rocks the Cradle," from an original by Wallace Ross Williams; "Wishes Come True," by Georgio Fraser; "Jazzland," by Samuel Merwin; "The Second Honeymoon," by Ruby M. Ayres; "Women at Forty," an original by Noel Thomas; "Children of Despair," an original by Myles Connolly; "The Love Hunter," from the novel "Singing Leaves" by Elizabeth Stancy Payne; "The Piper's Fee," from the novel by Samuel Hopkins Adams; "Burned Evidence," from the novel by Mrs. Wilson Woodrow.

First National Completes New Foreign Productions

"My Girl Is In Paris," "The Shop Prince," "Two Red Roses," "The Saint and Her Fool," and "Rogue's Love," the five First National productions screened at the Defu studios in Berlin, are now ready for world-wide release. "Two Red Roses," the first picture in which Liane Haid, First National's new Defu star, plays the leading role, will be shown in America shortly, it is said.

Friedrich Zelnix is ready to begin shooting on the new Lya Mara production "Mary Lou." Max Reichmann, director of "The Strange Case of Captain Ramper" and "Manege," will make three more pictures, the first of which has been tentatively titled "The Knight of Nights."

79 Films Included in Ufa 1928-29 Schedule

The release schedule of Ufa, Germany, for 1928-1929, recently announced in the trade press, included 29 long feature films, 25 short comedies, and 25 educational and instructional films. Of this total Ufa will produce directly 9 features, and all of the short comedies and educationals, according to Trade Commissioner George R. Canty's report to the Department of Commerce.

Jack MacDonald to Play Pilot in "Show Boat"

Jack Macdonald has been selected to play "Windy," the pilot of "The Show Boat," in Universal's adaptation of Edna Ferber's novel "The Show Boat."

Harry Pollard, the director, is rapidly getting things in shape to commence production.

"Embarrassing Moments" New Weiss Bros. Series

A series of 26 one-reel novelty pictures, entitled "Embarrassing Moments," is announced by Weiss Brothers' Artclass Pictures Corp. The film will be made from ideas supplied by motion picture audiences. The first reel has already been made from an idea furnished by a Los Angeles audience. The producers will be the Embarrassing Moment Pictures Corp., and Weiss Brothers will distribute the series.

A prize of 50 dollars will be paid for each idea submitted and filmed, it is said. Full screen credit will be given in each case. Special cards will be furnished exhibitors for their patrons on which they can inscribe ideas for the contest.

J. W. Fingerlin in Charge of Eastern Production

The duties of J. W. Butler as manager of the home office production department at the eastern headquarters of Paramount has been assumed by J. W. Fingerlin, recently appointed. Butler has been placed in charge of the Paramount Long Island studio which is now undergoing reconstruction for the production of sound films.

"The Devil's Mask" Next John Gilbert Vehicle

"The Devil's Mask," a picturization of "The Masks of Erwin Reiner," which with "The World's Illusion," has been purchased from Jacob Wasserman by Metro-Goldwyn-Mayer, will be John Gilbert's next starring vehicle. Victor Seastrom will direct.

"U's" Serial Line-up in Production

UNIVERSAL has a large line-up of serials under way for next season, with "Tarzan the Mighty," a lead-off serial, now almost half way through production. "Tarzan," being made from the Edgar Rice Burroughs adventure stories, will, it is said, be produced on a scale and with a production value that tops "Blake of Scotland Yard." Tarzan is being played by Frank Merril while Natalie Kingston is the feminine lead. The cast includes Al Ferguson, Bobby Nelson, Monty Montague and others. Jack Nelson is directing from an adaptation by Ian McCloskey. William Lord Wright is supervising. The picture will be in 12 chapters of two-reels each and will released early next fall.

Three other 12-chaptered and two other 10-chaptered serials form the other portion of the serial line-up. Following "Tarzan" will come "The Final Reckoning," in which Newton House will star. Next will come "Pirate of Panama," on the script of which Arthur Henry Goodin and George Morgan are now working. Players are to be announced soon.

Then will come "The Mystery Rider," from the pen of George Morgan. William Desmond is now on his way to Universal City to assume the leading role. The final chapter-play for the season will be "The Diamond Master," adapted from the *Saturday Evening Post* story by Jacques Futrelle. George H. Plympton and Carl Krusado have prepared the adaptation and continuity.

United Artists Will Distribute 19 New Films; 5 or More to Be Movietoned

THE total of eighteen films recently announced by United Artists for the 1928-29 season has been increased by one. The new picture is "She Goes to War," a Henry King production for Inspiration Pictures of the Rupert Hughes story serialized in the Red Book Magazine.

United Artists plans Movietone sound effects, scores and voices for at least five of the productions on its new line-up. Charlie Chaplin has not yet decided whether he will have a Movietone song for "City Lights." Douglas Fairbanks said in London that sound effects would be used in his next production, "The Man With the Iron Mask."

St. Louis Theatres Want Union Wage Cuts

Seek to Reduce Scale Paid to Musicians and Projectionists; Refusal Likely

WITH the most unseasonable summer weather since 1873 and April showers in June; unemployment very widespread and box office receipts far from what they should be theatre owners of St. Louis have taken the initiative in requesting substantial reductions in wages from the musicians and projectionists. The wage contracts with both organizations expire Aug. 31.

In the preliminary discussions with the officials of the local union of the musician's relief has been sought for the small theatres, employing from one to three musicians.

The present scale provides that where but one musician is employed he shall be paid $63 a week for three hours of playing. In two-men orchestras the leader is now paid $63 and the second musician $48 and in three-men orchestras the leader is also paid $63 and the other two players $48 a week each. In the scale proposed by theatre owners the one-man house would pay only $53, in two-men houses the leaders' salary would be reduced to $55.50, and in three-men houses the leader would be paid $58. The wages of the other players would continue at $48. Proposed reductions for musicians would be continued to smaller houses.

The projectionists have been requested to accept a straight ten per cent reduction.

It is possible that both musicians and projectionists will flatly reject the wage reduction proposal. Under the leadership of Stephen Butler, business agent, the St. Louis musicians' local was perhaps the first in the United States to take a firm stand against any movement to discontinue orchestras in theatres where synchronized pictures are installed. When Vitaphone was first installed at the Capitol by Warner Bros. the St. Louis musicians insisted that the theatre employ a regular orchestra. There were numerous conferences on the subject, but when the Vitaphone opened the regular orchestra was on hand and was paid in full notwithstanding the Vitaphone furnished all of the music needed.

Similary when Skouras Bros. installed the Vitaphone at the Grand Central the musicians insisted that a regular orchestra be employed and these musicians are now paid the full union scale for playing but two minutes at each performance.

The St. Louis musicians have also opened a determined drive against all picture theatres that use mechanical organs, phonographs and other substitutes for human orchestras. Pickets have been placed in front of these places and in addition, automobile trucks have been operated throughout the city advising the public of such substitutions.

Butler was the first union leader to utilize the radio to work up public sentiment against Vitaphone, Movietone and mechanical organs, and regularly he takes the air via WIL, one of the St. Louis broadcasting stations, and tells listeners between Denver and Pittsburgh, Canada and the Gulf that the theatre owners who are making such substitutions are pocketing the money saved by cutting musicians off the payroll without making any reduction in admission prices.

The St. Louis musicians also were among the first to raise a special fund to combat mechanical organs and one per cent of wages are contributed by members of the union. The national body will raise a similar fund.

New Incandescent Lamps to Be Used for Jolson Film

As a result of the test of incandescent lighting conducted at the Warner Bros. studio in California, this type of lighting will be used exclusively in the filming of Al Jolson's new Vitaphone vehicle, "The Singing Fool." This decision followed a series of tests made with Jolson last week in which the incandescent equipment and the new panchromatic were used.

Trinity Franchises Bought For Two Territories

Trinity Pictures franchises have been purchased by the Royal Film Exchange of Boston and the Standard Film Service Company which operates in the Cleveland, Cincinnati, Detroit and Pittsburgh exchanges.

T. O. C. C. and Sapiro Ask Delay in Buying

A DELAY in film buying, pending further recommendations from them, is the advice of the T. O. C. C. and the co-operation of exhibitors headed by Aaron Sapiro to independent exhibitors in the greater New York territory. At a meeting of the two associations held last Tuesday the action was unanimously adopted, the conference agreeing that the new contract contains provisions requiring added study. Business conditions require analysis on which to base rentals, the two associations agreed. It is understood that more conferences are planned.

"Man With Iron Mask" New Fairbanks Vehicle

"Douglas Fairbanks next picture will be "The Man With the Iron Mask," a sequel of "The Three Musketeers," based on the further exploits of D'Artignan, Fairbanks' role in the former picture.

As nearly as possible, Fairbanks will reassemble the east of his original picture. Leon Baray, the Freneh aetor who played the role of Athos, has arrived in Hollywood to play the part again. Marguerite de la Motte will again be seen as Constance, the heroine. At the present time, it is not known how many players of the original "Three Musketeers" will be seen in the new picture. George Siegmann, the original Porthos, has already passed on.

Mauriee Leloir has been engaged by Fairbanks to aet as art advisor on the production. The artist, who is 75 years old, arrived in New York last week from Paris and after a few days in the city he departed for Hollywood.

Fairfield Exhibitor Will Fight City Blue Law

Although the trial of W. F. Walsh, manager of Fairfield's only moving picture theatre, who was arrested for operating his theatre on a Sunday, has been postponed to July 7th, a fight against the recently adopted city ordinanee will be carried on by him.

Walsh declares he will plead not guilty when called before Mayor Pratt. Through his attorney he will charge that the ordinance, under which he was arrested, is illegal. Under the new city ordinanee, he is liable to a fine of from $25 to $100 and 30 days in jail. If he is fined in Mayor Pratt's court, he will appeal to the higher court, Walsh says.

Originally Birmingham decided against Sunday shows. When Walsh opened his theatre the week following the eleetion a fight was begun against him by churehmen, but Mayor Pratt declined to adopt a blue law ordinance. A straw vote held also determined against Sunday shows. The city counеil then adopted the ordinanee prohibiting them. The mayor neither signed nor vetoed the bill.

Three Projectionists in St. Louis Houses

THE St. Louis projectionists have applied drastic rules for houses using sound pictures. In the Grand Central Theatre three projectionists are used on each shift instead of one man as with regular pictures, and all theatres in this territory that install the Vitaphone will have to use three projectionists.

The stagehands' union has also insisted on the employment of a member of that union if a phonograph or other mechanical musical instrument is used on the stage of a theatre. Recently one theatre that used some Al Jolson records in connection with a picture paid a stage hand for being present.

12 Additions to Christie Beauty Brigade

A dozen neweomers have recently been added to the list of Christie girls at the Hollywood eomedy studios.

Nancy Dover has been selected as leading lady with Bobby Vernon; Patricia Archer will be prominent in the first of the "Confessions of a Chorus Girl" series; Jane Laurell and Shirley Collins will be with Billy Dooley; Marguerite Calova, who danced with Dooley in vaudeville this spring, is also appearing with him; Betty Lorraine is working in "Picture My Astonishment," with Franees Lee; Naney Cornelius, who was "Miss Hollywood," is a new player; Marcelle Edwards, daughter of Neely Edwards, who is just out of high sehool, is now playing parts; Aliee Averill from "Sunny," Elsie Tarron, Helen Roehe, and Winnie Law, Sally O'Neill's eousin, who recently eame to Hollywood after appearing on the stage in a Publix revue, are other Christie neweomers.

"Making the Varsity" Next Excellent Release

The next release from Exeellent Pictures will be "Making the Varsity," starring Rex Lease, with a supporting east ineluding Gladys Hulette, Edith Yorke, Arthur Rankin, Florenee Dudley, Carl Miller and James Latta.

Immediately following "Making the Varsity," "The Speed Classic," also featuring Lease and with Mitehell Lewis, Mildred Harris, Otis Harlan, Helen Jerome Eddy and Jack Riehardson in support, will be issued. It is already being edited.

Exeellent now has in production in Hollywood "Manhattan Knights" in the east of which are Barbara Bedford, Walter Miller, Betty Worth, Ray Hallor, Noble Johnson and Eddie Boland.

Clive Brook Signs New Paramount Contract

Clive Brook, English aetor, has just renewed his contract with Paramount, for whom he has starred in several recent releases. At present he is completing work with the unit making "Forgotten Faces." He is scheduled to star in a series of dramatic pictures opposite Evelyn Brent.

Hays Departs in Semi-Annual Trip to Coast

Will H. Hays left New York this week for Hollywood on his semi-annual visit to the studios.

Injunction Is Sought Against School-Theatre

THE case of E. Ellingsen, manager of the theatre at Spring Grove, Minnesota, against the local school board has been taken under advisement by a judge of the district court. Ellingsen is seeking an injunction to prevent the local school from showing pictures in competition with the regular theatre. Ellingsen has the aid of the Northwest T. O. A. and W. A. Steffes, president of the association, says that the case will be carried to the highest court in favor of Ellingsen. The local school has been showing the pictures under the name of the Auditorium Theatre.

M-G-M Will Film "Trader Horn" in Africa

The original setting of the story will form the baekground for M-G-M's "Trader Horn." An expedition will leave California for West Africa in the near future, under the leadership of W. S. Van Dyke, who has but recently returned from Hawaii where he made "Southern Skies."

The eompany plans to penetrate into the heart of the Congo and remain there for an indefinite period. On their arrival in Africa, the director and his teehnieal unit with an army of negro bearers will move portable generators, eameras, lights and a complete studio outfit to their jungle loeation, it is said.

L. B. Pride, New Scenarist, at Paramount Studio

A graduate of Professor George Pieree Baker's playwrighting class at Yale will join the Paramount studio on the West Coast. He is Leo B. Pride who was signed by Paramount last week. Other Baker-trained Yale men will be added to the writing and teehnieal staffs of the Paramount studio from time to time, it is said. Among Professor Baker's former students are Eugene O'Neill, Sidney Howard, Edward Sheldon and Philip Dunning.

Free Shows Still Confront Minnesota Exhibitors

Exhibitors in Minnesota are still being eonfronted with the free picture menaee. At Dover pictures are shown every Saturday evening while at Verndale a free show was given in connection with the Farm Bureau Pienie day.

Columbia Opens 2 New Branch Offices

TWO new exchanges in Albany and Buffalo, New York, have been by Columbia Pictures. The Buffalo branch is under the management of Joe Miller, a former representative for First National and other companies.

Covering the Syracuse territory is Austin Iurerrante. Walter Foster covers Rochester and surrounding towns. The Albany territory is being covered by C. R. Halligan, with Universal for 17 years.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

William A. Brady Discusses Sound Films

Veteran Legitimate Producer Sees Many Changes for Future

(*Continued from page* 31)

He has starred in some of Broadway's biggest productions, but his popularity has been on the wane for some time and he wanted to borrow some money. Immediately I thought that sound pictures were just the spot for him and I mentioned it to him. 'But how can I get to the producers,' he said. I gave him a letter to four of them and within twenty-four hours every one of them wanted him and he is now signed to a year's contract.

"The motion picture industry has been a mighty fortunate one, but I think this innovation of the sound picture is the luckiest break it ever had. It dropped right out of heaven, as it were, just at a time when things looked anything but bright. Four times now the industry has had a break and there have been brains enough in it to seize upon the breaks. The first was in the production of shorts, whose novelty at the time would carry them over. Then came the advent of Zukor, Lasky and Fox and others and the introduction of the feature film. The feature film brought a new era of prosperity and it continued to prosper until it made too great demands on the literary markets of the world. Good stories could not be manufactured at the terrific rate they were being consumed. There came a weakening in the stories and a corresponding falling off of audiences. So-called presentations, vaudeville acts, burlesque, bands and other things saved the situation.

Not a Mere Flurry

"Interest was again on the decline, when suddenly out of nowhere came Vitaphone, Movietone, Photophone and other sound recording and reproducing devices and as a result there is greater interest in pictures today than there ever was before. This is not just a flurry. Sound pictures are here to stay. They don't know much about them now, as they didn't know much about anything in the industry when they first started the production of short subjects, but there will be developments, and perhaps greater developments than ever before. Meantime the novelty of the sound pictures will get them over in healthy fashion and by the time the public starts tiring a bit of the crudeness that is now displayed, there will be revolutionary measures that will again revive interest to the peak.

"And while all this is going on the legitimate stage is going to suffer and only the smartest of the legitimate producers are going to be able to keep up interest in their playhouses. What is the legitimate stage going to do in the absence of its established stars? The smart legitimate producer is going to develop stars overnight. That can be done, but it takes a smart producer to do it. Never in the history of entertainment has there been such a chance for new talent. You will see names by the score in electric lights on Broadway in another year or two that you have not heard of to date. That will be just as necessary as it is for the motion picture industry to supplant present-day screen stars who cannot read lines or act with players of the legitimate stage.

"I have hear it said that screen stars who have attained popularity will be instructed in voice culture and the tricks of the legitimate stage and that they will not be at a disadvantage when they are heard on the screen. Don't let anybody fool you into thinking that is so. Some of them will get by largely because they have had legitimate stage experience, but the great majority of them will require long, hard training before they become proficient in all of the little tricks, if they ever do. Why, that has been our greatest trouble on the speaking stage. You will see actors and actresses who have had years of experience and they don't know how to enunciate or read lines yet. Their defects will be accentuated on the screen.

Long Training Needed

"Can you imagine how some of these stars will sound by contrast when they appear in a picture with a Barrymore, Ruth Chatterton, Mrs. Fiske or dozens of other stage stars I could name? It is not a question of days or weeks, but of years to acquire all that is necessary to meet the requirements of these sound reproducing devices. Hear Lionel Barrymore in 'The Lion and the Mouse' and you hear absolute perfection. Who but the greatest stars can enunciate so clearly and put the right inflection into every line. Why, his line in that picture, "Now I'll give you another tip,' is an absolute classic. Barrymore will be about as big a star as pictures ever had as a result of these sound pictures. You can't develop Barrymores in a day, and as I see it it means a complete revolutionizing of the ranks of motion picture stars if the full value is to be had from talking pictures.

"It will be just as necessary too to have competent direction from the angle of the stage as it will be to have stage talent on the screen. The motion picture director who has had no experience in stage direction will hardly be qualified to produce the new type of motion picture. To my way of thinking it will be much more necessary for

(*Continued on Page* 40)

Talkie Highlights

WM. A. BRADY, veteran Broadway legitimate producer declares sound pictures will revolutionize both pictures and stage; that picture interests will sign all stage stars and a new crop of the latter must be developed over night.

Union problems are showing a marked increase with new ones arising daily as the result of the many installations of sound devices being made in theatres.

Hollywood production plans are rapidly taking shape, with many sound pictures already in production and others being prepared to go into work in the immediate future.

Joseph M. Schenck warns against hysteria over sound devices and points out that intelligent production of films will remain the sustaining force in entertainment.

Harold B. Franklin, presdent of West Coast Theatres, Inc., writes entertainingly and instructively on sound showmanship.

Pennsylvania jurist rules censor board has same right to censor dialogue in pictures as the pictures themselves.

Exhibitor urges careful handling of film as a big factor in the success of sound pictures.

Sennett Ready to Make Short Comedies with Photophone

MACK SENNETT, producer of comedies for Pathe, after months of preparation, will soon begin production of two reel comedies with RCA Photophone talking and sound effects. The man who produced the first one reel comedy, the first two reel comedy, the first six reel farce comedy; who orginiated the Keystone Cops and the bathing beauties, is taking another step which is destined to have a vast influence on the short subject of the future.

When Sennett began the construction of his new studios at Studio City, California, he had already begun to plan for the application of sound to his comedies. In consequence, sound proof rooms were included in the new plant. Now he is ready to begin production, and the first of the Pathe comedies with talking and sound effects will probably be ready in early autumn.

The way in which Sennett makes use of the Photophone will not be along conventional and obvious lines, it is said. He promises a surprise to the trade and the public alike. What will be the nature of this he cannot divulge at this time.

The reason for the producer's long stay of over two months in New York is directly connected with these new production plans, as was also the putting of Johnny Burke and other vaudeville favorites under long term contracts.

"I consider that talking and sound will be the greatest advance in short subjects since I made the first two reel comedy," said Mr. Sennett. "Here is a new science that lends itself marvelously to screen comedy. We are going to give new interest to the steady patrons and we are also going to attract myriads of new patrons to the motion picture theatre. Presentations have imposed a heavy burden upon many exhibitors. If there ever has been a real need for them in motion picture theatres, which I personally doubt, these new two reel comedies will answer it. The short comedy is about to enter a period of great expansion and the widest influence."

Hollywood Production Plans Shaping Up for Talkies

HOLLYWOOD, July 2.—Production activities are assuming more definite shape daily in conection with sound pictures at the Hollywood studios. Work is already under way on several of them in the studios where equipment has been installed, while in other studios casts are being assembled and all plans perfected for launching production at the earliest possible moment.

According to a reliable report current in Hollywood, Reginald Denny's next picture may be a "talkie." It is known that Carl Laemmle, ever on the alert to pioneer anything that will tend to further advancement of pictures, has been flirting with Fox' synchronizing device and the fact that several of his chief coast executives have been experimenting with Movietone during the past few weks, lends truth to the Denny report.

The selection of Denny to mark the advent of Universal into the talking picture field was due to the fact that he possesses a particularly well placed stage voice. At one time Universal's comedy star appeared as leading man opposite several of New York's most prominent stage favorites.

Charles R. Condon, who wrote the scenario for the first Vitaphone picture to be made in England, Ben Heeht's "The Florentine Dagger," has been rewarded by a second Vitaphone assignment. This will be also made in England and as yet has not been titled.

Howard Bretherton has just completed the direction of Condon's story, "Caught in the Fog," which was made with Vitaphone interpolations.

William de Mille is to have the interesting experience of making a play of this writing into his own talking movie. This is to be a picturization of "The Man Higher Pp," a playlet in which Theodore Roberts has apeared in vaudeville during the past five years.

De Mille has signed Roberts to star in the "talking movie" in the role "the grand old man" created on the stage. The production is to be made as a two-reeler, and will be started immediately after William De Mille completes the direction of "Craig's Wife," a picture he is working on at the present time.

Following close on the heels of the announcement that all of the new season's Christie Comedies released by Paramount will be made with sound effects and musical synchronization, comes the statement that the Douglas MacLean picture "The Carnation Kid" will be synchronized with sound. Not only will Douglas and his supporting players talk, but sound effects of a vivid nature are planned.

North West Resumes Arbitration

RESUMPTION of arbitration in the Northwest came about last week through the efforts of non-members of the Northwest exhibitor unit. Deliberations in the locality had been at a standstill for several weeks following the move of the board of the firm's action in serving non-theatrical accounts.

The body of Northwest exhibitors has announced that injunction proceedings would be begun if attempts were made to arbitrate with a board on which the Northwest exhibitor is not represented.

Sennett Special to Have Sound Effects

"The Good-Bye Kiss," the Mack Sennett special feature production being distributed by First National Pictures, will be the second of the specials handled by this company to be accompanied by sound effects, according to an announcement just made by Richard A. Rowland, general and production manager.

The first picture with sound synchronization will be "Lilac Time," a special with Colleen Moore as the star, which opens for a run at the Carthay Circle, Los Angeles, July 12th.

Musical Comedy in Color Suggested

The ultimate value of talking motion pictures will never be completely tested until talking pictures are staged with the same care and attention to detail as is now the case with stage productions, according to Director Robert Z. Leonard.

Leonard, prior to coming to motion pictures had a long and varied career on the stage. He was both actor and producer. In the latter capacity he produced 140 musical shows.

"I have an idea in my own mind that I would like to try out in my next production," said Leonard. "An idea that is now practicable and would constitute a real test of talking motion pictures.

"What I have in mind, is, briefly, to produce a full length musical comedy in color with talking motion pictures.

"Such a production, will of course, require a combination of the technique of the stage and screen. It will require an original book, original songs, and original lines. It could be better staged than the usual musical shows, since the motion picture would permit us to choose locations wherever we pleased, exterior or interior, and at the same time to have many more locations than stage facilities will permit.

"Personally, I can see no reason why in the future stage productions could not be adapted from talking motion picture productions instead of vice-versa, as is now the case. It would even be possible to have simultaneous release dates."

Fox Buys "Behind That Curtain" for Movietone

Fox Film Corporation has bought "Behind That Curtain," a mystery novel by Earl Derr Biggers. It will be done in Movietone.

Raoul Walsh has been assigned by Winfield Sheehan, vice-president and general manager, to produce this picture. He left Hollywood Saturday, for New York in quest of suitable talent.

Marshall Neilan Scheduled to Direct Bebe Daniels

Marshall Neilan will direct Bebe Daniels' next Paramount picture as yet untitled. He also was signed a few days ago to direct Douglas MacLean's next Paramount-Christie picture.

First National Buys Story For Charlie Murray

The purchase of an original story by Adele Comandini called "The Milkman" has been effected by First National. Charlie Murray, now in the east vacationing, will be the stellar player.

Franklin on "Sound" Showmanship

Expert Handling by Exhibitors Is Prime Necessity

By HAROLD B. FRANKLIN
President of West Coast Theatres, Inc.

EDITOR'S NOTE: Mr. Franklin's views on the latest developments in the industry, which are printed below, are from an editorial written by him in "Now," the West Coast Theatre magazine.

THERE can be no question that the motion picture industry is going "talkie." The leading producers have definitely committed themselves to a recognition of the synchronization and amplification devices that have been perfected. The devices now being installed in many theatres are the product of the Electrical Research Products, a subsidiary of the American Telephone & Telegraph Company, and the most important producers are now making productions with these devices under the trade name of Movietone or Vitaphone. Within a few months the RCA-Photophone, fostered by the Radio Corporation and General Electric, will be marketed.

A Prime Necessity

It can readily be seen that sound synchronization has become a prime necessity to every progressive motion picture theatre. That motion pictures are being made with sound synchronization, however, does not in itself insure a continued public support. If it is not to be a fad, quality must be the dominant objective of the producers. Sound synchronization offers a new mode of expression which will progress only to the extent that producers take advantage of the opportunities before them; they must realize that here is a new art that requires sympathetic understanding. Mistakes will be made in the beginning, and those companies that have or are willing to gain experience will naturally make the greatest progress. That the interest of the public has been aroused is an undoubted fact, to which the recent success of certain motion pictures with sound synchronization bear witness.

The industry has within it power to bring to the motion picture an added impetus . . . a new dimension, if you please . . . that will attract an increased patronage, if "quality" is the watchword of this new effort. Producers who are devoting themselves to the development of sound synchronization can prove to be a force for great progress to the entire industry. New interest will be shown by many who have been satisfied with their activities, and new talent will be attracted to this new art. A technique will be created that will blend motion picture action with voice and sound. Such technique will be entirely different from the methods of the spoken drama or the motion picture . . . it will blend the best points of the stage and screen. In the expression of such a technique students of the highest ideals and intelligence will be attracted to the industry, and progressive producers will encourage the development of such manpower. Some of our screen favorites will enhance their value if they keep pace with the new requirements, while others will be found lacking, and new personalities will be developed for the spoken screen.

Has Its Rights

In musical interpretation and accompaniment, sound synchronization has established its right to compete with most theatre orchestras. The Movietone News, because of sound synchronization, brings to current news subjects a decided added interest . . . to see and hear the Prince of Wales, George Bernard Shaw, Mussolini, Lloyd George, Marshall Foch and others of international interest, makes great men and events live before our very eyes. Such living records stimulate the interest of the public in motion picture theatres everywhere.

It is not enough to show sound motion pictures; theatres that devote themselves to sound synchronization must give to this new showmanship understanding and sympathy. It is not sufficient to merely install a synchronizing device; it is quite important to insure for its operation enterprise and expert handling. Projectionists should not alone understand the mechanism, but are in a great measure responsible for its successful operation. Management must be sure that amplification is just right—not too loud nor too soft. There must be a close co-operation between the management and projectionists in maintaining just the proper degree of amplification at all times. The instruments require different adjustments in a crowded auditorium as compared to those periods in the day when patronage is lighter. This makes necessary carefully worked out schedules, as well as constant supervision to insure uniform tone quality.

In advertising sound synchronization, misrepresentation must never be resorted to. The public should not be allowed to expect talking motion pictures when only synchronized scores are presented; yet, when talking motion pictures or effects are given, clear definite advertising in this respect should guide the publicity and announcements, and short talking or singing subjects should be advertised as such.

Short subjects should be programmed so that they blend into a smooth running entertainment. Two singing or dancing acts following one another would indicate the same poor judgment in sound motion pictures as it would be in stage entertainment. The tendency to give lengthy programs brings to mind that quality is of greater value than quantity.

Sound synchronization is another milestone in the progress of the motion picture. The same progressive spirit that has built our industry into one of the greatest, is now necessary to bring this new art to its fullest expression. Those who appreciate its possibilities are destined to gain distinction and prestige.

Vitaphone Signs Additional Stars for Playlets and Operatic Numbers

SEVERAL stars of the stage and screen have been signed to appear in Vitaphone presentations and the majority of them have already started work. They will be seen in playlets, sketches and operatic numbers.

Ethel Grey Terry, screen star, and William Davidson, Edwin Sturgis and Carl Gerard, all of the legitimate stage, will be seen in the Willard Mack playlet, "Sharp Tools." Kenneth Harlan, Robert Elliott and John St. Pois will have the leading roles in "The Alibi," by Murray Roth and Addison Burkhart.

Sarah Padden, noted emotional actress, will make her third Vitaphone appearance in "Across the Border," by Colin Clements. Madame Schuman Heink has been signed to make two Vitaphone presentations, in which she will select the most popular numbers from her wide operatic repertoire.

Canadian Theatres to Install Equipment

CANADIAN theatres of the Famous Players Canadian Corporation will be equipped with sound reproducing devices by the Fall, according to announcement made in Regina, Saskatchewan, by N. L. Nathanson, managing director of the corporation. There are 140 theatres under control of Famous Canadian and the contract has been signed for Movietone and Vitaphone equipment.

M-G-M Players Equipped for Sound Pictures

Introduction of "talking films" into the Metro-Goldwyn-Mayer production program will have very little effect upon the personnel of the studio stock company. Seventy-five per cent of the players under contract by that organization have had considerable stage experience and are suitably equipped for the sound device innovation for the screen features.

The twenty-five per cent lacking stage training are to be coached in a studio elocution school and their response to the voice culture instruction probably will measure their future usefulness to the company.

John Gilbert, Lionel Barrymore, Lew Cody, Conrad Nagel, Lon Chaney and Ralph Forbes are some of the male players who came into films from the stage. Marion Davies, Joan Crawford, Greta Garbo and Aileen Pringle also were on the stage.

Sound Picture Reviews

"The Book Worm"

HARRY J. CONLEY, another star of the Broadway stage comes to the speaking screen in this Vitaphone playlet. He was among the luminaries of "Lemaire's Affairs" and he injects a lot of comedy into a very talkie talkie. The story is by Willard Mack, who seems to be giving a lot of his attention to these screen playlets.

Conley's pantomime is good and his voice registers well on the screen. It is a typical old silent two-reel comedy done with dialogue and it is much more attractive in its new form. The dialogue and stage play of Conley liven the old silent comedy considerably and are bound to extract more laughs from an audience.

The story is rather crude and unlike others of the late ones seen, in that it is not as skillfully constructed, but depends more upon the lines than the situations to get it over. Conley asks the privilege of delivering a book from the bookstore to a beautiful young lady whom he has fallen hard for. He arrives at her house and she immediately falls in love with him. In fact her advances are so marked as to embarrass him, but he gets over that and is doing well when he is awakened by a subway conductor telling him he has reached the end of the line.—Chester J. Smith.

"Celeste Aida"

Giovanni Martinelli is seen and heard in the aria from Verdi's opera, "Aida." This operatic star, who was among the first to be recorded by Vitaphone in connection with the initial presentation of "Don Juan" is even more splendid in this number than he was in the original record. His voice seems perfectly pitched for recording and his notes are as clear in the reproduction as though he was on the stage in person. Martinelli will undoubtedly be among the most popular of the many stars that have been signed by Vitaphone.—Chester J. Smith.

Union Problems Increase With Sound Installations

UNION problems with theatre managers threaten to become more complicated daily with the installation of sound equipment multiplying rapidly. From both the projection and the music angles difficulties are arising that eventually will have to be straightened out.

From the coast comes word that houses having sound pictures devices face the prospect of union demands that will practically double their projection overhead. The unions, it is said, will demand a number of synchronization apparatus operators equal to the number of regular projection machine operators. Exhibitors contend that the regular machine operators will have no trouble running the sound picture devices and that it means little or no extra labor. If they are compelled to put on the extra labor they feel that the extra revenue from the sound films will not offset the additional expense of operation. It will be necessary in some houses, it is contended, to enlarge the projection room if more help is to be accommodated.

As the first step in its campaign against the general installation of mechanical music in theatres, a national survey is being conducted by the American Federation of Musicians to determine public reaction to sound pictures.

Just what action will be taken by the musicians is problematical, but the federation has voted an annual defense fund of $1,500,000 to prevent the general introduction of mechanical sound devices into theatres. Joseph N. Weber, president of the federation, sees no trouble in the immediate future with theatres, but he has issued the following statement on the general conditions:

"We are not opposed to talking movies because we realize that synchronization of words with action on the screen is a scientific accomplishment of value. But if machines are used as a substitute for vocal and orchestral music in the nation's theatres they will become a serious menace to our cultural growth. And that just at a time when America has achieved rank as the undoubted world center of music.

"Music at best reflects the mood of the artist. You cannot mechanize an art. If synthetic harmony comes to supercede the services of musicians, the public will be the loser. The gain, if any, will be that of the theatrical enterpriser who will be offering cheaper and inferior music for the old price of admission. This would be especially unfortunate in view of the fact that the motion picture theatre has been a great factor in promoting appreciation of fine orchestral music."

Noted French Comic Signed by Lasky

WITH the return from abroad of Jesse Lasky, first vice-president in charge of production of Paramount, announcement is made that included in the foreign talent signed by him is Maurice Chevalier, favorite comedian of the Paris music halls, who will be seen and heard in sound pictures.

As a feature of the first picture in which Chevalier will appear, he will sing in both French and English. The story is being prepared by a distinguished French dramatist with Chevalier collaborating, Mr. Lasky said. The comedian is to appear in both sound and silent pictures. He speaks not only French, but fluent and colloquial English.

Philly, Dallas Get Vitaphone Branches

Two additional Vitaphone branch offices, one in Philadelphia and one in Dallas are to be opened at once. This was announced this week by Paul Swift, general sales manager of the Vitaphone Corporation. The number of Vitaphone exchanges will then be six, the other offices being New York, Chicago, San Francisco and the recently established Atlanta branch.

A marked increase in the number of Vitaphone installations in the Philadelphia and Dallas territories is given as the reason for the establishment of the new offices. More than 100 Vitaphone exhibitors in the Philadelphia territory are now serviced by the New York branch it is said. The rapidly increasing number of Vitaphone installations both in the New York and Philadelphia territories has made a division of the territory necessary.

Locations for the two new branches are now being selected and it is expected that both offices will be equipped and ready to service accounts within the next three or four weeks.

The service department of the New York branch hitherto located at the old Vitagraph studios in Brooklyn, will be moved within the next week to the new building now occupied by the Vitaphone and Warner Bros. home offices at 321 West 44th Street. One entire floor of this building will be taken over by the Vitaphone New York branch.

Warners Purchase "Home Towners" for Vitaphone

Warner Bros. have purchased from George M. Cohan the screen rights to "The Home Towners," which was produced on Broadway and had a run at George M. Cohan's Theatre there. Robert McWade, who played the leading role in the Broadway production has been engaged for the same part in the picture.

"The Home Towners" will be one of Vitaphone's specials for the coming season and will be an all-talking picture. The cast, apart from Mr. McWade, is in process of selection by J. L. Warner.

25 Vitaphone Theatres in Philadelphia

Two more theatres in Philadelphia join the list in that city showing Vitaphone attractions. The Cross Keys theatre begins its Vitaphone career this week and the Kent starts the week following. Both are Stanley circuit houses.

With the installation of Vitaphone in the Cross Keys and Kent, the number of Vitaphone equipped theatres in Philadelphia is raised to twenty-five.

Condition of Film Will Be Big Factor

Improvement Becomes Prime Necessity Now, Exhibitor Declares

SPEAKING of the smaller house, which is to be a very important factor in the new sound movie era, William H. McLaughlin, of the Stoneham Theatre Co., Stoneham, Mass., has some practical and pertinent things to say:

"Mr. William A. Johnston,
"Motion Picture News,
"New York City, N. Y.
"Dear Sir:

"I have been reading with interest your editorials of late in which the talking movies have been the paramount subject. We might say that they are a reality, but it will be six months to a year before they will be operating in a majority of theatres.

"My suggestion at the present time is, 'Why not get a firm foundation on which to build for them in the coming months?'

"The talk the exhibitor hears from a big percentage of his patrons in the suburban and smaller theatres is, 'If we wait until the picture comes here we won't see the whole of it, because they cut them when the smaller theatres get them.' In these days when ninety per cent of the public are travelling in autos they don't wait, but go to the cities.

"As I have explained to my patrons many times in editorials, it is not the story cut, but sometimes we get film in poor condition after it has been run through many other picture machines. You cannot continually make excuses to your patrons. If this is the case now, what will it be after the smaller theatres have invested $4,000 to $18,000 in equipment for the talking movies? The public will then claim that they don't get all the talking and musical end of the program as well as the picture, with the result that it will be hard to get the investment back.

Care of Film Necessary

"As I suggested, now is the time to build a foundation, and I do not wish to criticise without making it constructive. The one big fault lies with the exhibitor. It is just human nature not to respect the other fellow's property as much as you would your own. It is the same the world over. A man who hires a tenement does not take the same care of it as he would if he owned a house. Too many exhibitors feel that as long as the film is not their property, they should not be over zealous in its care. The result is that the person they hurt the most is the small exhibitor that follows after them in the use of the film. If the exhibitors outside the key cities, would put as much effort into helping the other exhibitors in maintaining a good condition of film, as they do against block booking, etc., the evil would be stopped to a certain extent.

"The distributors are wrong also. It is true in their inspection departments they look for scratches, holes and patches, but how many ever look for the continuity of the story which is more essential than the other things, when today the public is comparing the pictures seen in the palaces and cathedrals, with what the suburban houses offer. There should be some man in this industry smart enough to invent a meter attachment for the rewind machines in the inspection department, that could tell how many feet of film were sent to an exhibitor and how many returned, and eventually we would not be having the continuity of the story shot to pieces.

"By this method the exhibitor who has to cut poor film out of a picture, would be more apt to put it back in the case instead of in the waste barrel. The distributor then could tell what part of the story was cut, and either fix up that footage or substitute new. If that did not improve matters, a charge for the missing amount of film after being measured would help.

Must Help Small Exhibitor

"From a small exhibitor's standpoint, there must be something done to improve the condition of film before an exhibitor of this class is warranted to spend a big amount of money for talking movie equipment. Our film should be just as good as the $1,000,000 house receives. Our investment is as much in proportion to the inhabitants in our communities and the seats in our theatres as the big fellows. They get the picture preference, and are in the days of easy travel by auto, getting a big proportion of our patrons which is not figured when the price of pictures is made to them. Therefore it is very essential both to the existence of the smaller exhibitor and the revenue of the large producers, that they start now to build for a better condition of film, so that when the talking movies are installed the public will have the confidence that in their own community they are getting all for their money it is possible to give.

"Yours sincerely,
(Signed) William H. McLaughlin."

Schenck Warns Against Hysteria Over Scientific Devices

JOSEPH M. SCHENCK, president of United Artists, warns against hysteria over scientific motion picture devices and points out that good story-telling pictures, well produced and intelligently made, will continue to be the sustaining force in film entertainment. He says he does not underestimate the importance of scientific aids, but that "good pictures are the things that count."

Regarding the present-day stars and their ability to successfully meet the new conditions, Mr. Schenck says:

"People will continue to go to see them; they will continue to be the great magnet for box-offices. Patrons will be drawn by personalities and not by any device that simply enhances the mode of expression of their art. United Artists will continue to devote itself to distribution of big, ambitious screen productions aimed at entertainment of masses of people.

"I believe that people go to a moving picture theatre to be entertained by good moving pictures. Music, effects, the fine art of presentation—these things help like the setting of a jewel to place the audience in a receptive frame of mind so that they will view the picture itself properly. Extraneous presentations are like preliminaries to a championship prize fight in that they prepare the way for a climactic event. They are not and never have been the show itself; they will not become the show now."

Court Ruling Upholds Penn. Board's Right to Censor "Talkies"

THE words to accompany "talking movies" must be submitted to the State Board of Censors before they can be exhibited in Pennsylvania, according to a decision handed down by Judge Martin in Common Pleas Court No. 2 on June 30th. This ruling was made by Judge Martin in denying an appeal of Vitagraph, Inc., distributing corporation for Vitaphone, from the State Board's order that a record of spoken words to be reproduced during the showing of a film must be submitted to the censors. Vitagraph contended that the censors' powers applied only to pictures and not to spoken words. Upon the refusal of Vitagraph to submit the disc accompanying the film to the Board of Censors they refused to allow the picture to be shown.

Judge Martin held that the Board has as much right to rule on the spoken words as on the wording of the film titles used and in commenting on the obvious intention of the law, said: "To construe the Act as vesting the Board of Censors with power to prevent the exhibition of films which corrupt public morals when exhibited with printed titles, and to hold the Board powerless to prevent the exhibition of films when the same debasing features as published as part of the picture by a machine would result in neutralizing and destroying the Act of Assembly. . . . A construction which would permit so palpable an evasion of the law would result in an absurdity." An appeal is to be taken.

Three Harrisburg Theatres in Race to Install Talking Picture Device

SO rapidly is the demand growing for motion pictures with talking and musical accompaniments, that three Harrisburg theatres are in an apparent race to get them installed first in that city. Several weeks ago the Colonial and Victoria theatres, leading downtown first run picture houses of the Wilmer & Vincent chain, announced plans to install the Vitaphone and Movietone devices in both houses, and at that time it was stated they would be ready about Labor Day.

Almost immediately afterward, however, John P. McCarthy, manager of Loew's Regent theatre, the Wilmer & Vincent Company's chief rival in Harrisburg, announced plans for installing the "talkies" in his house "at the earliest possible date."

This was followed by a revision of the plans of the Colonial and Victoria, whose manager, Lee Levy, said he would speed up installation so that it was probable his theatres would be equipped with the "talkies" before the end of July.

Harrisburg movie fans, on the sidelines, are keenly interested to see which of the rivals will be the first to have the "talkies" in operation.

Brady Discusses Sound Films

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the director to have had experience in stage direction than in picture directing if he is to get full value out of his situations.

"The question of road shows has been much discussed by both legitimate and picture producers, but that would involve a great expense in equipping houses with the necessary apparatus. I would be more in favor of having the pictures of Broadway productions shown in straight motion picture houses, where you can keep the prices within reach of all and thereby derive a much greater revenue. The only drawback to that on the part of the legitimate producer is that he would not want a picture of his big hit shown in a large city before he has played the city himself. For instance, Ziegfeld would never permit his 'Follies' to be shown in such cities as Chicago, Detroit, Pittsburgh and three or four others, before his company has played there. And when you reduce profits by later showing in such cities as those you are cutting in materially to the gross a picture can do.

For Partnership Basis

"The question of arrangements to be made between legitimate and picture producers is one that will have to be given a lot of consideration. I would like to see it put on a straight partnership basis that could be made agreeable to all parties. I think this would be fairer to all than the payment of a set price for picture rights to a stage hit. Both parties should be willing to gamble on the attractiveness of a stage hit as a motion picture.

"Here's an angle that is going to mean a lot to the legitimate producer, the resale for sound accompaniment of stage plays that have already been produced on the screen. I sold 'Way Down East' to Griffith and now it should be more valuable even with sound effects and dialogue. It will undoubtedly be done over and will mean the signing of an equitable contract for the spoken picture rights. The fact that picture rights to a stage production were once sold to a producer does not mean that that producer by the purchase of those rights can now make the picture with sound effects or dialogue. He bought the rights only for the purpose of the one picture. I have twenty-four plays made by the old World Film Company and all of them will make good pictures with sound.

"There is one thing that the motion picture industry cannot be warned too strongly against, and that is the question of overseating. Maybe these sound pictures will prove so popular that new houses will be springing up everywhere. That will be a great mistake. It is the mistake legitimate producers have made along Broadway and it will surely bring disaster."

Sound Films Coming in Color

(*Continued from Page* 31)

One of the distinct benefits is in the realm of motion picture projection. The color film can now be handled practically as the black and white film is handled. If it buckles or bulges it is in exactly the same way.

Under the old system, unless the operator was continually on watch, the film was likely to go slightly out of focus, because of eccentricities it might develop while in the projection machine—eccentricities, at least, from his viewpoint.

Blending Sound and Color

Dr. Kalmus believes that the ultimate development in motion picture entertainment will be a blending of sound an color photography, which will bring the fullest and most complete satisfaction to the spectator. Naturally this development will be very gradual, as the company's capacity would not permit of any sudden or widespread use of the color system. There will undoubtedly be a steady expansion of their facilities, however, regulated by the demand, which has suddenly grown to decided proportions.

It is a question that can be only determined by time whether the two- or the three-color process will come into the greatest favor, although the latter is naturally by far the better. Of course, it is also more costly. It would be possible under the new system to have a four-color reproduction, but this is hardly necessary or practical.

Pictures which now have or will have the new color type of inserts include "Revenge," directed by Edwin Carewe, and starring Dolores Del Rio; Dorothy Arzner's film, "The Follies;" "The Water Hole," which Richard Jones is to direct, and "Redskin" (all color), with Richard Dix. All of these are Paramount productions. The Dix film is to be started early in August. Other films, which include color in their scope, are "The Play Must Go On" (Universal), and "None But the Brave" (Fox); also an independently made Buck Jones film. Technicolor itself has made six two-reel subjects now being released by Metro-Goldwyn-Mayer, as a means of demonstrating the advantages of the newer innovations in the process. Another series is following this. "The Thrall of Leif the Lucky" will be their biggest independent undertaking.

Certain colors that were thought completely beyond the range of Technicolor in the past, or exceedingly difficult to photograph, have now been brought within its sphere. There is a softer blending, and clearer definition of objects. The results for the eye will be so immensely more satisfying that there is no comparison. The company has spent fully $150,000 on the improvement, and this does not include all the money invested over a period of years.

Sound Picture For Use in Army

The first sound picture especially designed for military instruction purposes has been completed and privately shown in Washington before a selected group of military officials. The film was made at the Infantry School at Fort Benning, Ga., through the joint efforts of Electrical Research Products, Inc., subsidiary of the Western Electric Company, and the Fox Case Corporation, producers of Movietone features, with the co-operation of the War Department.

The film as shown to the officials, who included nearly 100 representatives of the Army, Navy, Coast Guard, National Guard, and Army Reserves, depicts three training units. Members of the 29th Infantry, U. S. A. at Fort Benning were the participants in the scenes photographed. The opening portions of the film were given over to excerpts showing the organization of medical and other units and to the use of sound pictures in describing the assembly and disassembly of weapons.

The latter portion shows an infantry battalion on the defense, with a lecture describing the various troop movements given in conjunction with the film. Troops are shown in action under simulated war conditions.

"Tenderloin" Closes Big Run in Oklahoma City

"Tenderloin," featuring Dolores Costello and Conrad Nagel has just closed a most successful two-weeks run at the Capitol Theatre in Oklahoma City. This is the second synchronized picture the Capitol has run since the installation of its new Vitaphone.

"Schubert's Songs" First for Paramount

The first Paramount sound picture will be "Schubert's Songs." The recording has been completed under the supervision of James A. FitzPatrick, who pioneered with his "Famous Music Masters" series. The record is by the Victor sound on disc method.

In discussing the picture, FitzPatrick said: "For the past four years I have been obliged to limit my 'Famous Music Masters' to the large presentation theatres in the key cities because of the smaller theatre's inability to present pictures that called for a particular treatment in presentation. Now the advent of the sound picture makes it possible to control music, voice and presentation and thereby automatically broadens my field to any and all theatres equipped with the necessary apparatus for sound pictures."

All St. Louis Houses to Equip for Sound

With the Vitaphone playing the Grand Central theatre, St. Louis, Mo., and building up a bigger following for sound pictures daily it is reported along the Picture Rialto in St. Louis that every first run picture palace in St. Louis and its immediate vicinity will install the equipment needed for the presentation of the most modern motion pictures.

5 Features from FBO in Month of August

During August, FBO exchanges will distribute five full-length productions. In the order of their release they are as follows:

On August 19th, "The Bantam Cowboy," starring Buzz Barton; on August 19th, "The Perfect Crime," co-starring Clive Brook and Irene Rich; also on August 19th, "Terror Mountain," starring Tom Tyler; on August 26th, "Danger Street," with Warner Baxter and Martha Sleeper; also on August 26th, "Lightning Speed," the first of the adventure films, starring Bob Steele.

Chesterfield Closes for Canadian Distribution

Chesterfield Motion Picture Corporation and Film de Luxe Ltd. of Toronto and Montreal last week signed contracts whereby the Canadian corporation will distribute the Chesterfield program of ten pictures throughout the Dominion. George R. Batcheller, president of Chesterfield, represented his company, while H. E. Feldstein signed for Film de Luxe. An advance selling and advertising campaign is planned by the Canadian company.

Burr Completes Filming of New Hines Vehicle

C. C. Burr has completed actual camera work on "The Wright Idea," his new comedy production, starring Johnny Hines, which First National will soon release. The picture is now undergoing cutting and editing. Paul Perez is writing the titles.

Exhibitor Installs Own Sound Reproducing Device

SOUND reproducing devices are becoming so popular and so numerous that exhibitors are bound to have them under almost any conditions, even if they have to manufacture them themselves. Ed. Crane, manager of the Capitol Theatre in Jacksonville, Florida, wanted one, so he devised an original method of providing a synchronized score for his feature picture. He calls it the "Filmtone."

As the feature picture starts, music swells forth from the orchestra pit and the various scores follow closely the action of the feature. First it is a symphony orchestra followed by a jazz band, popular music, classical music and many of the old favorites of yesterday.

The equipment used by Manager Crane is a loud speaker in the orchestra pit. This equipment is wired to a special booth in the rear of the theatre, just off the projection room. Here the enterprising manager has utilized two discarded portable phonographs, making a double turntable. Ordinary steel needles are used, soft or loud as the picture action demands. The double turntable assures no break in the music.

The picture is carefully cued from the usual cue sheet sent with each feature and, if there is difficulty in getting the selection designated, a substitution is made. A preview of the picture is run and necessary changes made before its opening. "The Country Doctor" was synchronized in this way and patrons personally went to Manager Crane and told him the musical effects added fifty per cent to the picture.

Another novelty of the equipment is in the use of a "microphone" installed in the projection room and by use of the same equipment, a voice from the pit is heard: "Hello, Everybody," Crane speaking.

And timely bits of important news are given to the theatre patrons. The voice holds their attention and it is seldom a patron leaves after the main picture without hearing what is to be said. They are afraid they are going to miss something and are curious to find out what it is all about. The management is able to make talks to the audience about the coming attractions and any changes in policy that might come up. This is effective in paging doctors and in announcing national and local events of unusual importance.

Cortellaphone Latest Device for Sound Synchronization

CORTELLA SYNCHRONIC PICTURES CORPORATION of New York is ready to market a new sound device, which is a combination of the disc and sound-on-film methods. It is interchangeable in the reproduction of sound only with the disc methods. The new device is known as the Cortellaphone and equipment will be installed in theatres at a price under $500.

The new company claims to be in a position now to synchronize sound pictures already made and to equip theatres ordering now within the next ninety days. The equipment is leased to theatres, and in addition to the installation charge there is a small weekly fee for service. The company is also preparing to furnish at least two standard short subject presentations weekly that will be released through a national distributing organization not yet decided upon.

The basic patents under which Cortellaphone operates were applied for in 1913 and were granted in 1917, according to Ed. D. Turner, distribution manager. They were recorded in the name of Alphonso Cortella, the inventor of the process. W. J. Heffernan, New England manufacturer and capitalist is head of the Cortella Synchronic Pictures Corporation.

Under this new system of sound recording the sound is done by incision and is projected by an attachment to the projector, which it is claimed can be installed within a few hours. The incision scoring is done by hairline on the film between the picture and sprocket holes and it is claimed does not reduce the size of the picture. It is said the process is so simple it can be handled without trouble by any projectionist using any standard projection machine.

The disc method employed is similar to other disc methods in that phonograph synchronization is obtained through the use of a universal joint attached to the projector and phonograph. An automatic change-over prevents any stop, it is claimed. Non-synchronous music, it is said may be reproduced from any standard make of records.

Sound Devices for All Stanley Houses

THE talking picture will unquestionably be the vogue in the new season. Irving D. Rossheim, president of the Stanley Company of America, is among those who predict great things for the new development of the motion picture. He said:

"Stanley theatres are rapidly installing necessary apparatus and in the Fall practically every Stanley house will be equipped to give some form of picture with accompaniment synchronized speech or music. Inventors have perfected their devices so that Vitaphone and Photophone, and similar mediums are giving marvelous results. Stanley arrangements are such that the very latest devices will be put into operation and all that is newest in the field of the talking picture will be presented at our company's theatres."

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Union or nonunion. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

VITAPHONE - MOVIETONE Projectionist. 18 years' experience. Steady and reliable. Box 361, care of Motion Picture News, 729 Seventh Ave., New York City.

POSTER ARTIST — Can make attractive lobby displays, posters, lettering, specializing in heads. Young lady, single, ambitious. Box 362, care of Motion Picture News, 729 Seventh Ave., New York City.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

MANAGER 9 years in last position. Broad experience, married, best references, wants position in motion picture theatre. Can make good anywhere. Address Box 349, care Motion Picture News, 729 Seventh Ave., New York.

YOUNG MAN, five years' experience as moving picture theatre assistant manager desires position in that capacity or opportunity as manager of small house. Experienced publicity and ballyhoo man and in the compiling of programs, etc. Address Box 336, care of Motion Picture News.

For Sale

FOR SALE—700 fine upholstered opera chairs from first-class theatre, $2.75 per chair. Also 1,000 strong and durable veneer chairs at $1.10. Can be seen upon request. Box 425, care of Motion Pieture News, 729 7th Ave., New York City.

748 shares of the capital stock of the J. G. Carlson Realty Co., Inc., representing all of the stock of that company excepting two Directors' qualifying shares. The business is represented by a two-story business block at the N. W. corner of Main and Portege Streets, in Westfield, N. Y., containing the Grand Theatre (moving picture house) thirteen public rooms, a five-room apartment and four stores. The gross income is approximately $10,000 a year. This stock represents the owners equity and will be offered at public sale at 10 A. M. on July 30, 1928, at the office of the Grape Belt National Bank, Westfield, N. Y.

FOR SALE — 700 seat neighborhood fireproof theatre, Buffalo, New York, $41,000. For particulars David Krieger, 1346 Jefferson, Buffalo, New York.

American Portable Projector, motor driven, for AC or DC current. Will stand the keenest inspection. First $65.00 takes it. Address, Box 360, care of Motion Picture News, 729 Seventh Ave., New York City.

Brand New veneer and spring cushion upholstered chairs at prices below factory cost. Kindly state your requirements. C. G. Demel, 845 South State Street, Chicago, Ill.



Reproductions of newspaper displays showng how some of the first run theatres adapted press book ideas to their own uses in exploiting "The Street of Sin." The ads illustrated were featured in campaigns by the following theatres: Loew's Columbia, Washington, D. C.; Poli's Palace, Worcester, Mass.; Allen, Cleveland, and Mosque, Newark, N. J.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Studios Launch Summer Production Schedules

Stars, Players and Directors Begin Work on Programs For New Film Season

HOLLYWOOD, June 30, 1928.—With many of the stars and featured players home after vacation tours to Europe and wooded regions of United States, an unusually heavy production schedule has been announced by executives of the Paramount Studios in Hollywood.

Marshall Neilan will direct Bebe Daniels in "Take Me Home" and "The Docks of New York," starring George Bancroft, is being launched by director Josef von Sternberg. Four others are under way and a fifth, "Just Married," has been sent to the editing rooms. Those now in production are "Beggars of Life," "The Fleet's In" and "The Water Hole." Technicolor work is now being done on several sequences of the latter.

Esther Ralston, Adolphe Menjou and Florence Vidor are soon to start their new vehicles. "The Case of Lena Smith" is now in preparation for Miss Ralston, "Divorce Bound" for Miss Vidor and Menjou's latest has been written by Ernest Vajda.

Besides these, five more new pictures, all about ready for production, include "Interference," which will star Evelyn Brent; Richard Dix in "Moran of the Marines"; Emil Jannings "latest"; the next Bancroft, "The Wolf of Wall Street," and "The Canary Murder Case."

Bebe Daniels who was taken seriously ill on the set at Paramount studios and rushed to Hollywood Hospital last Friday, is out of danger and recovering from intestinal influenza. Dr. Phillip Ayer is attending the star.

Cornerstone Laying

With impressive ceremonies the corner stone of the Fox Film Corporation's new laboratory was laid last Friday at noon. Among the speakers were: Milton Sills, Dr. Rufus B. Von Kleinsmid, John P. Coneybear, Henry Lehrman, Fred Beetson, Mr. Beetson acted as master of ceremonies. A luncheon was served following the cornerstone laying.

Schrock Leaves T-S

Raymond L. Schrock, prominent film executive, following an association with Tiffany-Stahl, over a period of six months, has severed connections with the company, effective immediately. According to this executive himself, his dissolving of association with the T-S organization was on the friendliest basis and while he has no definite announcement to make as to his next affiliation, he expects to issue an announcement upon return from a vacation which he plans to extend for about a month.

G. C. Duffy, Writer, Dies Suddenly

FUNERAL services were held last Thursday for Gerald C. Duffy, 32, magazine and scenario writer, who died suddenly in his home in Rockledge Road, June 25. Duffy had been suffering from heart trouble for many months. He was preparing a story for First National at the time of his death. He was the author of many plays produced by the various film companies.

Delaney Cast

Charles Delaney has been selected by director Alfred Santell for the juvenile lead in the screen version of "Show Girl," First National.

Loaned

Howard Estabrook has been loaned to Inspiration Pictures, Inc., by Paramount. He will confine his efforts to the adaptation and continuity of Rupert Hughes' "She Goes to War."

"The Wrecking Boss"

Eddie Cline is directing Milton Sills' current First National starring vehicle, "The Wrecking Boss." Much of his work will be done in the High Sierras on the railroad and wreck scenes will furnish new thrills in the story about a show girl who marries the wrecking boss and attempts to settle down to a quiet, small-town existence.

Paramount Notes

Emil Jannings' next Paramount feature will be "The Sins of the Father." Story is by Norman Burnstine, E. Lloyd Sheldon is working on the adaptation and continuity. . . . Clarence Badger has left for a New York vacation. . . . Esther Ralston, after a vacation spent in Hawaii, is back again at the Paramount plant. . . . Douglas MacLean and Al Christie are searching for a leading woman for "The Carnation Kid."

Buck on-the-Go

Buck Jones, who is working on "The Big Hop," his first independent production at Universal City, established a precedent right at the jump when he shot a big Technicolor sequence with three hundred persons. The scenes depict happenings at an elaborate banquet and it is said that this is the first time that a picture has been made in color for the State Rights market. James Horn is directing.

Attractive Sue Carrol

Sue Carrol, one of the screen's most flaming flappers, will again be featured in an important role in a Lew Cody-Aileen Pringle production. She will play the gold-digging ingenue in "The Single Man," for Metro-Goldwyn-Mayer.

Newmeyer Retained

Fred Newmeyer, borrowed from Harold Lloyd by Universal to direct Reginald Denny in "The Man Disturber," has been asked by the Carl Laemmle company to remain to direct Glenn Tryon in a feature picture.

The Browning-Chaney Team

Tod Browning is to direct Lon Chaney's next starring vehicle, "West of Zanzibar." Mary Nolan has been selected by Browning for the leading feminine role, and the support includes Lionel Barrymore, Warner Baxter and Kalla Pasha.

Technicolor and Pulchritude

One of the most eye-appealing sequences to be shot on the Fox lot in many moons took place when Albert Ray put into Technicolor film a bathing beauty pageant as a highlight in "None but the Brave," his latest Fox production. Numerous beauties who have won contests throughout the world took part.

Silver King Recovering

Silver King, one of the best-known equine stars in pictures, is recovering from an attack of pleurisy at Flaggstaff, Arizona, where he has had every care possible from a veterinarian and the constant attention of his pal and owner, Fred Thomson.

Location

Thomas Meighan, star and James Cruze, director, of "The Mating Call," with Renee Adoree, Gardner James and Evelyn Brent, are in San Diego, on location and will also go to Fall Brook, where sequences of the picture will be filmed.

Audrey Ferris

Audrey Ferris, who recently attained stardom at the Warner Bros. studio, is about to work on the initial scenes of "The Little Wildcat."

(Continued on following page)



When Elsie Janis visited the Paramount Hollywood studio, her escorts were Malcolm St. Clair and Richard Dix, Paramount star and director who are soon to start work on a new picture

Finis

J. G. Blystone's picturization of Edna Ferber's famous story "Mother Knows Best" is completed. Louise Dresser and Madge Bellamy played the two most important roles.

On the Radio

Al Boasberg, who is collaborating with Carey Wilson and Sam Wood on a new M-G-M vehicle, is now broadcasting his comical quibs for an hour each week over KFWB. Al gets so many radio fan letters he has to have two secretaries to open the darn things.

Completes Picture

Bruce Mitchel has completed "The Danger Line," one of Universal's Forest Ranger series starring Edmund Cobb. Lola D. Moore wrote the story and continuity.

Speedy Service

First National studios has inaugurated a daily airplane service between Burbank and San Francisco during the filming of "Waterfront," to enable Director William Seiter to view the "rushes" within 48 hours after being recorded by the camera.

Prival in Two Roles

Lucien Prival has been expounding his versatility by playing two distinctly different types of roles at the same time. In "Hell's Angels," Prival played the heavy role, that of the Prussian General, and in "The Racket," he delineated the part of an underworld crook, both Caddo productions with which company Prival is under contract.

"Cohen-Kelly" Sequel

"The Cohens and Kellys in Atlantic City," will be directed by William James Craft, and the assignment of this Universal special is in the nature of a reward to Craft for his exceptional direction of the Glenn Tryon starring vehicles, including "Painting the Town," which scored a marked success.

"The River Pirate"

William K. Howard, Fox Films director, is putting finishing touches to his first production for Fox since his recent return to the scene of his earlier endeavors as a director. This picture is "The River Pirate."

Lloyd's Best Work

From all indications Frank Lloyd's production, "The Divine Lady," First National, promises to be his most important contribution to the screen. Corinne Griffith appears in the stellar role of Lady Hamilton. It is said, also, to be her most spectacular production.

A Futuristic Theme

"The World Tomorrow," a romance based on time one hundred years hence, is to be produced by Universal. The aeroplane, which is playing so prominent a part in the whirl of the world today, is to be conceived in its perfected and advanced stage. We wonder if the progress of "talkies" will be depicted — that would be a thrill.

Tryon and Craft to Separate

With the Glenn Tryon comedy, "The Kid's Clever," the star-director combination of Tryon and William Craft will be no more, at least for a while. The principal reason for this is "The Cohens and the Kellys in Atlantic City," which Universal wants Craft to direct. Tryon's next, "It Can Be Done," will be handled by Fred Newmeyer.

Shallenberger Producing

Dr. W. E. Shallenberger, former independent distributor, has turned producer. His first picture, now in production, will be "South of Heaven."

Titling

Paul Perez is now busy titling "The Grain of Dust," a Tiffany-Stahl production. This is his fourth assignment in titling Tiffany-Stahl pictures.

Educational Comedies

Anita Garvin and Estelle Bradley are the featured leading ladies in current Educational comedies. Anita appears with Lupino Lane in "Roaming Romeo" and Estelle with George Davis and Monty Collins in "Leaping Luck."

Gotham Finishes

"The Man Higher Up" and "The River Woman" are two productions that were finished the other day on the Gotham lot. Scott Dunlap directed the former and Joseph Henabery the latter.

William Boyd

When the male lead in "The Flying Fool" has been completed by William Boyd, that actor will be loaned to Feature Productions by De Mille to appear opposite Lupe Velez in "The Love Song." In recent roles, Boyd has appeared as cadet, railway fireman, riveter, police officer and dam rigger. In "The Love Song" he will again be a "he-man" toiler.

Sennett Producing

Production has started on each of the three series to be produced by Mack Sennett for Pathe "Taxi Scandal" is the first subject in the Taxicab Series in which Jack Cooper will be starred. Johnny Burke is starring in "A Dumb Waiter," of the Handy Andy series. Billy Bevan is working in "Caught in the Kitchen," the initial comedy of the Tired Businessmen Series.

Lois Wilson Unhurt

A narrow escape from injury was Lois Wilson's luck in an automobile accident recently. This star has been very busy of late. She is starring in F B O's "Sally's Shoulders" and is playing the feminine lead in a comedy drama in a Los Angeles legitimate theatre.

"Redskin" Postponed

"Redskin," listed as Richard Dix' next vehicle for Paramount, has been postponed; a revised production schedule at the studio replaces it with "Moran of the Mounted," for which Ruth Elder has been announced as the feminine lead. Meanwhile, Elizabeth Pickett, who wrote the original story of "Redskin," has been engaged to do the continuity.

"Smitty" Unit at Tec-Art

Amedee J. Van Beuren, president of the Van Beuren Enterprises, has appointed Harry Weber his general production manager. He is now at Hollywood and has established offices at the Tec-Art studios where he has engaged as director of "Smitty" comedies George E. Marshall, former supervising director of Fox comedies and James Meehan as camera man and James Tynan as story man.

Denny's Next Opus

"Red Hot Speed," an original by Gladys Lehman and Faith Thomas, has been definitely chosen by Edward J. Montagne, scenario editor-in-chief of Universal, as Reginald Denny's next starring vehicle. Current gossip has it that Nick Barrows, former director associated with Edward Everett Horton is being seriously considered as Denny's next megaphonist.

Fox Begins 2 Features

Two new features on the Fox Films Program—"The River" and "Dry Martini" —were begun the other week at the Fox studio. The first, based on the Tristam Tupper story which is winning favorable notices from literary critics, will have Charles Farrell and Mary Duncan. Frank Borzage is directing. "Dry Martini," from the novel by John Thomas, will have Albert Gran, Matt Moore and Jocelyn Lee.

(*Continued on page 72*)

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.

Danger of Having No Competition

There are today theatres in many parts of the country without any opposition and they are permitting a condition to exist which, unless they watch their step and their business, is going to give them many a bad night's sleep with the coming of opposition.

We were dismayed to find many such exhibitors so nicely situated without other theatres close by and they seemed to be closing their eyes to the way their theatres are being run and the dissatisfaction very evident among their patrons. These men are neglecting their theatres in appearance, in maintenance and entertainment. They make very little or no effort at all to cater to their public, and the only apparent reason for their present success is because there is no place else for their patronage to go.

Opposition Is the Answer

It is our humble opinion that these men are making a terrible mistake since it is conceded that every progressive town or community will, sooner or later, have opposition; and such opposition is rather invited by reason of poor management, etc. New theatres generally bring more modern buildings, better equipment, new and up-to-date exploitation and advertising methods, big city operating tactics and general all-around better showmanship; in fact, everything that the average theatre-goer looks for today.

The writer spent a little time with a friend who was connected with a circuit and who was on his way to visit two towns with a view of building theatres for his circuit. The first town we visited was about 15,000 population and had a fine theatre, as modern and up-to-date as one could expect in a town of this size, and running on a par with the bigger city theatres. My friend, after spending the better part of the afternoon and evening in the theatre and around the town, decided that we would move on. He passed the remark that this town with a theatre so well managed and presenting shows as we had seen could not stand opposition.

Conditions Just the Reverse

The next town we visited was about 25 miles away and perhaps a little larger in population than the other. Here we found a condition just the reverse of the one described above. The theatre in this town was not quite as old as the other, but was badly run down and showed neglect wherever we looked. We found the owner-manager lounging around the lobby with a big, black cigar in his mouth, an old derby on his head and several days' growth on his chin. His suit was sadly in need of pressing and his shoes apparently had not made the acquaintance of a boot black for weeks. If we were to sum up this description by merely saying that the manager reflected the condition of his theatre, then we believe that you have an accurate description of this so-called playhouse.

Needless to say, opposition was invited by such conditions and at this writing a new theatre is only a few months off.

The moral of this story is—"Don't Think That Because You Are Alone in Your Community That You Can Get Away With Murder. Good Abe Lincoln Had the Right Idea About Fooling Folks."

We Beg Your Pardon

MEMBERS who have sent in their applications as well as those who submitted ideas for publication are earnestly requested to pardon the short delay in publishing them.

Between running two theatres and handling the club, your Chairman has been "rushed to death." But we are rapidly catching up and all the ideas and suggestions submitted will have our close attention.

Please keep on sending in those applications and ideas for improving both box office receipts and theatre operation. **C. E. L.**

Exploit the Local Dancing School

Wherever kiddies are concerned you will most generally find that the adults show a keen interest. This holds good whether they have kiddies of their own or not.

One of the best tie-ups, as a means of stimulating business, as well as interest in the theatre itself, is the local dancing school, or the dancing classes of the public schools. At least twice a season you should present, in cooperation with these schools, a dance review or carnival. The kiddies themselves are always keen to show their ability upon the stage of a local theatre, and the adults are always glad of an opportunity of seeing these kiddies perform on the stage. Practically every youngster who appears will draw ten to twenty relatives or friends to see him.

If you have never done this before, we suggest that you look into this angle, and see if you do not find it a good box-office bet.

Don't Overlook Value of Short Subjects

Many of us, unfortunately, overlook the value of the short subjects that are so necessary in putting together a good, entertaining program.

For many years past, most managers have paid very little, or no attention, to this important part of the show. They would generally tell the exchange to "book me a comedy" and other such instructions.

Short subjects today are being produced, in most cases, with as much care as many big features, and unquestionably they can be built into box-office boosters if they are played up properly.

Taking a glance through the announcement of Educational in the issue of May 26th, you will find information about their short subjects that could easily be utilized for program copy or for newspaper advertising. Make the different types of comedies interesting to your patrons and play up the featured stars in them.

We tried this not only on "Our Gang" comedies, which always were good box office bets, but on Max Davidson, Laurel & Hardy, Charlie Chase and others, and we heard plenty of comment whenever those names appeared in the program.

The same might be said of the various novelty reels that are becoming so popular wherever well-balanced shows are assembled. There are always little angles that lift a short subject out of the ordinary class and make it stand out.

We are great believers in exercising as much care in the selection of our short subjects as we do with our features and most managers who watch every angle of their business are doing the same.

Ways to Develop "Show-Sense"

Harping back again to Harold B. Franklin's article in the NEWS of May 5th, we find a portion that reads—"The successful manager must have a 'show-sense' or instinct as to the public's amusement appetite, and should himself be a man of taste."

In discussing this phase of Mr. Franklin's article with half a dozen managers one morning in New Haven, many advanced

(*Continued on following page*)

the argument—"How can you develop such a 'Show-Sense'?"

Of course, a discussion along these lines must naturally be based primarily on suppositions; it's just another case of depending on the condition surrounding both the manager and the theatre. But it is easy to develop such a sense if you are really anxious to feel the public's pulse.

Note the reaction to certain types of pictures. To the manner in which your show is presented. Whether the musical accompaniment makes the show more enjoyable or makes it a trial to sit through. You don't have to be a musician to know good music. Just because you pay the orchestra is no reason why your interest should stop there.

All these, and many more of the "little" things, if carefully watched, and comment from the patrons is heeded, will soon start to develop that "show-sense" that makes catering to the public a pleasure.

If YOU know of other ways that managers can develop this "sense" tell us and we will publish them.

Take Advantage of Opportunities

Manager A. Z. Friedman, of the Marboro Theatre in Brooklyn, strikes us as being very much on the job. Many of us will recall the recent nation-wide tie-up of broadcasting stations featuring Paul Whiteman and sponsored by the Columbia Phonograph Company. Having a huge voice-amplifier in his theatre he so arranged his schedule that there would be a break about the time that Whiteman was to go on the air. Appearing personally before the audience, Mr. Friedman explained the idea to his patrons and then Paul Whiteman and his band were heard in the theatre.

While every theatre is not fortunate enough to have an amplifying device, the important point we want to bring out is that Mr. Friedman having one, did take advantage of the situation and made the most out of it. Do you watch every little thing about you and are you ready to make the most of anything that offers itself that might make your theatre a more popular place to go to?

Canada Man Likes Round Table

From Canada, Manager J. E. Besler writes to tell us that he is an enthusiastic member and we hope all of our members feel the same as he does about the Manager's Round Table Club.

Mr. Besler tried the Carnival tie-up we suggested some time ago with great success and like a good member he does not keep it a secret. We are still in the hot-weather Carnival time, so if you have not read it or forgotten about it, then we suggest that you go back to the issue of May 19th, and look it over again.

Thank you, brother Besler, we are delighted that you have tried our suggestions and found them good. But don't forget we want our other members to read about some of your own ideas, so send them in.

MANAGER'S ROUND TABLE CLUB

We were beginning to think that the West was asleep when, Lo and behold, from 'out of the west' came a flock of applications for the CLUB.

The flood of applications and letters have completely swamped your Chairman, so PLEASE overlook his delay in acknowledging them. We are trying to catch up and prepare the various ideas and box office problems that were submitted by the members.

KEEP UP THE GOOD WORK AND

"USE THE NEWS"

And don't forget *your* photo, either with your application or box office idea. We want everyone to see, as well as hear about you.

If you have not already done so—sign the membership application *NOW* and send it in at once.

"USE THE NEWS"

Best of all the uses that we can recommend is the knowledge that by reading your NEWS you can always know what the other fellow is doing. But never forget that the other fellow wants to know what *you* are doing. So make the NEWS the clearing house for everybody's ideas and very soon we will all reap the benefit of this advice.

(APPLICATION BLANK)

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

Theatre Convention Stunt Gets National Publicity

Burros As Living Emblems of Democracy Presented to Houston Delegates by Will Horwitz

THE Horwitz Theatres in Houston, Texas, were projected into the center of the publicity spotlight at the recent Democratic convention as a result of an exploitation stunt in which 48 burros played the leading roles. Will Horwitz, head of the organization, assembled a herd of the "desert canaries" and dedicated one to each state delegation at the convention. This was done by equipping the burros with blankets bearing the name of a State, the number of electoral votes it commands, and a final line reading "Courtesy Horwitz Theatres."

The stunt brought the Horwitz Theatres national as well as local publicity through news reel views taken by all of the film news people and a prominent place in news accounts of the demonstration which followed the nomination of Governor Smith, because one of the highlights of the demonstration on the floor of Sam Houston Hall was the delivery of one of the burros to the box occupied by Mrs. Smith and members of her family. The majority of the newspaper reports included the fact that the living emblem of Democracy was presented to the wife of the party candidate by the Horwitz Theatre.

So favorable was the city's re-action to the donkeys that the committee in charge of the Convention's affairs granted the showman right to parade his donkeys with all political demonstrations and to promenade them about the convention hall grounds at all times.

Donation to City

It is the intention of Mr. Horwitz to turn over a number of the gentle animals to the municipal park for a donkey path and which, incidentally, will represent a perpetual advertisement of the Horwitz Theatres as donors of the desert canaries.

In addition to the donkey stunt, the Horwitz Theatres placed about the city more than 10,000 red cardboard arrows bearing the legend, "Follow the Horwitz Theatres Arrow to the Convention Coliseum" and also the names, Texan, Iris, Isis, Ritz, the four theatres forming the Will Horwitz interests in the city.

Postcard size guidecards were placed in each room of each local hotel—one side of the card bearing a short description of places of interest and the other side calling attention to the outdoor arrows and carrying a miniature reprint of one of the street markers.

Mr. Horwitz is generally conceded to have originated some of the most startling stunts ever attempted in the show business in recent years. His Iris was the first theatre in the country to be equipped with a full power radio station and his "Country Store Night" affair has developed into the "Horwitz Theatres Saveway Store," a complete grocery and drug sundry concern which sells only to patrons of his theatres and to which admittance is gained only through coupons given at the box office of his theatres.

Daylight Time Schedule is Adopted by Canada House

Another Canadian exhibitor to change his program timetable as a method to beat the daylight saving nuisance is Charles Querrie, manager of the Palace Theatre, a handsome suburban house on Danforth Avenue, Toronto. The summer time at the Palace calls for the opening of the doors at 7 P. M., a half hour later than at other seasons of the year. The pictures are started at 7.30, which means that the last showing of the feature is after 9.30 o'clock.

"The patrons seem to like it," is the comment from Mr. Querrie.

On the other hand, Manager A. E. Cauley of the Capitol Theatre, Cobourg, reports that he has lost out in his fight against daylight saving at Cobourg after a real argument with the civic officials.

To make matters worse, after the adoption of changed time and the inauguration of a series of free band concerts under civic auspices, a cheap medicine show struck town and proceeded to draw quite a number from the theatre. "They can't last forever," Mr. Cauley says, however.

Using Radio to Advertise Vitaphone Presentations

The chain of broadcasting stations that exploit Vitaphone pictures in various territories, is being expanded through the activities of Allen S. Glenn, who is traveling for Warner Bros. in the interest of radio hookups and serializations in newspapers.

Thus far the hook-ups attained for exploitation of public interest in Warners pictures embraces these stations: KFWB, Hollywood; WRNY, New York City; WOR, Buffalo; WLW, Cincinnati; KOIL, Council Bluffs; KOIN, Portland, and KOMO, Seattle.

Drohan's Tieup Results in Good Display for Show

Manager A. P. Drohan of the Griffin theatre, Chatham, Ontario, arranged a tie-up with a local music store which produced effective exploitation for his presentation of "Ramona" at the Griffin.

The tie-up featured the Domino Record reproducing the popular "Ramona" song.

Showmanship

Briefs

E. E. WHITAKER, manager of the Rex theatre, Spartanburg, S. C., introduced a novel ballyhoo for his presentation of "Skirts" at that house recently. Whitaker engaged twelve newsboys, put a skirt on each one of them and had them parade through the town headed by a boy carrying a banner on which the following message appeared: "We are on our way to see Syd Chaplin in Skirts now playing at the Rex." On the back of each boy in the skirt parade were letters in the title and the boys lined up in two flanks in proper position to spell out the title.

JOHN B. CARROLL of Consolidated Amusements in Tampa, Fla., widely noted for his liberality and consideration for the poor, the orphans and the cripples of the city—all of whom have enjoyed free shows and benefits realized from special showings—turned his attention to fathers on the recent celebration of "Fathers Day." All theatres controlled by Consolidated Amusements on that day gave shows at which fathers that could be rounded up at the Seamen's institute and the Old People's home were the guests of the management. Following the show refreshments and cigars were served, the latter being donated by local business houses.

E. R. ROGERS, *of the Tivoli theatre, Chattanooga, Tenn., produced a highly attractive display to feature "Little Shepherd of Kingdom Come" in his lobby. Using large stones cemented with pine twigs and branches, a fac-simile of a well was built. Resting on top of the wheel was a cutout showing a log cabin. A background of evergreen branches and a floor of sand made the display very realistic. The door of the cabin formed a frame for various stills, mounted on a turntable.*

THE Broadvue theatre in Cleveland was the scene of a wedding ceremony recently. B. Z. Levine and Ernest Schwartz, owners and operators of the theatre arranged the event, which took on the flavor of a community celebration. Merchants cooperated with the theatre in presenting gifts for the newly married couple. The stunt gave business a good boost and awakened interest in picture presentations during the summer season.

FRED JOHNSON, manager of the Colonial Theatre, Cambridge, Ohio, won the approval and admiration of his fellow citizens with his recent exploitation of "The Legion of the Condemned." Johnson staged a special morning show for children at which a bouquet of flowers was accepted for admission fee. Between 700 and 800 children attended. At the end of the show, Johnson put the flowers in taxicabs and distributed them among the different local hospitals where they were thoroughly appreciated.

C. A. CLINCH, *manager of the Columbia Theatre, Brookville, Pa., conducted a bathing beauty contest in his theatre on June 16, the winner of which will represent Brookville in an elimination contest at Conneaut Lake in August. The winner at Conneaut Lake will go to Hollywood to star in a film picture that will feature bathing beauties.*

Stages Six Weeks Campaign for Short Subject at Cleveland Palace

FURTHER evidence that the short subject is beginning to come into its own as an advertised feature of programs at the larger theatres is supplied by the intensive drive which is being carried on in Cleveland for the showing of "Pieces of China," a two-reel special, at Keith's Palace theatre in that city.

The advertising, which was started during the week of June 10 will be carried on for six weeks. "Pieces of China" is receiving space in the regular theatre advertising. It is also being screened for three shows daily, whereas the usual practice is to confine the short subjects to the supper hour program. And it is given the place of honor, just preceding the feature. So, while "Pieces of China" is shown on the screen for the two afternoon and the supper hour performances, it will be seen by many who attend the first evening show. Never before has a short subject been given such prominence at the Palace.

The exploitation of this short subject is equal to the exploitation of any feature. Manager Frank R. Hines, and publicity manager David Nolan arranged a tie-up with the Cleveland Public Library in which the Library has on display book lists on Chinese literature.

Word from Title Basis of Plan for Tie-ups With Merchants

A SIMPLE system of making appropriate tie-ups on "Diamond Handcuffs," was devised by a Metro-Goldwyn-Mayer exploiteer who assisted the publicity staff of the West Coast Theatres in putting over a campaign on this photoplay when it played at the Granada Theatre, San Francisco.

The exploiteer searched through the San Francisco 'phone director for all mercantile firms bearing the name Diamond, and then called personally on the merchants and arranged tie-ups.

The following tie-ups were secured:

Diamond Laundry Company, 3840 18th St. "Let the Diamond Laundry do your washing and then you will have time to see 'Diamond Handcuffs' at the Granada Theatre."

Diamond Palace (Jewelry Store) 797 Market St. "One gem is missing from this collection. You can see it in 'Diamond Handcuffs' at the Granada Theatre."

Diamond Grocery, Geary and Polk Streets. "Do your shopping early at the Diamond Grocery and then go to see 'Diamond Handcuffs' at the Granada Theatre, opening Friday."

Pietzonni's Drug Store, 442 Columbus Ave. The following card was used with a window display of Diamond Dyes. "As full of life and color as Diamond Dyes—'Diamond Handcuffs,' a great romance of Love, Diamonds and the Underworld, opening Friday at the Granada Theatre."

Diamond Sweet Shop, 2786 Diamond St., "Two sure ways to win your sweetheart! A box of Diamond Sweets and two tickets to 'Diamond Handcuffs' opening Friday at the Granada Theatre."

Spelling Turtle Stunt Revived to Exploit "Hellship Bronson"

THE "spelling turtles," which, according to the best knowledge and information of this department were first introduced to picture exploitation as a stunt for "Tol'able David" by Jack Fuld—a veteran exploiteer and one of the most imaginative of the craft—was revived in New York as a leading item of a campaign to feature the showing of "Hellship Bronson" at the New York Hippodrome.

The stunt, used as a window display in a Broadway shop of the Photomaton Corporation, operating slot photography machines, featured fifteen live turtles, each with a letter of the title "Hellship Bronson" painted on its shell, and made the attractive offer of an award of $500 to any person who saw the turtles line up in such manner that the title of the picture was correctly spelled out. The display attracted a great deal of notice, and according to report Michael L. Simmons, director of publicity and advertising for Gotham, distributors of the picture, and the Photomaton Corporation have arranged to travel a troupe of turtles, similarly inscribed to other cities for use in local campaigns. By way of throwing an anchor to windward, the sponsors of the stunt place food enticing to the turtles in corners of the window, thus to make it a bit more diffienlt for a person on the outside of the window to see the name of the picture spelled out.

Kids Safety Club Members Admitted at Cut Rate

As a tie-up with the Edmonton, Alberta, Journal, which is sponsoring a "Just Kids Safety Club," Manager Sam Binder of the Empress Theatre made arrangements for a special admission price to all children wearing the club button. There was a big response.

Syracuse House Reopened With World Premier

The new Empire Theatre in Syracuse, New York, was reopened after a period of darkness, during which extensive renovation was done, with a "world premier" showing of "The Good-Bye Kiss" on Saturday June 16.

Howard Lichey, advertising and publicity director of the theatre, and Bert Perkins, First National exploitation representative, executed a powerful campaign featuring the reopening and the presentation of "Good-Bye Kiss." The campaign was featured by several tie-ups, including a newspaper stunt based on a Gag Contest which ran for eight days, an arrangement with U. S. Army recruiting station where special posters on the picture were posted, and a tie-up with the Colonial Airways whereby upon the arrival of the airmail plane at the Syracuse airport, a print of "The Good-Bye Kiss" was delivered to the head of the Syracuse Post-office and representatives of the theatre—the latter stunt accounting for a large amount of newspaper publicity.

"Eat and See" Ad Line for Theatre-Restaurant Tieup

To exploit his showing of "Chicken a la King," Manager E. E. Whitaker of the Rex theatre in Spartanburg, turned the line "Hear and See," popularized by the growing interest in sound pictures, to "Eat and See." The line was based on a tie-up which Whitaker made with a local sandwich shop to exploit "Chicken a la King."

M-G-M Lion, on Tour, Pays Visit to Broadway

Leo, the star actor in the M-G-M trade mark, entered his de luxe cage, in which he will make a tour of the world, in New York this week. The red and gold cage, mounted on rubber tired wheels, was drawn up Broadway last Monday and parked for a while outside the Capitol Theatre, where Leo attracted a crowd large and enthusiastic enough to satisfy any screen star that he or she had "it" and "these" and "those" and "them" in the bargain.

Celebrate Kunsky's 20th Anniversary July 21

JOHN H. KUNSKY, owner and operator of several large motion picture theatres in Detroit, will celebrate his 20th anniversary as an exhibitor during July. He is among the first picture theatre owners in the world and his career reads like an Alger story. During the 20 years he has maintained major control of the first run situation in Detroit. The first house owned by Mr. Kunsky was operated entirely by himself. He officiated at that time in the capacity of cashier, projectionist, and caretaker. Since then his theatres have proved the most profitable theatrical enterprises in his section of the country. Elaborate plans are being made so that all moving picture fans of Detroit may join in the celebration which will take the form of special programs in all of the 12 Kunsky houses, beginning July 21.

Key City Reports

New York City

THAT some of the producers have been holding back on current releases has been the subject of conversation along the street for some time; this would seem to be borne out by the juggling of certain pictures which appear to be irregular at some theatres. Now comes word that some of the boys are blaming it all on the talkies; that owing to demonstrated pulling strength of sound pictures the ones most adaptable are being diverted to the synchronizing devices for voice culture, whence they will emerge at a slightly later release date—at least, it is so reported.

That's all well enough but the fact remains that under the continued influence of the warm weather and dearth of real strength among the new-comers, Broadway again registered just another week of Summer trade—with the exception of the Capitol where John Gilbert, a prime favorite at this house, had a good picture. The week's business was excellent—'way above Capitol average and the picture, "The Cossacks" (M-G-M) was held for another week.

The Paramount, after its very good week with the Clara Bow picture, fell off a bit with "The Magnificent Flirt" (Par.) and the big Roxy again was under a mark that means real profit with "The Foreign Legion" (U) the added attraction of excellent stage shows at both houses not being enough to compete with existing conditions.

A brighter spot was at the Strand, in comparison to what this house has been doing in the past, and "The Hawk's Nest" (F. N.), the new talkie policy of Vitaphone and Movietone continued, gave this theatre a very good week. As mentioned before in this column, the talkies are being given a good portion of credit for better business here.

At the Rialto and Rivoli business showed a falling off from previous weeks, the former with "The Drag Net" (Par.) just getting by and the latter with "Uncle Tom's Cabin" (U) in after a considerable two-a-day run at another house, did not do well at all. U's "The Man Who Laughs" will go into the Rialto and the Rivoli will replace Uncle Tom with "King of Kings," to which sound effects have been added.

The Criterion with "Wings" (Par) continues to creep up towards a year's run and still can be rated one of the best pullers among the two-a-days. Local conditions cause it to fluctuate from time to time but not enough to hurt to any great extent nor show any red figures. Considerable action is reported at the Globe where Fox's "The Red Dance" and the Bernard Shaw Movietone reel are in evidence. Shaw is claimed to have caused most of the commotion. Another Fox special, "Fazil" still shows at the Gaiety but this one is due to go out about the middle of the month.

The Cameo went along about the same as usual with "The Station Master" and while the weather let things down slightly at the Embassy, where "Tempest" (U. A.) is staying, there can be no real complaint registered here. At the Astor, "The Trail of '98" (M-G-M) had just another fair week and "Dawn" is playing its last two weeks at the Times Square. As mentioned, "The Man Who Laughs" (U) departs from the Central to enter the Rialto for a few weeks' stay. The showing being made by "The Lion and the Mouse" (W. B.) at Warner's is good, in view of the prevailing conditions, and the same can be said for "The End of St. Petersburg" (Hammerstein) at Hammerstein's theatre.

Tampa

THE daily rains didn't hit the show shops very hard last week, as they came early or held off until the crowds had decided to take a chance. Clara Bow led the field, as usual, and pulled excellent business for the Tampa the first half, in her latest, "Ladies of The Mob." The business was not as strong as some of her other pictures but it was very good. "The Vanishing Pioneer" was the feature of the last half and it drew nicely.

"Powder My Back" was the feature of the Victory program and it, with the usual quartette of Vitaphone presentations and Movietone News, kept the business up nicely, though not as big as the talking features.

The Strand didn't click very strongly. They had the hard luck to be the weak sister of the week as none of the pictures featured seemed to have the "pull. "Golf Widows" and "Broadway Daddies" were each used two days and "Jaws of Steel" was used three.

The Franklin went over fine. "Ramona," a second run, pulled like a plaster. Looked like winter time to see a line half a block long. This second run did better than the first runs used, which were "Clothes Make the Woman" and "The Desert Pirate."

San Francisco

EVEN though cold weather conditions during the past week injured most of the first run San Francisco motion picture theatres in the afternoon, the evenings were not so bad, considering everything.

Of all the theatres, Loew's Warfield did the best by all odds. Here was shown the picture "Happiness Ahead," which, together with the ONeill Sisters Kiddie Revue, crowded that theatre both evenings and afternoons, even to a greater extent than Manager Lou Golden contemplated. The Golden Gate theatre reported good business with the picture "Thanks for the Buggy Ride" and where vaudevile acts also were shown.

"Four Sons," held over for another week at the St. Francis theare, did a fairly good business in the evenings. At the Granada theatre, only fair business was done with the showing of "The Hawk's Head," together with Publix Revue acts and musical and other acts.

The Union Square theatre did a good business for this time of year with "Dead Man's Curve" and "The Wild West" on the screen and special acts on the stage. "The Lion and the Mouse," while considered a very good first run, did not draw so well at the Embassy theatre where it was shown a third time.

The residential theatres did a wonderful business, considering weather conditions. The Coliseum and Alexandria theatres being the ones. At the Alexandria "The Noose" drew very well as did "Flying Romeos," together with acts at the Coliseum.

Seattle

WITH warm weather here in earnest and a group of only average films at the picture houses to counteract the attractions of nature, business in the theatrical line continued below par last week.

The Fifth Avenue theatre probably was the league leader, with "Happiness Ahead" on the screen and Fanchon Marco's "Opportunity Idea" on the stage. The film demonstrated Colleen Moore's drawing power at the box office, and Herme King as master of ceremonies with Emma Leht, Seattle girl, featured in the stage show, put that end of the program over in strong style. An average week.

At the Seattle theatre, "The Big Noise" was featured on the screen with the Publix "Take-A-Chance Show" on the stage. It was the original plan to make the entire program a take-a-chance affair, but the management weakened at the last minute and announced the picture. Jack Bain made his appearance as master of ceremonies, and was not received very well, following in the footsteps of the very popular Jules Buffano. Business was just fair.

At the Columbia theatre, "The Love Mart" played to the best houses that have been seen at this theatre in many weeks, but even at that it was just an average week. Billie Dove is popular here, and the picture was well received.

The Blue Mouse theatre played to average houses with "Pay As You Enter" and a list of Vitaphone and Movietone shorts, but it begins to look as though it will take road show attractions to bring the former big business during the summer months to this house.

At the Embassy theatre, "She" was a better than average picture, widely exploited, that played to houses slightly above average. The Orpheum, with "The Chorus Kid" failed to get by very strongly, as was also the case at Pantages, where "Why Sailors Go Wrong" was the film attraction.

"Chinatown Charlie" was featured very strongly at Universal's Winter Garden theatre, and played to business slightly better than usual, and the Egyptian theatre led the neighborhood houses with the first out-of-town showings of "The Jazz Singer" with Vitaphone.

The United Artists theatre still remained closed, but rumor had it that a reopening under a 25c. "summer admission" policy was just around the corner.

Atlanta

ATLANTA box-offices were only fair last week.

The Howard, scheduled for a big week with Clara Bow in "Ladies of the Mob," was disappointed. This was not a Bow picture, and although liked, failed to draw the crowds equal to her other works.

The Capitol celebrated the first anniversary successfully with the premiere of Universal's picture, "Foreign Legion," and the innovation of a stock company who gave "Sally."

Loew's Grand with William Haines in "Telling the World" enjoyed very good business.

The Beery-Hatton team in "The Big Killing" brought fair audiences to the Rialto and "Nameless Men" was not a good box-office bet for the Metropolitan.

Three westerns gave the Tudor an average week, which the New Alamo enjoyed also with second runs..

Harrisburg, Pa.

BASED on summer standards of attendance, the business of the Harrisburg theatres the last week of June was far from disheartening to the managers. Rain and cooler weather than usual for this time of year had caused many persons to defer starting their vacation trips out of town and naturally the picture theatres benefited to the exent of being comfortably filled at most of the evening performances.

Evidently Harrisburg movie fans regarded "The Garden of Eden," with Corinne Griffith, Lowell Sherman and Charley Ray, as just the right type for warm wather entertainment, for they patronized it perhaps better than any other movie in town last week. The play had all the elements of ideal light entertainment.

Florence Vidor in "The Magnificent Flirt" at the Victoria also proved to be a peppy summertime show which seemed to please well, while "The Cohens and the Kellys in Paris" was quite acceptable to the patrons of the Colonial.

At the State, where vaudeville as well as pictures hold forth, the screen feature the last half of the week was John Gilbert in "Shame," a Fox reissue that seemed to have an especially strong appeal for the feminine patrons. The National offered "Old San Francisco," with Dolores Costello, to fair-sized audiences, while the Broad Street did average business with a return to Harrisburg of "Laugh, Clown, Laugh," featuring Lon Chaney.

Whatever may be said as to whether or not Westerns are losing some of their pulling power, Tom Mix continues to hold his big following in Harrisburg as evidenced by good attendance at the Russell theatre, which showed Tom in "The Arizona Wildcat." The Grand presented Wallace Beery and Raymond Hatton in "Fireman, Save My Child," to average summertime crowds.

Milwaukee

AND so ends another mediocre week for Milwaukee theatres. The summer season is well under way and business has reached a very low level. Rain in torrents discouraged theatre goers for four days and the remaining days were the balmy variety that drew folks out into the big open spaces away from the theatres.

The Garden theatre was a fortunate exception and drew exceedingly good houses throughout the entire week, rain or shine. "Tenderloin" was featured here and is being held over for another week because of the unusually good run it had.

The Wisconsin offered "Something Is Always Happening" and on the stage "Good-Bye, Dave," Dave Schooler's farewell appearance, but even with a strong bill and extensive exploitation failed to draw anything but just fair business. "Across to Singapore" was the Merrill's feature and business was dull.

"Fools for Luck" at the Strand was sparsely attended.

The Alhambra fared slightly better with "The Last Laugh" which brought in fairly good results.

The two vaudeville theatres finished the week with satisfactory results which is their usual custom in this city. "Sally of the Scandals" was the photoplay feature at the Orpheum and "Rinty of the Desert" was screened at the Riverside.

Neighborhood theatres got a better break this week than the down town theatres. "Sharp Shooters" at the Garfield, Uptown and Modjeska resulted in fair business.

"The Port of Missing Girls" at the Oriental and Tower drew fairly well.

"No. 13 Washington Square" at the Venetian was very well attended. "The Patsy" drew good houses at the Colonial. "The Patent Leather Kid" was well received at the National and Milwaukee.

Albany

THERE were two or three perfectly good reasons which accounted for the fact that business was decidely off last week at the motion picture theatres in Albany. In the first place, the weather was warm and muggy with frequent showers, and in the next place, some tens of thousands of men and women were too much interested in the outcome of the Democratic National Convention at Houston and Governor Alfred E. Smith's chances of landing the nomination, to desert their radios during the evenings. Even those who were not fortunate enough to own a radio lost no time in seeking out the homes of friends in order that they could follow the convention. On Saturday night every one in Albany joined in a big demonstration in honor of Governor Smith, and with a parade and fireworks there was little hope for the motion picture theatres.

At the Leland "Why Sailors Go Wrong" drew just fairly well for one of the evening shows. Colleen Moore, in "Happiness Ahead," would probably have done a fine business almost any other week of the year at the Mark Strand. Clinton Square, using "Rose of the Golden West" and "Clothes Make the Woman," played to fairly good houses. The Mark Ritz employed May McAvoy in "The Little Snob, with just fair success.

Neighborhood houses reported business off. Proctors Grand, using pictures and vaudeville, has reduced afternoon prices for women in an effort to stimulate business.

In Troy, "The Street of Sin," running for the first four days of a split week at the Troy Theatre, did not seem to carry any great appeal in building up business, although those that saw it admitted that the acting was good, but in the same breath deplored the type of picture. During the remainder of the week "The Sporting Age" failed to fill the house.

The Lincoln did an excellent business during the entire week with Norma Shearer in "The Actress."

Proctor's Troy Theatre used "Hold 'Em, Yale" along with its vaudeville, and probably did more business than any theatre in the collar city.

Ottawa

RAINY weather worked to the advantage of the theatres in Ottawa, Ontario, during the week of June 25, while the closing of the schools helped to boost matinee patronage. Even Circus Day was robbed of considerable of its glamor because of wetness.

Light entertainment was served at the Regent theatre with the presentation of "The Garden of Eden" and a large coterie of patrons was quite satisfied with the fare. The Paramount News was a substantial portion of the program.

"Midnight Madness" attracted many to B. F. Keith's theatre and it proved to be the type of picture that enjoyed increasing patronage.

The Imperial theatre had a healthy week with Norma Shearer in "The Actress." She displayed versatility in this production and the male patrons liked it as well as the ladies.

There were plenty of star players in "French Dressing" at the Centre theatre, and this farce was one of the best in weeks, according to general comment around town. Patronage was steady.

The neighborhood houses fairly revelled in action pictures—the more hair-raising the better. "Western Whirlwind," starring Jack Hoxie, caused a rush of family trade at the Rex theatre. The serial "Trail of the Tiger" helped to keep up the excitement.

Louise Dresser was found in "White Flannels" at the Columbia theatre, the picture being well-liked for its theme by both old and young. The instalment of "Masked Menace" brought a cheer from the kids.

Cincinnati

SUMMING up the reports from the various exhibitors in Cincinnati for the past week, business as a whole was "just tol'-able," to quote the expression of one manager.

The problem confronting the Keith-Albee-Libson-Hiedingsfeld combination in this city seems to center around the Albee and Palace theatres, both of which houses now offer the same type of entertainment, feature pictures and vaudeville, following practically the same policy. The latter house has just changed from presentation to straight vaudeville. It looks like a case of "robbing Peter to pay Paul."

The Capitol theatre appears to have chalked up the best attendance record with "Tenderloin," which was the first talking feature at this house since "The Jazz Singer," some weeks ago. This house also features Movietone. Business was good throughout the week, as business goes at this particular period.

Colleen Moore in "Happiness Aead," at the Albee, was accorded a fair share of patronage, but not one that will go down on the records as a gala week. The vaudeville acts were well liked.

"The Vanishing Pioneer," at the Strand, attracted quite a lot of the regulars at this house, but no heavy grosses were piled up at that.

Keith's presented "Across to Singapore," but no extra dividends will be declared by reason of the business done with this one.

"Honor Bound," at the Lyric, did only fair, the same being true of "Hello, Cheyenne," first half, and "A Dog of the Regiment," last half at the Family.

Palace, vaudeville and pictures, maintained a steady flow throughout the week, but the flow was not exceedingly heavy.

Several rainy nights helped contribute to the general decrease.

Salt Lake City

SOME very good picture programs here last week accounted to a great degree for the big theatrical attendance at the downtown first run houses.

"The Racket," with Thomas Meighan in the leading role, went over well to packed houses at the Capitol during the week.

The Pantages theatre presented as the film offering "Laugh, Clown, Laugh," to packed houses, although the tendency was to wish for a more pleasing ending to the production. The vaudeville bill was also presented in this connection here.

Colleen Moore with Edmund Lowe in "Happiness Ahead" was the feature production on the picture program at the Paramount Empress, where fairly crowded houses were the general rule throughout the week.

The Victory theatre had tremendously good results again last week with most of the credit being due to the fact of the great interest now manifest in the synchronized pictures; "The Vanishing Pioneer" was the feature presentation, with a special Vitaphone program being presented as well as Movietone News, it is reported.

"Hot Heels" with Glenn Tryon and Patsy Ruth Miller did a satisfactory business at the American this week, as did Jacqueline Logan in "Midnight Madness" at the Gem theatre.

The second showing of "The Crowd" went over well at the Rialto and the "Rose of the Bowery" drew fairly good business to the State this past week.

William Haines in "Spring Fever" was shown at the Tower neighborhood theatre with good results as was "Seventh Heaven" at the Forum of Sugarhouse, a suburb of Salt Lake.

Weather has been warm throughout the daytime here this week, but cool in the evenings.

Dallas

BUSINESS has been rather slow at the Dallas theatres the past week and rain has been more than plentiful. However, no losses are reported and so things could be a lot worse.

"The Lion and the Mouse," with Lionel Barrymore and May McAvoy and William Collier, at the Melba, was easily the outstanding picture of the week and by far the best patronized and most liked picture of the week. The talking sequences put it over big and the picture did much to stabilize the shakiness of Vitaphone in Dallas since the showing of "The Jazz Singer." Business was good the entire week.

At the Palace "The Cossacks," with John Gilbert and Renee Adoree, brought good receipts and was well received. Business at the Palace has been slipping the past few weeks but the past week put things in usual order.

"Why Sailors Go Wrong,' with Sammy Cohen and Ted McNamara, brought fairly good receipts to the Majestic, but the show as a whole was not so good and attendance reflected this condition.

The Capitol showing "Steamboat Bill, Jr.," with Buster Keaton and Ernest Torrence, failed to get the crowds and the gross for the week was low.

At the Old Mill "The Wheel of Chance," with Richard Barthelmess, and "The Night Flyer," with William Boyd and Jobyna Ralston, brought only fair business for the week.

"Laugh, Clown, Laugh," with Lon Chaney, and "Easy Come, Easy Go," with Richard Dix and Nancy Carroll, brought fair business to the Arcadia for the past seven days, which means a break in the Arcadia's unusually good business for the past several weeks.

Chicago

DURING the past week business showed an improvement in spots, probably owing to the long-continued spell of rainy weather, but this was largely discounted by the week-end slump caused by the extremely hot Saturday and Sunday.

In the loop the interest of theatre men was focused on the opening of McVicker's Theatre, which had been closed for several days for the installation of a complete Movietone and Vitaphone equipment. The house opened on Friday with "The Street Angel," and for the first time in its history without an orchestra, all music being produced by Movietone and Vitaphone. For the first two days attendance was heavy, and managers are watching with interest to see what the result of the policy will be this week.

The Chicago offered as its screen feature "Ladies of the Mob," "Hey, Hey," as its stage show and Spitalny's orchestral production, "Gypsy Melodies," "business holding up average. At the Oriental "The Michigan Kid" was the feature picture, and Al Kvale and his gang appeared in "Levee Lovers," normal attendance resulting.

"The Cossacks" did well at the Roosevelt, which will join McVickers as a non-orchestra house on July 9th, the installation of Movietone and Vitaphone being practically completed.

Steamboat Bill" opened its two weeks' run at United Artists Theatre on Friday, having followed "Ramona," which did a fairly satisfactory business."

The Uptown Theatre featured "Sadie Thompson" on the screen, Benny Kreuger and his orchestra holding the stage. The program seemed to have a strong appeal for North Side audiences and business was good. "Sally of the Scandals," plus Vitaphone and Movietone and a big stage show, accounts for a satisfactory week at the Granada. The Marbro had a big-name act, Leon Errol in person heading the bill and "Sally of the Scandals" on the screen, business being good.

New Orleans

WITH all first run theatres showing strong pictures and exploiting and publicizing heavy, business during the past week spurted over any previous week during the past few months.

It was a toss up between the new Saenger theatre and its across-the-street neighbor, Loew's State, for first honors. The new Saenger featured John Gilbert and Renee Adoree in "The Cossacks," and the popularity of these stars with local theatregoers resulted in a week of excellent business for the playhouse. Advertisements of the theatre announced this was the world premiere of the film. Exploitation experts from the Southern headquarters of the Metro-Goldwyn-Mayer company assisted the local exchange and Saenger publicity department to exploit the film.

Loew's State theatre featured Thomas Meighan in "The Racket," and the picture proved one of the most entertaining of the year. Not only did the newspaper critics praise the film but those who saw it as well. The film was given much publicity and exploitation by the Loew State press department. The stage program was one of the strongest in weeks but the film was good enough to draw them to the house.

The Orpheum showed Sue Carol in "Walking Back," a delightful bit of entertainment and this house's business took a jump. The stage bill was noteworthy and aided materially in drawing patrons to the university place house.

"Forbidden Hours" at the Strand with Raman Novarro, drew well, while "The Actress" also did a good business despite the fact that the picture had its local premiere at Loew's State a few weeks previous. Sergeant Mulligan," the Globe feature, did well.

Perfect summer weather has prevailed with the temperature high. Most of the downtown houses are equipped with modern cooling systems and the managers are advertising this fact extensively.

New Orleans gets its first taste of the Vitaphone in a few days when the Tudor theatre, recently rebeautified and remodeled by the Saenger Theatres, Inc., will inaugurate this new feature, "Glorious Betsy," with Dolores Costello and Conrad Nagel, and four acts of Vitaphone vaudeville will be the opening attractions. The Saenger officials have publicized the Vitaphone extensively, and it is expected to go over big here.

Neighborhood theatres continue to do excellent business. Many of the houses have three feature nights a week. These include opportunity nights, bathing revues and other attractions.

Kansas City

A CHANGE to cooler weather played havoc with amusement parks and proved a boom to exhibitors of Kansas City last week, attendance at practically all of the down town first run houses showing an increase, despite the fact that the lineup of pictures was no stronger than usual or there was nothing out of the ordinary in the way of exploitation.

Corinne Griffith in "The Garden of Eden" at Loew's Midland did a good business all week, as did "Glorious Betsy" at the Globe theatre. Colleen Moore in "Happiness Ahead" at the Mainstreet played to an unusually good week's attendance, while at the Pantages "Chicken a la King" drew well from the "flapper" and "cake-eater" ranks. At the Liberty "The Road to Ruin" continued its third week doing a good business, the management's suggestion that patrons be limited to persons more than 16 years old exciting the natural curiosity which was sufficient to draw them in. "Telling the World," featuring William Haines, also did well at the Newman theatre.

Pittsburgh

LOEW'S Penn, as usual, did the biggest week's business of any local theatre. "Steamboat Bill, Jr.," was a riotous success, and the Penn audiences got many uproarious laughs from this excellent comedy. The stage attraction, Publix unit entitled "Sunny Skies," was of average quality and got by O. K.

At the Stanley, "His Tiger Lady" was on the screen and on the stage "Graduation Days." The entire show was weak and below average. Business was but fair.

The newest Beery-Hatton comedy, "The Big Killing," was at the Grand, and the audiences seemed to enjoy it very much. Business was good in the afternoons at twenty-five cents admission, but fell off at night when fifty cents was charged. (Announcement was made that night admission will be cut to forty cents next week.)

"Happiness Ahead" got a little better than average business at the Liberty. Increased business, partly due to the fact that the nearby Regent theatre, first-run house, has been closed.

"The Magnificent Flirt," with Florence Vidor, proved to be good entertainment, and went over in fine style with the patrons, although business was not so good in spite of a price cut. Five acts of vaudeville rounded out the bill.

The Cameraphone again played a double bill to good houses. Productions shown were: "Golf Widows" and "Nameless Men."

The Alhambra had the best week in a long while with "Across to Singapore."

In addition to the closing of the Regent this week, the Olympic theatre has also been closed.

Business, as a whole, among the Pittsburgh theatres, being very discouraging.

Cleveland

THE summer slump is here in all its vigor. Although the weather has at no time been uncomfortably hot, nevertheless, it takes a big picture, or a novelty like talking pictures, to draw crowds.

"Tenderloin," the first of the talking movies on display here, did well enough during its second week at the Stillman. The picture itself excited favorable comment as good underworld entertainment, but the greatest interest was the talking parts. Colleen Moore, who always draws good houses, succeeded in bringing all her fans and admirers at the Allen last week to see her latest picture, "Happiness Ahead," which can be depended upon to keep the whole family entertained. "The Racket," Thomas Meighan's best picture of recent times, got excellent newspaper notices, was well spoken of by all who saw it, and was as well supported by the public as can be expected in June. "The Dragnet" did fairly well at Keith's Palace. This ranks high among underworld pictures, on cast, acting, direction and sincerity. Should be a big attraction in the full swing of the season.

"Name the Woman" at Keith's East 105th Street, very entertaining melodrama, gave Anita Stewart excellent material to work with. It has thrills, mystery, love and justice, properly combined into an interesting whole. Business was fair.

"Love Hungry," shown at Keith's East 105th the last half of the week, proved to be a charming comedy drama that pleased the audience even though they were limited.

The Park played a first-run neighborhood engagement of "The Legion of the Condemned" the first half of the week to pretty good business, and "Harold Teen," the last half of the week, to fair business.

"Wings played its 12th week at the Colonial at road show prices, and did well enough to justify holding it over another week or two.

Neighborhood houses are complaining bitterly.

Minneapolis

PAUL WHITEMAN and his orchestra came into the Minnesota last week and did a whale of a business with "Lady Be Good," a picture featuring Dorothy Mackaill and Jack Mulhall, as the secondary attraction. Whiteman had plenty of competition in town, including a dance marathon which had the town completely on its ear, and greyhound races which drew thousands to the nearby town of Savage, but he was able to surmount all this and give the Minnesota an exceedingly prosperous week. At the State the semi-annual edition of the F. & R. Kiddie revue helped the attendance considerably, although the Denny comedy, "Good Morning, Judge," was also influential in drawing the crowds.

"The Road to Ruin," one of those sensational "wayward girl" pictures, completed a second week at the Strand, with business holding up fairly well. The Strand had been closed, but opened temporarily to accommodate this film. At the Lyric Richard Dix did a fair business in "Easy Come, Easy Go."

"Woman Wise" rounded out the Pantages program, while the Hennepin-Orpheum found "Walking Back," with Sue Carol, a good drawing card.

The neighborhood houses found business only fair in most instances, with the Rialto, American, Arion, Lagoon, Lyndale and Loring showing such pictures as "The Enemy," "Baby Mine," "Dressed to Kill," "That's My Baby" and "The Little Shepherd of Kingdom Come." In addition to the dance marathon and dog races, there were two circuses in town, and the combination was a little hard on some of the theatres.

Baltimore

BUSINESS was not anything to brag about at the first-run moving picture theatres here during the week beginning Monday, June 24.

Two houses doing the best business for the week were Loew's Century and Warners' Metropolitan. At the Century Norma Shearer, always a favorite in Baltimore, appeared on the screen in "The Actress" and on the same bill was a stage presentation act entitled Xylophonia, headed by Ted Claire and his orchestra with other vaudeville favorites.

At Warners' Metropolitan, where "The Lion and the Mouse" presented with sound effects and dialogue went into its second week, co-starring Lionel Barrymore and May McAvoy, the attendance was good throughout the week and built better on Friday and Saturday.

Attendance at the Stanley where "Happiness Ahead," starring Colleen Moore, was the feature film attraction with "The Streets of New York" as the stage presentation act with Eddie Sherwood and his stage band and other vaudeville players, drew fairly good throughout the week.

"The Naked Truth" with Jack Mulhall and Helene Chadwick, an old picture, was presented at the Palace, a burlesque house which had been closed for the summer, with social hygiene films on the same bill and a lecture on the social evil was thrown in. Women were admitted during the first four days while men were admitted Friday and Saturday.

The attendance was a surprise for it continued consistently good throughout the week and even better during the days set aside for men.

This is the Sam Cummins' picture which was banned for showing in New York. J. C. Mowbray, handling the film in Baltimore did not mention having any trouble to get the Maryland Censors to pass it.

A fair business was done at the Little Theatre with "Kriemhild's Revenge," a sequel to Siegfried. This Ufa production was as well done as its predecessor. It was presented by the Motion Picture Guild, Inc.

"The Phantom of the Opera," starring Lon Chaney, with Mary Philbin and Norman Kerry in the juvenile leads, came up for a revival showing at the Keith-Albee New Garden with six acts of Keith-Albee high class vaudeville on the same bill. But business was only fair during the week.

"Drums of Love," the D. W. Griffith production with Lionel Barrymore and Mary Philbin only went over fairly well at Loew's Valencia during its second week there. This is attributed to the fact that the picture did not seem to ring true with the audience.

"Golf Widows," featuring Vera Reynolds and Harrison Ford, proved an entertaining vehicle at the Keith-Albee Hippodrome with five acts of family time Keith-Albee vaudeville, but business was only So-so.

Portland, Ore.

A WEEK of cooler weather, a nice assortment of pictures, but box-office receipts did not average up to the height they should considering the excellence of the various bills and the exploitation and tie-ups secured by the various managers.

"The Lion and the Mouse" opened at the Blue Mouse for an indefinite run, and packed them in; in fact, the first day was close to the house record, and the three principals, May McAvoy, Lionel Barrymore and William Collier, in their speaking parts, were accorded heavy applause. Hugh Herbert, in "Prediction," and Clyde Cook in "Luck in Love," were the Vitaphone acts. Movietone shorts completed a most entertaining bill.

Pantages new bill included Lois Moran and Neil Hamilton in "Don't Marry," an extraordinarily good film for laughing purposes, while balance of acts also carried appeal and house had fairly good week.

The Bake a Cake Contest, which was jointly sponsored during the past few weeks by Portland Theatre and "The Telegram," helped to swell the receipts at the big house. Manager Blair entertained the judges of contest, committeemen and employes of Portland Gas Company. "The Big Noise," with Chester Conklin, drew well. Phil Lampkin and his stage band pulled a number of musical suprises, accompanied by Ritz Bros. Homer McDonald presided in capable manner at the Wurlitzer. In spite of good bill box-office showed weakness.

"Romona" was held over for a second week at the Columbia, but receipts fell below those of first week. However, the picturization has been voted the equal of either the song or novel.

W. E. Tebbetts, owner and manager of the Oriental, returned from Hollywood and brought back some exceptionally good films, which will be shown patrons in near future. For the week the Oriental offered, with only fair patronage, "Turn Back the Hours."

"Ladies of the Mob," with Clara Bow, gained additional friends at the Broadway Theatre in this exceptionally good vehicle, and it is hoped she will bring more of the same transportation. George Stoll and his band helped to put over the Fanchon & Marco stage idea "Birds." Evening performances brought out good houses, but matinees were below average.

Peoples Theatre, second-run house, showed "Honor Bound," with George O'Brien and Estelle Taylor, with fair receipts.

Rivoli Theatre, now on split week plan, showed "The Patsy," but as this is third time it played here this season, including the stage version by Duffy Players, it did not have heavy run.

Hollywood Theatre showed "The Last Command," and offered prizes to students in contest of the three last commands in history. This brought increased patronage. Movietone act, "Voices of Italy," and the Vatican Choir. Good patronage.

Omaha

DURING the past week the theatres of Omaha played to only average business, with two bad weather breaks in the week no extraordinary business could be expected, a severe thunder storm Friday lasting most of the day put the damper on the theatre business for that day and again the following Thursday another heavy rain slowed up the business for the week.

The Orpheum with a Special Six Act All Star Show and "Three Ring Marriage,' starring Mary Astor and Lloyd Hughes, proved to draw only average business.

Boyd Erwin was the headliner at the World with Marion Davies in "The Patsy" on the screen, four other acts of World vaudeville completed the program and there were no complaints about the business.

Colleen Moore in "Happiness Ahead" was widely publicized at the Riveria and the week looked big but the rain slowed up the business, Paul Spor presented "Snap Shots," a Publix stage show, and the program as a whole was accepted by the audience as one of the best to play here yet.

The Rialto came in with the largest Paramount Western, marking Jack Holt's return to the Omaha screen, "The Vanishing Pioneer," business was up to the average and the picture was well liked.

Larry Jean Fisher, guest organist at the Riveria during Johnson's absence, was accepted with a burst of applause. The boy plays lots of organ, too.

"Conquest" Next Feature for Monte Blue

Monte Blue has been summoned back to the Warner Studio from his vacation to begin immediate filming on "Conquest," his forthcoming Vitaphone picture in which H. B. Warner and Lois Wilson will also be featured. The story is being adapted from a work of Mary Imlay Taylor, originally entitled "The Candle in the Wind." Michael Curtiz, now making "Noah's Ark," will handle the Blue vehicle. Edmund Breese and Tully Marshall, former stage actors, will also be seen and heard.

Ruth Elder Sailing from France for Picture

Ruth Elder, aviatrix signed not long ago by Paramount, has cut short her stay in Europe. She sailed from Cherbourg last Wednesday. Production of "Moran of the Marines," in which she will have the feminine lead, is expected to begin as soon as she arrives on the coast. The pictures, to star Richard Dix, was originally scheduled to follow "Redskin" on Dix' program, but a change in plans made it necessary to summon Miss Elder back from abroad.

Crook Drama Columbia's First July Release

"Beware of Blondes" is Columbia's first July release. The cast is headed by Matt Moore, Roy D'Arcy and Dorothy Revier, and includes Robert Edeson, Walter P. Lewis and Harry Semels. The production was made under the direction of George B. Seitz.

Malcolm Strauss Prepares New Underworld Film

Malcolm Strauss, who produced "Into the Net" a few years ago for Pathe, is now preparing for his next production which will be an original entitled "The Queen of the Underworld."

Opinions on Pictures

The Big Killing

Just an Ordinary Movie

(Reviewed by Laurence Reid)

IT is said that this is the last of the Beery-Hatton pieces, and if they don't make them any better than this, it's about time they ceased. Not that Wally and Ray are lacking as funmakers. Far from it. But they do need ideas that aren't bound up with motheaten slapstick. The family fued theme has been exploited before, to better advantage.

This one follows a groove all the way, and while it digs up a laugh quite often, the laughter is aroused more over the individual efforts of the players than from the scenes. The stars, members of a carnival, are hired as killers to exterminate a neighboring family.

The Hicks clan wants the Beagles out of the way. The "killers" think the Beagles are dogs. So the gags spill over when the boys run afoul of the bloodthirsty mountaineers. The subtitles are quite nifty and do much to overcome the lack of real comedy. The romantic appeal is furnished by Mary Brian and Lane Chandler of the houses of Beagle and Hicks.

The piece will slide by pretty in the average neighborhood house, but for high class houses it needs a well-varied program.

Drawing Power: If Beery-Hatton team get by in your house, piece should do business. Suitable for average trade. Needs strong billing and strong support. **Exploitation Angles:** Feature Beery and Hatton in last of comedy tie up. Bill as comedy based on mountain feud. Run portraits of Mary Brian and Lane Chandler.

THEME: Comedy of fake sharpshooters hired to participate in mountain feud.

Produced and distributed by Paramount. **Length,** 5,808 feet. **Released,** May 19, 1928. **The Cast:** Wallace Beery, Raymond Hatton, Anders Randolph, Mary Brian, Gardner James, Lane Chandler, Paul McAllister, James Mason, Ralph Yearsley, Leo Willis, Walter James. **Director,** F. Richard Jones.

The Hawk's Nest

Up and At 'Em Melodrama—Entertaining

(Reviewed by Laurence Reid)

ENOUGH action is crammed into this one for a serial and with Milton Sills carrying on in his customary he-man fashion the filmgoer is in for much excitement. The star has left the great open spaces for a try in Chinatown and he goes Lon Chaney for a while when you consider his make-up. In the role of a disfigured hero of the late war he seeks oblivion in the Chinese underworld where he becomes the ruler. It is his job to rehabilitate himself by ridding the community of villainy. But in order to establish his erstwhile confidence he undergoes plastic surgery to make over his face. With this accomplished he dedicates himself to the work of winning the heroine and polishing off the villains.

The picture has a wealth of action and incident and certainly does keep moving all the way. It packs sufficient suspense, thrills and romance to please those people who dote on something doing every minute. And Sills? Who can forget Sills in whatever he undertakes? He has he-manned so much now that he would disappoint us if he ever refrained from engaging in one of those knock-em-down-and-drag-'em-out fights. It isn't so novel, as to plot and execution. But it has entertainment value.

Drawing Power: Depends on Sills-Kenyon following. O. K. for average houses. **Exploitation Angles:** Play up star as having another he-man role. Feature Doris Kenyon. Play up the star's happy family life. Bill as exciting melodrama.

Produced and distributed by First National. **Length,** 7,426 feet. **Released,** May 27, 1928. **Cast:** Milton Sills, Doris Kenyon, Montague Love, Sojin, Stuart Holmes. **Director,** Benjamin Christensen.

The Wheel of Chance

Not a Big Story, But Interestingly Done

(Reviewed by Laurence Reid)

THE dual role figures prominently here and by doing so it stands to reason that dramatic license and coincidence carry the plot along. These factors do not spoil the interest even though they do make it easy to spot events in advance. The director has seen to it that it moves progressively with every scene worked for all its worth.

Barthelmess does a creditable piece of work in the role of twin brothers, separated during infancy through a Russian pogrom. When the children are brought to America, one, reared by his thrifty parents, becomes a prosecuting attorney, while the other, not so fortunate, becomes a gangster.

The dramatic fireworks are shot off when the good brother prosecutes the other for the murder of his sweetheart. The double exposure scenes are finely executed and difficult to detect. And the courtroom atmosphere is well suggested.

It sloughs off toward the finish on a wave of sentiment, but leaves an impression, nevertheless of a satisfactory melodrama, capably acted and directed. Barthelmess differentiates the characters neatly and his support is first rate.

Drawing Power: Should draw with Barthelmess fans. Crook melodramas doing well and this is one of them. For all kinds of trade. **Exploitation Angles:** Feature star in heavy dramatic role.

THEME: Melodrama of twin brothers with one prosecuting the other, though ignorant of his identity.

Produced and distributed by First National. **Length,** 6,895 feet. **Released,** June 10, 1928. **The Cast:** Richard Barthelmess, Bodil Rosing, Warner Oland, Ann Schaefer, Lina Basquette, Margaret Livingston, Sidney Franklin, Martha Franklin. **Director** Alfred Santell.

The Michigan Kid

Fair-to-Middlin' But Carries Thrills

(Reviewed by Laurence Reid)

THEY haven't gotten through with the Alaskan gold rush, the latest to go adventuring in the Klondike being an adaptation of a yarn by Rex Beach. As melodramas go it is thrilling enough, but lacks conviction. And the thrills manage to compensate for a story that does a hop, skip and a jump all over the place. The action is purely physical and packs a wallop in its climax when the camera is so placed as to capture a juicy thrill when the occupants of a canoe go over the falls.

The idea presents a gambler in a Klondike boom town whose work is cut out for him when he rescues his sweetheart from the villain and the villainy of old Dame Nature, herself. The shot of the plunging canoe is realistic enough in its design, though it is conceived with such exaggeration that it looms up as quite picturey. Nevertheless this is the highlight in the picture.

The hero had gone to Alaska to forget an unkind remark hurled at him by his boyhood sweetheart. The girl eventually arrives in the gold country and the end is in sight when she is saved from dishonor or death or both. Conrad Nagel and Renee Adoree have the principal roles and act with good sincerity. Lloyd Whitlock is the oily villain. The film will do in the program houses. It has an alluring title and a punch to please the dyed-in-the-wool fan.

Drawing Power: Title and cast. Suitable for program houses. **Exploitation Angles:** Feature as story by Rex Beach. Tease the title. Bill as fast-moving melodrama of Alaska during the gold rush. Feature cast.

THEME: Melodrama of sensitive youth who flees from his sweetheart when her father upbraids him. Makes good and becomes reconciled to girl.

Produced and distributed by Universal. **Length,** six reels. **Released,** July, 1928. **The Cast:** Conrad Nagel, Renee Adoree, Lloyd Whitlock, Fred Esmelton, Adolph Milar, Maurice Murphy, Virginia Grey, Dick Palm. **Director,** Irvin Willat.

Griffith Will Direct "The Love Song"

The United Artists production "The Love Song" will be directed by D. W. Griffith and not by Sam Taylor, as previously announced. Upon the arrival of Mary Pickford in Hollywood it was agreed upon that Taylor, who directed Miss Pickford in "My Best Girl," would direct her next vehicle.

Griffith has completed "The Battle of the Sexes" and will begin in a few weeks upon "The Love Song." Irving Berlin has composed a theme for this picture which will be sung in Movietone by Lupe Velez, its Mexican feminine star. Taylor was at work on the scenario when the switch in directors took place.

Newsreel Resume

Paramount

Gov. Smith at Albany, Miss Norelius establishing a new swimming record, and Wilkins and Eielson in New York were some of the views in Issue No. 98 of Paramount News. Other scenes were: Buddhist priests dedicate the largest statue of Buddha; flying over Mt. Shasta, extinct U. S. volcano; Capt. Carranza and Lindbergh; tiny tot bicyclist in Berlin; Tom Heeney in training; balloons in race for Bennett trophy.

No. 97 had shots of Miss Earhart and her companions in England; fliers leaving Spitzbergen to look for Amundsen; Germans in historic canoe race; Byrd plane in a weight test; Dutch family who have been traveling the globe for two and one-half years; Capt. Carranza at West Point; the steeplechase at Auteuil; the president at his summer office; the Houston convention and Gov. Smith.

Fox

No. 80 had views of the races at Toledo; the Indian winner of the marathon in Oregon; yacht racing off the New England coast, and the Democratic convention. There were included, also, scenes of the Bremen fliers in Berlin; France accepting U. S. Emblem from war mothers; the man who found Nobile on the ice; prohibition agents raiding moonshine still in the Colorado mountains; Spanish cavalrymen in riding exhibition before King Alphonso.

The Democratic convention and its choices provided the lead-off of No. 81. They were followed by Sweden's celebration in honor of King Gustav's birthday; Georgia girls gathering large peach crop; citizens of Hungary receiving degrees of nobility; girl swimmers in final tests to represent U. S. Olympics; Denver flappers climb Long's Peak; California timber plunging down mountain side.

Pathe

To the fore of news events in Pathe News No. 55 was the story of the Houston convention and its nominees—Smith and Robinson. Additional items were: a plane expedition leaving Oslo, Norway, to search for Amundsen; Seminole Indians in Tampa, Fla.; son of the president on the golf links; the original copy of "Alice in Wonderland"; throngs at the Steeplechase at Anteinl, France.

Beginning No. 56 were scenes of the first drill given new West Point class. There followed in their respective order: youths displaying their airships in city park; Admiral Pratt, new chief of the U. S. fleet; Albany neighbors serenade Sen. Robinson at Little Rock; Martha Norelius, winner of Olympic final trial; Capt. Wilkins and Ben Eielson welcomed in New York; balloons racing for Bennett trophy.

Kinograms

In this issue, No. 5410 there were stories concerning Wilkins and Eielson in New York; the new commander of the U. S. naval forces—Admiral W. V. Pratt. Playing their part in making the reel well balanced were the following: French balloon winning the Bennett trophy; 10-year old boy who is 6 feet, 7 inches tall; Miss Norelius breaking world's swimming mark; U. S. Olympic team in fencing chosen; Mussolini's double; tricks of a magician; the first races of the season at Allentown, Pa.

No. 5409 was made up of scenes of Miss Earhart and companions in England; Gov. Smith winning the Houston nomination; famous English yachts in regatta; two American fliers who are out to set up new enduranee record; American boy scouts in Paris on first leg of African trip; the U. S. Texas arriving in Brooklyn navy yard; Capt. Carranza at West Point; the French steeplechase at Auteuil.

M-G-M

M-G-M News, Vol. 1, No. 93 included among its group of highlights President Coolidge fishing at vacation home; Wilkins and Eielson, noted fliers, in New York; Lindbergh greeting Mexico aviator, Capt. Carranza; the Southern Cross arriving in Australia on record hop; Admiral Pratt taking command of the U. S. Fleet; the aftermath of the Houston convention and its climax on the first ballot. There were other news bits: polo stars in game at Meadow Brook; Miss Norelius setting a record in swimming contest; a new device for parking autos; marble players in annual eontest; pleasure craft in race along the coast; the balloon racers; motorcyclists in thrilling leaps.

The funeral ritual of the queen of Siam —an unusual glimpse into the Orient—is one of the principal highlights of No. 92. Accompanying it were scenes of The Houston assembly and Gov. Smith; the president at his summer office; and the French steeplechase at Auteuil. The remainder of the reel was composed of: yachts racing off Rhode Island; Flying Cloud, Indian, winning Oregon marathon; Yukon deer herds in migration; Leo, M-G-M's lion trademark, in Washington.

International

Wilkins and Eielson in New York, Lindbergh and Capt. Carranza, the president at his vacation site, the Southern Cross arriving in Australia and the Democratic convention and its nominees were the first items in importance in International News Vol. 10 No. 53. Other news material in the reel consisted of: a jumping motorcycle contest; new device for parking autos; polo-itst meet in match for charity; girl swimming stars in final tryout for Olympic teams honors.

In No. 52 were further views of the Democratic convention; the steeple chase at Anteuil; the president at his summer executive office at Superior, Wis. There were also on hand: scenes of Indian runner winning marathon in Oregon, mounted marine specimens; a baby lion; English society children train in the manly art; West Point turns out for Mexico's air envoy; U. S. Olympic aspirants in pole vaulting tryouts; a comic fancy diver.

Plans Underway to Expand Scope of Allied Newsreels

With the sailing of Forrest Izard, managing editor of Kinograms, to Europe, plans are now in progress for the expansion of the scope of the allied newsreels, who are affiliated with Kinograms newsreel. Film is exchanged between the European reels and Kinograms according to contract and both sides cover special assignments on order. The negotiations under way will increase the staff of the three European newsreels thereby strengthening the flow of foreign subjects to Kinograms and resulting in a variety of subjects.

Mr. Izard will visit London, Paris, Berlin, Budapest, Oslo, Rome and possibly Cairo and Constantinople. During his absence, the Kinograms staff and production will be under the charge of H. E. Hancock, associate editor and business manager.

Mr. Izard is accompanied by his wife and daughter.

Review Heads Pathe List of Six Short Subjects

An issue of Pathe Review heads the collection of six short subjects scheduled for release from the Pathe exchanges during the week of July 15. This list includes two issues of the Pathe News, Nos. 60 and 61.

The leading subject—Pathe Review No 29—consists of "Cave Men of the Sahara," "Lazy Summer Day" and "The Mellowest Melodrama."

"Baby Show," an Aesop Film Fable cartoon; Topics of the Day No. 29, "Fangs of Fury," "Chapter seven of the Patheserial, "The Yellow Cameo," are the other three offerings scheduled.

Columbia Seeks Broadway Theatre for Special

Joe Brandt, president of Columbia Pictures, is said to have entered into negotiations for the leasing of a Broadway Theatre for an extended-run premiere of the Columbia special, "The Searlet Woman," starring Lya de Putti. The story, about revolutionary Russia, is now being directed by Alan Crosland. Arrangements are also being made to synchronize the production with music supplied by a symphony orchestra.

Group Name Designated for Educational Series

The series of six two-reel aviation thrill subjects starring Reed Heeds which was tentatively designated as the "Russ Farrell Sky Rider" pictures will be known as the "Russ Farrell Aviator" group. Russ Farrell is the name of the central figure of these aviation stories by Thomson Burtis, who is now on the coast preparing the scenarios for his stories, which hold an important place on Educational's line-up of material for the new season.

Roach Places Find Under Long-Term Contract

Gordon Elliott, a juvenile find has been placed under a long-term contract by Hal Roach. He recently appeared as Ithaca in "Helen of Troy." His first work will be in a Charley Chase comedy.

Regional News from Correspondents

Albany

CHARLES STOMBAUGH, Albany manager for Pathe, had a busy week covering his territory, returning to Albany for a day and then departing on Friday for Schroon Lake, where he remained until Sunday.

Vic Bendell, who was formerly associated with several exchanges in Albany, but who is now in the bond business, returned to the capital city last week, following a month or more spent in New Hampshire.

Mr. and Mrs. Frank McNamara, of Valatie, were along film row during the past week. They reported business as only fair at their theatre, but said they had a good winter and were perfect willing to take it easy for a few weeks this summer.

George Lynch, who is an extremely busy man with the Schines in Gloversville, found sufficient time last week to journey down to Albany and drop in at several of the film exchanges. Mr. Lynch reported that business over the Schine circuit was holding up in fine shape this summer.

One of the biggest boosters for Governor Smith in Albany is C. H. Buckley, owner of the Leland and Clinton Square theatres. Mr. Buckley deserted his theatres during the nights the big convention was on at Houston and spent his evenings at home, hanging over his radio.

The Albany Film Board of Trade, as well as the Arbitration Board, held meetings on Monday of this week. There were few cases of importance up for settlement.

Jack Levine, who is connected with the Hays organization, was in Albany a day or so last week.

H. F. Pearl, who has been the feature organist for the past two years at Shea's Hippodrome theatre in Buffalo, is now presiding at the console of the Avon in Watertown.

When C. R. Halligan severed his connections last week after fifteen years at the Universal exchange in Albany, the employees of the office presented him with a black leather brief case. The presentation speech was made by Ray Smith. Mr. Halligan is now representing Columbia Pictures out of Albany.

The Albany Film Board has decided to hold its annual outing again this year, although the date and place have not yet been fixed. H. O. Wordan will officiate as chairman of the committee on arrangements. It is expected that the outing will again be held at Saratoga Lake.

There is a rumor to the effect that Frieder and Grossman of Hudson are negotiating with Louis Buettner of Cohoes for his theatres in that city as well as at Hudson Falls.

A further effort is being made to adjust the insurance on the Clinton theatre in Plattsburg, which was burned last March. Application was made last week to Judge Collins, asking for the appointment of an umpire to determine the insurance loss. The two appraisers have not been able to come to any satisfactory agreement. Hugh McClellan of Champlain has been named by Judge Collins as umpire and his decision will be final.

Not a single letter notifying the transfer of a motion picture theatre in central and northern New York was received by the Albany Film Board of Trade during the past week. There are, however, quite a number of houses in smaller places closing for the summer, and, according to some exchanges, the number is greater than in past years.

Charles Dery, who operates the theatre at Port Henry, is much interested these days in reports to the effect that the iron mines there will be further developed and that a boom is in prospect.

John Sain of Schoharie was in town during the week, booking film for the street shows which are given one night a week under the auspices of the board of trade of Schoharie and which bring many people to town with resultant business for the merchants.

W. H. Linton, of Utica, is planfining to install talking movies and is going to New York City soon to see the Movietone in actual operation. Al Guteck, local manager for F. B. O., covered central New York last week.

Charles Marshall, who runs the theatre in Ausable Forks, hit town the other day and spent several hours at the exchanges in dating up pictures. Ben Smith has joined the selling forces of Tiffany in Albany.

Exhibitor Rosen, of the Palace theatre in Troy, appeared last week at the steering wheel of a brand new car, driving down to Albany, and visiting a number of exchanges.

Jake Rosenthal, owner of the Rose in Troy, was a pretty proud father last week, when one of his boys won a five dollar prize for the best essay on "My Dad." Salesmen visiting the theatre found Mr Rosenthal far more inclined to talk about his boy's success than he had about film.

Mike Kallet, with houses in Rome, Utica, Oneida and Canastota, had a conference last Wednesday with Mike Comerford, of Scranton, one of the big exhibitors along the Pennsylvania line.

Gene Lowe is now booking for Universal and each evening returns to the office and burns the midnight oil. Nat Levy, local manager for Universal, was in New York City during the week.

Exhibitors in Albany have done no buying as yet of the fall product, and it now looks as though the buying season would not get under way much before September or October. William Benton, of Saratoga Springs, is lining up superspecials which he will release during the racing month of August.

The latest reports from Utica indicate that the new Strand theatre there will be in shape to open on Labor Day. No definite date has yet been fixed for the opening of William Smalley's new house at Johnstown, although the probability is that it will open in July. Mr. Smalley has been sick again, but is up and around, and his illness has served to delay matters.

Mrs. Dennis Regan, of Greenwich, was in Albany last week. She reported that she will have opporsition in the future, as a brother of Fred Mausert, of Glens Falls, is planning to open a theatre.

Miss Veronique Perrin, daughter of Oscar J. Perrin, manager of the Capitol theatre in Albany, and former manager of the Leland, is to become the bride of an Albany dentist, according to an announcement made last week by Mr. and Mrs. Perrin.

Salt Lake City

THE finishing touches have been completed on the new Spanish Front of the Angelus theatre at Spanish Fork, Utah. Alterations are also to be made to the interior, providing for the seating of more patrons.

Tiffany District Manager S. B. Rahn spent several days in this city during which time he drew up plans for an office force and expects to have the new office here in readiness by about August 1st. The exact location has not yet been definitely decided upon although it is reported that it will be near the new Film Row here on East 1st South Street. Rahn returned to Denver a few days ago.

Manager C. J. Hamal of the Tiffany Pictures Corporation in this branch, is in southern Utah.

Manager Wayne Ball, of the Warner Brothers local exchange, is making an extended sales trip into Montana.

Ben F. Rosenberg, District Representative for Fox, is visiting the Salt Lake branch.

George Lindsay, of the Star Theatres of Eureka and Payson, Utah, was lining up some new pictures along the row last week.

Manager George E. Carpenter of the Capitol Theatre here is expected back from a vacation trip to California.

Carl A. Porter, manager of the Paramount Empress theatre of this city, has gone to Los Angeles for a two week's vacation trip.

Ray Ackles was recently appointed a new salesman here for Metro-Goldwyn-Mayer and will work in the state of Utah.

G. E. Rosenwald, West Coast District Manager for Universal, was in this city from Denver enroute to Los Angeles. He stated that he intends moving his family from Los Angeles to San Francisco.

Andy Floar, manager of the Star Theatre of this city, has returned after spending several weeks with his wife and small son in Butte, Montana.

The Jewel Theatre of this city which was formerly operated by W. D. Harris, has been turned over to A. A. Suliotis and is to be known as the Liberty Theatre from now on under the new management.

Another change of theatre management and operation took place this past week when Mrs. J. B. Harrison of the Mission, a neighborhood theatre here, leased her house to L. E. Kerby.

T. M. Chesler of the Princess Theatre at Bingham, Utah, was in this city conferring with local branch managers last week, as was Mell Stringham of the Colonial Theatre at Ogden, Utah.

Other exhibitors who were in recently arranging play dates include: Sam Levine of the Paramount at Provo, Utah; Harry Ashton of the Paramount Theatre at Ogden, Utah, and John Rugar of the American, Egyptian and Orpheum theatres at Park City, Utah.

Manager "Hap" Fredericks is enroute to the Idaho territory with his Gotham productions.

Manager Dave Farquhar of the new Columbia Pictures Corporation exchange, will make a two weeks' trip into Wyoming.

C. J. Mercer has resigned as salesman for this corporation and left for Denver. Jack Hurschman is taking his place as Southern Utah sales representative.

Davis Bershon, United Artists Western District Manager, returned to this city from a trip to Denver last week and then left for New York.

Branch Manager Fred Gage has just left the United Artists office here for the Montana territory.

South East

ERNEST MORRISON, for two and a half years manager of the Howard Theatre, Publix de luxe house in Atlanta, is leaving that post to become manager of the Palace Theatre, Dallas, the ace Publix house in that immediate territory. Announcement of the new appointment was made by Willard C. Patterson, district manager for Publix de luxe houses in the Atlanta district.

E. J. Smith, general sales manager of Tiffany-Stahl Productions, arrived in Atlanta last Friday morning from New Orleans for a brief visit to the company's local office. He left at noon for New York.

He was accompanied to Atlanta by William G. Minder, Southern division manager of the company, who met him in the Crescent City. While on his trip in the South, Mr. Smith made arrangements for permanent offices at 416-418 Chartres Street, in New Orleans, where R. A. Kelly has been representing Tiffany-Stahl.

Operation of Universal's Capitol Theatre in Atlanta and the company's other houses in the Southeast, is now under supervision of James A. Carrier, who is in Atlanta as special representative of Universal.

Martin L. Semon, who has been manager of the Capitol Theatre, Universal's de luxe house in Atlanta, ever since it was opened a year ago this week, has resigned, his resignation taking effect Saturday, June 30. Mr. Semon has made no announcement as to his future plans.

Conference of Paramount's Southern Exchange Managers was held in the office of the Southern District Manager Harry G. Ballance, located in the company's Atlanta branch, on Wednesday of last week.

Besides the managers present, other special guests included T. J. Shaeffer, Eastern Division Sales Manager, H. Owen, Office Sales Manager of the Dallas branch, P. S. Wilson, Booking Manager in the Atlanta office and the Atlanta branch salesmen.

The managers in attendance were: Dave Prince, Atlanta; J. B. Dugger, Dallas; Scott E. Chesnutt, Jacksonville; H. F. Wilkes, New Orleans; R. B. Wilbanks, Charlotte; Phil Longdon, Memphis; and H. E. Pickett, San Antonio exchange.

The Savini Film Company and the Atlanta branch of Arctic Nu-Air this week moved from 161 Walton Street to ground-floor quarters at 125 Walton Street.

Mrs. A. B. Thompson, who owns the Alco Theatre in Graham, N. C., has opened the Beatrice Theatre in Haw River, N. C.

The Sylvan Theatre in Sylva, N. C., has been purchased by J. S. Higdon. Edward B. Drake was formerly the owner.

R. P. Rosser, who owns the Dixie Theatre in Aberdeen, N. C., has purchased the Carolina Theatre in Hamlet, N. C., from Chas. W. Picquet.

The Carlton Amusement Company has taken over the Auditorium in Ashville, N. C., formerly operated by A. B. Cooper.

J. Sam Hinson, Fox's booker, is now enjoying a much needed two weeks' vacation.

W. H. Marion has assumed full charge of the National and Broadway Theatres in Mount Airy, N. C., since the resignation this week of the former manager, Edgar C. Pierce.

Horace C. Finch announces the opening of his new Central Theatre in Anderson, S. C., on Saturday, June 30.

Visitors in Charlotte last week were, J. M. Highsmith, Trio Theatre, Robersonville, N. C.; W. H. Marion, National and Broadway Theatres, Mounty Airy, N. C.; D. Hilt, Troy Theatre, Troy, N. C.; Phelps Sasseen, Iris Theatre, Salisbury, N. C.; Charles W. Picquet, Carolina Theatres in Pinehurst and Southern Pines, N. C.

J. R. Hauser, Victory Theatre, Mooresville, N. C.; R. P. Rosser, Dixie Theatre, Aberdeen, N. C.; and Jerry Simpson, Ideal and Lyric Theatres, Gastonia, N. C.; Louis Mitchell, Amusu Theatre, Elkin, N. C.; F. E. Manly, Omar Theatre, Spartanburg, S. C.

George E. Brown, manager of the Carolina Theatre in Greensboro, N. C., since its opening last October, has announced his resignation effective July 1. Accompanied by his wife, Mr. Brown left Greensboro on July 1 for New York and an extended trip through Canada. Roland G. Hill, well known Greensboro man, formerly identified with the Greensboro theatres, will succeed Mr. Brown. This change of manager for the Carolina Theatre in no way effects Terry McDaniel who is in charge of the other three Publix-Saenger theatres in Greensboro, namely, the National Imperial and Alamo.

Eaves Theatres, Inc., comprised of J. G. Hughes and W. C. Costephens, has taken over the following theatres from Mrs. L. D. Eaves and Donald M. Eaves: Majestic Theatre, Mebane, N. C.; Rivoli Theatre, Columbia, S. C.; Imperial Theatre, Newberry, S. C.; and the Palace Theatre, Chester, S. C. Headquarters for the new corporation will be in Charlotte in the United Film Building with Mr. Costephens in charge.

T. O. Tuttle, formerly branch manager of the Universal Exchange in Charleston, W. Va., has succeeded E. F. Dardine as branch manager of the Universal office in Charlotte. Mr. Dardine, who has been with the Universal exchange for the past nineteen years, has not yet announced his plans for the future.

The Victory Theatre in Salisbury, N. C., which is owned by the Piedmont Amusement Company in Winston-Salem, N. C., was destroyed by fire last week.

Frank Merritt, of the Marvin Wise circuit, Birmingham, Ala., spent last Thursday in Atlanta.

H. B. Wells, of the Opera House, Newberry, S. C., was a recent visitor.

C. A. Clegg, First National's Atlanta branch manager, made a trip into Tennessee last week.

After spending a few days in Atlanta, C. R. Beacham, First National representative in Alabama returned to his territory. Mr. Beacham was last week given supervision of the city of Birmingham and Jefferson county both of which were heretofore included in the company's territory covered by Salesman Jim Young, resigned.

Mrs. E. Brown, of the Appling Theatre, Baxley, Ga., was a recent visitor on Film Row.

F. G. Craig, of the Ideal Theatre, Ashburn, Ga., visited Atlanta, the first part of last week.

R. O. Wilder, who recently took over the American Theatre, Conyers, Ga., from Buster Miller, made a recent trip to Atlanta.

W. G. Minder southern division manager for Tiffany-Stahl with headquarters in Atlanta, recently spent several days in New Orleans.

Dan Michalove, Pathe representative in the South left for New York last week-end to be gone until the first part of July.

Among visitors to Atlanta exchanges last week were P. G. Henn, of the Bonita Theatre, Canton; Carl Cape, of the Colonial Theatre, Buford, Ga.; M. R. Hopkins, of the Strand Theatre, Lawrenceville, Ga., was guest on Film Row the latter part of the week, and R. E. L. Golden, of the Golden theatres, LaGrange, Ga.

The Ritz in Sheffield, Ala., Louis Rosenbaum's latest contribution to theatredom, will open about July 15. The theatre is well situated in the very heart of the business district of the city, seats 900, is well equipped in every way and will be a distinct adjunct to the theatres in the Muscle Shoals district, all of which are now controlled by Messrs Rosenbaum and Tony Sudekum.

Montgomery S. Hill and Willard C. Patterson, district supervisors for Publix, were Birmingham visitors the past week. Home Office Representative Milton Fell held a conference with Mr. Patterson, Manager Sidney Dannenberg and members of the staff of the Alabama Theatre.

The new Ritz, operated by Muscle Shoals Theatres, Inc., at Athens, Ala., which recently opened, is reported doing very well.

Manager Vernon Reaver, of the Ritz, Birmingham, was invited to address the local Optimists' Club on the subject: "The Future of Motion Pictures in Birmingham."

Business conditions throughout the Birmingham district are, generally speaking, below normal. The quiet condition of the steel and iron industries, as well as a general slackening of work, has brought down the b.o. receipts, but there is a spirit of optimism manifest among theatremen, who claim that this condition is only temporary and that the Magic City will soon return to normalcy and again boast its claim to being the best theatre town in the South.

The Princess Theatre, Florence, Ala., is installing a three manual Wurlitzer pit organ, Manager Rosenbaum having purchased the instrument while on a recent business trip.

Manager C. B. Ellis, F B O exchange, spent a few days in the Jacksonville office last week.

Frank Dowler, southern division manager, for Publix, was in Jacksonville last week. He returned Saturday to New York.

Jesse Clark, Publix district manager, returned Wednesday to Jacksonville from Tampa.

Manager Scotty Chestnutt, of Jacksonville's Paramount exchange, was recently in Atlanta attending a branch managers' conference called by H. G. Ballance.

Manager C. P. Lester, of the Jacksonville Universal exchange, was in Tampa last week.

Friends of Hubert Lyons, salesman for F B O, will be glad to hear that he left the hospital on Wednesday much improved.

Central Penn

JOHN FREY, manager of the Globe theatre, Bethlehem together with Patrolmen J. W. Ryan and Tony Hafner, of the local police force, were hosts recently to sixty children.

The contract for the erection of the new $150,000 theatre to be built on Lackawanna Avenue, Scranton, has been awarded to Breig Brothers, of that city. The house will be of Spanish design and will seat 1,200. The steel will be supplied by the Anthracite Bridge Company and the United Marble & Tile Company will provide the tiling. It is expected the structure will be completed by October.

Dr. H. J. Schad, head of the former Schad chain of picture theatres in Reading and Lebanon, was chairman of the committee on arrangements for the seventy-fifth anniversary conclave of the Grand Commandary, Knights Templar, which was held in Reading in May.

Extensive improvements are being made this summer to both the interior and exterior of the Hippodrome Theatre, Pine Grove, Schuylkill county. Lewen Pizor, who also is in charge of the Hippodrome in Pottsville, in the same county, is general manager of the Pine Grove house.

South West

CYCLONES and constant rainy weather did great damage to Oklahoma theatres in western part of the state recently.

J. J. Deitch, booker for Paramount in Oklahoma, Texas and Arkansas, was an Oklahoma City visitor the past week, returning to his Dallas headquarters.

Charles Sasseen, district manager or Publix theatres in Oklahoma, was presented with a handsome Masonic watch charm by Wallace Walthall and other admiring friends. Mr. Sasseen has recently taken all of the Masonic degrees up to and including Scottish Rite and Knights Templar.

Mrs. Laura E. Carson, organist for Liberty theatre, Oklahoma City, has gone to New York City to study until autumn under one of the masters there.

The Civic Theatre Association will present eight plays at Oklahoma City next season, as per announcement.

Griffith Bros. have purchased the Wigwam theatre at Altrus, Okla., from M. E. Woolbridge.

The Davidson Theatre Supply Co., Oklahoma City, moved from 108 South Hudson to 705 West Grand.

The Square Deal Film Company, a new independent concern, has opened an office at Oklahoma City.

Miss Juanita Alberta has been appointed to a position with Warner Bros., at Oklahoma City, succeeding Miss Sue Newman, resigned.

A new 1,500 seat theatre will be erected by M. A. Lightman at El Dorado.

H. C. Smith, owner of the Star Theatre, Sand Springs, Okla., together with his son Glenn Smith, spent last Monday and Tuesday making calls on Film Row.

The new Victorian Theatre, Oklahoma City's first suburban house, opened Tuesday, July 3d.

The Davidson Theatre Supply Company, for the past several months located at 108 S. Hudson street, Oklahoma City, is moving into new quarters this week at 705 W. Grand avenue.

Mr. and Mrs. Erle Harkins, of the Art Theatre, Cordell, Okla., were visitors on Film Row last Monday.

E. W. Johnson, Orpheum Theatre, Tulsa, Okla., took his first airplane ride last Monday when he flew from Tulsa to Oklahoma City, to attend some business on Film Row. Mr. Johnson was so enthused he stated he had taken his last train ride between Tulsa and Oklahoma City.

Mrs. Grace Brown, former owner of the A-Mu-Su Theatre at Frederick, Okla., made a business trip to Oklahoma City last Monday and devoted some time to calling on former friends on Film Row.

The Square Deal Film Exchange has just opened with Carr Scott as manager. The new exchange is located at 110 S. Hudson street, Oklahoma City. Mr. Scott was formerly branch manager for Home State in Oklahoma City.

Mr. and Mrs. R. B. Campbell, of the Majestic and Eaton Theatres, Waynoka, Okla., spent last Monday and Tuesday in Oklahoma City.

Fox Film Corp., through the courtesy of Robert D. Hutchinson, manager of the Liberty Theatre, Oklahoma City, presented a preview of "Mother Machree" to a number of visiting exhibitors and the film folks in Oklahoma City, following the regular show at the Liberty Theatre last Monday night. Admission was by invitation only.

Herbert Spencer, of the Gem Theatre, Oilton, Okla., was a visitor in Oklahoma City the past week, buying some new equipment for his theatre.

Edward G. Kadane, of the Ritz and Gem Theatres, Frederick, Okla., spent the first part of last week looking after some business on Film Row.

H. B. Robb, of Robb & Rowley Enterprises, Dallas, Tex., was in Oklahoma City last Tuesday looking after the interests of the R & R Theatres in Oklahoma.

Homer Jones, of the Temple and Rialto Theatres, Kingfisher, Okla., spent last Monday and Tuesday visiting friends on Film Row.

Mrs. E. R. Swope, who recently purchased the Liberty Theatre at Quinton, Okla., came to Oklahoma City last Wednesday to enjoy her first experience in buying motion pictures. Mr. and Mrs. Swope, who come from Northern Illinois, have never been in the motion picture business before.

Mrs. I. P. Keith, of Norman, Okla., has been appointed president of the Indorsers of Photoplays in Oklahoma, by the national president, Mrs. Ross, of New York. Mrs. Keith was a caller on Film Row last Tuesday and Wednesday, and advises she hopes to get this work well organized by fall in Oklahoma.

Miss Sue Newman has resigned her position in the local Warner Bros. office, and is being succeeded by Miss Juanita Albert. Miss Newman was with the local Warner Bros. office for the last year.

W. A. Ryan, local manager for Fox, and Winfield O'Shea, assistant manager for the Liberty Theatre, Oklahoma City, who have both been on Film Row "sick list" for the last ten days, are now fully recovered and back on their respective jobs.

Fred Pickrel, of the Murray Theatre, Ponca City, Okla., spent practically all of this week in Oklahoma City on business.

Mr. and Mrs. William Jensen, of the Rex Theatre, Alex, Okla., were shopping on Film Row the early part of last week.

Griffith Amusement Company are reported to be adding the Wigam Theatre at Altus, Okla., to their present chain of theatres in Oklahoma. The Wigwam has been owned and managed by M. E. Wooldridge for the past several years. Mr. Wooldridge, it is understood, contemplates devoting his entire time to the operation of his Empress Theatre at Hollis, Okla.

Bob Clark, booker for Fox Film Corp., is spending his annual two weeks' vacation visiting friends and relatives in Indiana.

Glenn and Farris Thompson, of the Thompson Theatres, Healdton and Wilson, Okla., were visitors in Oklahoma City last week.

H. T. Tisdale, accessories sales manager for the local Universal office, is spending a week's vacation in the Ozark Mountains.

A complete renovation of Dent Theatres' "Orpheum," at Waco, Texas, is under way.

James L. Marr is erecting a new $250,000 theatre at El Paso, Texas.

Cincinnati

THE managerial and selling personnel of the Cincinnati office of FBO, made a general exodus to Cleveland to attend the regional sales meeting held there recently at Hotel Statler. Among those present from the Queen City force were: H. J. Michalson, manager; G. J. Boudout, booker, and C. K. Kendall, S. H. Nesbitt, M. Strauss, J. G. Wilson and L. Rosenfeldt, salesmen. They report that "a good time was had by all."

There is a rumor in circulation that the Victory Theatre, Dayton, Ohio, which housed a resident stock company until July 1, may inaugurate a short season of movies until regular legitimate bookings are resumed in the fall.

Contrary to the downward trend of business which has prevailed in the majority of houses throughout this section William McManus, manager of Loew's, Dayton, Ohio, reports that his June business exceeded by a wide margin the record for corresponding periods in previous years. McManus recently took over the house, succeeding Andy Anderson, who was transferred to one of the Loew houses in the East.

Edwin C. Wright, Greenville, Ohio, has disposed of his Grand Theatre at Union City, Ind., to Mr. and Mrs. J. C. Ramsshe, of Springfield, Ohio, which is an initial venture for the new owners. Kenneth Sink, who has been managing the house, will continue in that capacity until the purchasers have things running smoothly, when he will go to Greenville to manage the Wayne Theatre there. He will be succeeded at Union City by Marden D. Stewart, of Dayton, Ohio.

Piua, Ohio, theatres, which have always been dark on Sundays, will hereafter remain open seven days a week, according to popular demand, according to announcements made by J. T. Hibbert, owner of the Bijou, and H. L. Binder, owner of the Orpheum.

Mary L. Butora, Marysville, Ohio, has disposed of interests in the Strand and Rex theatres of that city. F. E. Price, of Newark, Ohio, is the purchaser. Don Lonnis, of Columbus, Ohio, has been appointed manager of both houses.

The Ironwood Theatre, a new house at Ironwood, Ohio, announces its opening date as July 4. A. L. Picker is manager.

The Palace Theatre, Hamilton, Ohio, Silver and Turburg, managers, were hosts to an organization of kiddies at a special morning matinee last week, the affair being sponsored by one of the local dailies.

The Lansing Theatre, Lansing, Ohio, has changed hands, John Pagot having acquired the house from Louis De Luca, the former owner.

Cincinnati exhibitors in the downtown districts who have been granting their patrons the right to park in front of or near the theatres, must cease this practice forthwith in conformity to a new city ordinance which prohibits parking in front of any theatre or public building, regardless of whether the place is open or closed.

The Trainer Theatre, Greenville, Ohio, erected as a memorial to the late Judge Martin B. Trainor by his heirs, was formally dedicated the middle of June by members of city and county bar associations, court officials and close friends of the deceased jurist.

Fire of an undetermined origin recently damaged the projection booth, projectors and a number of chairs at the Empire Theatre, Chillicothe, Ohio.

Ashville, Ohio, is to have a new theatre, according to Harry Clifton of that place, who advises that plans have already been drawn for the building, which will be located at Pinkey and Court streets.

Abrams and Kessler, Lancaster, Ohio, contemplate the erection of a new house in that city to cost around $100,000. Harry C. Holbrook, of Columbus, Ohio, has been retained as architect.

The Faurot and Sigma Theatres, Lima, Ohio, have been acquired by Sigma theatre chain, of that city.

Cleveland

SEVENTY THOUSAND DOLLARS was involved in a real estate deal last week in Barberton, Ohio, when Harold Makinson and Frank Gaethke, owners of the Park Theatre, W. Tuscarawas Ave. leased the Rondo Theatre, N. Second St. from Mrs. Arvilla Nice for a long period. The Rondo is the oldest motion picture theatre in Barberton. It was built in 1911 by the late W. H. Nice,, and has been in the family ever since. T. Wade Andre, son-in-law of Mrs. Nice has been operating the house for the past seven years. The new owners have closed it until remodeling and redecorating is completed. This will include a new front, new seats, and new decorations throughout, including rest rooms. The Rondo has 500 seats, and was lately equipped with a $20,000 Wurlitzer organ. It will play high class pictures with vaudeville attractions under the new ownership. Two changes a week are contemplated.

Leo Devaney, manager of the local Universal exchange, is a bachelor pro tem. Last week Mrs. Devaney, the three little Devaneys, the Devaney police dog, and the maid left for the Devaney summer home, Sunnylands, at Lake Beach on Lake Ontario, Canada. They will be away until October.

Jack Flanigan, head of Tri-State Motion Picture Company, is enlarging both his force and his activities. G. P. Hamilton, well known production manager, and a member of the M. P. D. A., has joined the company as production manager. Hamilton has been active in this work for 32 years, first with Essanay, later with American Film Company, and also as director for Gloria Swanson, Bebe Daniels and Belle Bennett. His coming to Tri-State means better and more extended service in the industrial field. R. H. Ray, formerly of Chicago has joined the company as head of the art department. Ray's specialty is animated cartoons, which he will make for the Tri-State industrials.

Frank Drew, M-G-M exchange manager, was host last week to general manager W. F. Rodgers and district manager J. E. Flynn. Rodgers stopped off to pay his annual respects, making a tour of the key cities.

Carl Lesserman, First National manager, and W. N. Skirboll, Columbia franchise holder, worked the Cincinnati territory together last week.

Fred Herrington, secretary of the Pennsylvania exhibitors association was in Cleveland last Thursday to attend the monthly meeting of the Cleveland Motion Picture Exhibitors Association.

Ray E. Brady has joined the Fischer Film sales force, and will cover the southern part of the state.

Andy Sharrick took time out from his exploitation activities to buy a new home out on the Lake Shore. Its at Beachland, and has all the conveniences of both city and country, including his own private beach.

Leo Burkhart is now putting in all his time at the Hippodrome theatre Crestline. The Grand, which he also operated, has been closed and will be dismantled to make way for an office building.

P. L. Tanner of the Transit Film Company was in Buffalo last week and went through the Pierce Arrow plant. Tanner is looking over the Pierce Arrow trucks with an eye to giving quicker delivery service to exhibitors.

Security Pictures Corporation has joined the Cincinnati Film Board of Trade. Sam Gorrell is manager of the Cincinnati branch of the company whose home office is maintained in Cleveland by Fred Schram and Bill Onie.

Movietone and Vitaphone are now being installed in the State theatre, Youngstown, O., and the new policy will be used as soon as the installations are completed. The State is operated by E. Renner and Joe Truck.

St. Louis

SKOURAS BROS. Missouri Theatre, Grand Boulevard and Lucas avenue, St. Louis, Mo.,, every Sunday morning is used by the Agoga Bible Class of the Third Baptist Church, which adjoins the theatre on the south.

This class is composed of 300 men, and was organized about 22 years ago. At that time a men's Bible Class was something unique, but the idea spread quickly, and today there are 1,300 other Baptist churches in this country with similar classes.

The contract for the construction of the new Saenger Theatre on Reynoit street, Biloxi, Miss., has been awarded to Arthur F. Perry, Jr., Bisbee Building, Jacksonville, Fla. This house will seat 1,600, and cost about $150,000.

L. L. ("Buck") Lewis, of Lebanon, Mo., has taken over the Rolla Theatre, Rolla, Mo., formerly operated by Ted Gray.

Mr. and Mrs. I. W. Rodgers, of Cairo, Ill., and Poplar Bluff, Mo., will vacation in the East and Canada. They will motor from St. Louis to Washington, New York, and up as far as Halifax, Canada, before returning home.

Visitors last week included Mr. and Mrs. I. W. Rodgers, of Cairo, Ill., and Poplar Bluff, Mo.; "Buck" Lewis, of Rolla, Mo.; John Rees, of Wellsville, Mo.; Ray Peart, of Gillespie, Ill.; S. Roman, of Benld, Ill.; George Smith, of Lawrenceville, Ill.; Bob Clarke, of Effingham, Ill.; Bill Kneedler, of Effingham, Ill.; Andy Fahrenthrau, of Edwardsville, Ill; Tom Reed, of Duquoin, Fla.; Miss Amy Jones, Pastime Theatre, Tamaroa, Ill., and E. J. Caupert, of Pickett, Ark.

While in St. Louis, E. J. Caupert, owner of the Franklin Theatre, Pickett, Ark., was the guest of Claude W. McKean.

Tom McKean, of Progress Pictures, spent the greater part of the week out in the territory and returned with some nice contracts.

Mrs. C. B. Stiff has returned from a four mouths' vacation in Chattanooga, where she has been visiting her mother and father.

Mrs. James O. Cherry has returned from a vacation in Birmingham, where she has been visiting her parents and friends.

Frank Starz, director of publicity for the Majestic Theatre, put over some clever publicity by playing up the Majestic show as a Blue Ribbon Show, and featuring the endorsement of Karl Hoblitzelle, president of the Interstate Amusement Co., which was the second time in his 23 years of theatrical profession that Mr. Hoblitzelle has personally endorsed a show. The results from this idea were very gratifying.

William Hoefs has sold out his interest in the K. & H. circuit to Oskar Korns, and Mr. Korns will now be in complete charge of the circuit, which includes over a dozen houses.

J. L. McKinney has been appointed representative for the Electrical Research Products, Inc., for the southern district on Vitaphone, Movietone and a non-synchronous attachment.

Hugh Owen, former south Texas representative for Paramount, has been appointed sales manager for the Dallas Paramount Exchange, succeeding Oscar Morgan, who was recently transferred to Kansas City

Lou Forbes, first personality leader in the Publix organization, returned to the Palace Theatre June 23d. Mr. Forbes originated the personality leader idea at this theatre, and since that time the Publix organization has adopted this type of entertainment at practically all of their de luxe theatres. Ken Whitmer, who preceded Mr. Forbes, was transferred to the Metropolitan Theatre in Houston. Lindy Coons will be transferred from the Metropolitan to another Publix theatre.

Edward Cramer and F. Eph Charnisky will operate the non-synchronous musical machines at the Melba Theatre. The machines have been operated by non-union workers, pending an agreement with the Musician' Union, which contended that operators of the machines came within the union contract to furnish all music for the theatres.

Milwaukee

LEN S. BROWN, for four years with the Fischer circuit in this state, has resigned his position as manager of the Fischer Parkway theatres at Madison to take over the management of the Capitol theatre of that city. Art P. Desormeaux, who has been managing bith the Strand and Capitol, will devote his time to the Strand theatre, of which he is secretary and treasurer.

The Capitol theatre, which was originally owned by Sol Levitan, August Paunack, Madison business man, and the Saxe organization, has been taken over by the officials of the former Saxe circuit, Oscar Brachman, John and Thomas Saxe and Walter Schroeder. At the time of the sale of the Saxe interest to West Coast, the Capitol theatre was not included in the transaction, and the transfer at this time to the Capitol Theatre Investment Company, in which the former Saxe officials are interested, brings up a good deal of speculation as to whether the Saxes are again entering the show business with the Capitol as nucleus of a new circuit.

Pittsburgh

A WEEK following the closing of Stanley's first run Regent Theatre, in the East End, comes the announcement that their only other theatre in this district—the Liberty—also a first run house, will change bills twice a week. This is the first time in many years that the Liberty will play pictures for less than a week's stand.

Miss Blanche Maloney, daughter of J. J. Maloney, manager of the Pittsburgh M-G-M branch, was a member of this year's graduating class at Ursuline Academy. She graduates with highest honors and we offer our congratulations.

Another Filmland Romance! Miss Rose Jones, telephone operator at Educational, and Ben Hanna, shipper for Fox, were married in Pittsburgh on June 26th. Congratulations!

George Wilson, for the past seven years connected with various Pittsburgh film exchanges, has been transferred from the Pittsburgh Universal branch to the "U" office in Chicago, where he will have charge of sales in the West Side district.

The combined forces of the Columbia Film Service, Educational and First National exchanges, held a picnic at Allison Park, June 23rd, "and a good time was had by all." The Columbia exchange was the host.

To Frank Ray, manager of the Elmore Theatre, goes the honor of being the first Pittsburgh exhibitor to secure delivery of a new Ford.

D. C. France, one of the film exchange pioneers in the local territory, has recovered from a lengthy illness, and returned to work. "Dan" is now selling the Columbia Film Service product in the southern points of West Virginia.

Harry Lande, who has acquired the distribution rights of Hanaphone in the local territory, has opened a Film Row office at 1012 Forbes street.

John McGreevey, for eight years a booker at Paramount branches, most recently at Pittsburgh and Cleveland, has accepted the position of booker for the Harris Amusement Co. of Pittsburgh. General Manager "Johnny" Harris has been looking after the bookings, but the Harris chain is growing by leaps and bounds, and "Johnny's" responsibilities naturally are becoming heavier, this resulting in the decision to create the position of booker. McGreevey is one of the most proficient bookers in the business, and his new connection should be a successful one.

B. E. Cupler, owner of the Bijou and Court Theatres, Washington, Pa., recently visited Film Row, and was accompanied by his young son, Kenneth.

Mrs. Alice Ziegler, employed by the local United Artists branch since its opening more than ten years ago, has the sympathy of the film folk in the loss of her mother, whose death occurred the past week after a short illness.

Charles F. Silveus, owner of the Eclipse Theatre at Waynesburg, who sometime ago leased the theatre to "Abe" Steinberg, has again taken over the operation of the house.

Ted King is the new master of ceremonies at the Stanley Theatre, Pittsburgh.

Jack Jacobson, formerly employed in Pathe's accounting department is now selling Chevrolet automobiles.

Andrew Cherry, crack salesman for the Columbia Film Service, has returned from a highly successful selling trip in the wilds of West Virginia.

Claud Saunders, Mid-West Divisional Exploitation Manager for Paramount, spent the week of July 2nd at the company's Pittsburgh branch talking over advertising problems with the exhibitors.

Oliver K. Eaton, counsel for the M. P. T. O. of W. Pa., and W. Va., was the principal speaker at a luncheon-meeting held by the organization in the William Penn Hotel, Pittsburgh, at noon on June 13th.

Among the local vacationists are: "Eddie" Moriarty, of M-G-M; Miss Anna Mary Unger, Tanney Organ Co.; Hyman Wheeler, Columbia Film Service; David Silverman, Pathe; "Eddie" Morrell, Warners; Miss Anne Mottey, United Artists; and the Misses Marie Schu and Emma Riddle, Pathe.

Charles Lynch, former film salesman, for the past two years managing local theatres, is back in the sales field, and has taken to the road for the Pittsburgh Fox branch.

Ray Miller, after several years of film selling, is now trying his hand at life insurance.

Frank Fairgraves, Erie Theatre owner, has taken his mother to Palm Beach, Fla., where she will spend the summer for the benefit of her health. Frank has returned to his home having made the trip by automobile.

Cecil E. Maberry, general manager of Columbia Pictures, was a recent Pittsburgh visitor.

Manager A. H. Schmitzer, of F B O, attended a recent regional sales meeting in Cleveland, having been accompanied by his booker, William Schmidt, and the following salesmen: Samuel Steinberg, M. J. Gould, Max Shulgold and Charles Kosco.

Miss Nettie Weis is the new cashier at the Columbia Pictures branch, succeeding Miss Fern Angel, resigned. Miss Weis was formerly with the Standard Film Exchange.

Paul Burger, just appointed assistant to Al Lichtman of United Artists, made his first visit in his new capacity to the Pittsburgh U. A. branch the past week.

Miss Celia Stumpf, of the Pathe force, has the sympathy of the industry in the loss of her father, whose death occurred a week ago.

E. E. Weakley has been transferred from the Warner branch at Buffalo to the company's Pittsburgh branch. He will have charge of sales in the northern section of the Western Pennsylvania territory.

Philadelphia

PUBLIC SERVICE COMMISSIONER S. RAY SHELBY, of Uniontown, Pa., was informed of his reappointment for a period of ten years in a novel manner by Governor Fisher at a dinner in the Executive Mansion at Harrisburg on June 25th. The first intimation Commissioner Shelby had of his reappointment was after the dinner, when the sixty-eight guests were invited into the reception room to see motion pictures. A photograph of the Commissioner and of the Governor's letter announcing the reappointment were thrown on the screen preceding the showing of motion pictures taken by the State Game Commission, showing various wild animals in their native haunts.

Oscar Neufeld, of Success Pictures, is installing a splendidly-equipped projection room in his new exchange.

F. G. Shepherd, formerly of Tiffany-Stahl and Columbia Exchange, has joined the sales force of Success Pictures. Bill Bethel, of the Success force, was the fortunate winner of the first prize of $100.00 in the recent M. P. T. O. membership drive with 32 new members, and M. Fishman, also of Success, was awarded a fifth prize of $10.00.

A managers' meeting of Equity Theatre, Inc., was held in the main office in the Schaff Building, Philadelphia, on June 27th. There was a general discussion of summer-time problems and of plans for a "better business" drive.

The Equity Circuit had the distinction of having the first Pennsylvania showing of "The Lion and the Mouse" at the Earle Theatre, Allentown, two days after the world premiere in New York. Very satisfactory business was reported and the picture was held over for a second week on account of its popularity.

Satisfactory progress is being made on the Arcadia Theatre in Reading, a 3,000-seat house, which is now closed for renovations. It is believed that the theatre will be opened the latter part of August.

The Wishart Theatre, Front and Allegheny avenue, Philadelphia, closed on July 7th for renovations and extensive alterations. It will reopen the latter part of August.

Moe H. Goodman, formerly with the Feeley Theatres Enterprises in Hazleton, Pa., and the Comerford Amusement Co., Scranton, Pa., has joined the Equity Theatres Circuit in the capacity of assistant general manager and director of publicity.

The Anthony Wayne Theatre, Wayne, Pa., a 1,600-seat house, owned by Harry Fried, was opened to the public on June 20th. The opening was a great success, and more than a thousand disappointed fans were turned away on the first night. The theatre was designed by W. H. Lee, Philadelphia architect.

Miss Anna K. McPoyle, secretary to Mr. Harry Blumberg, manager of the Philadelphia branch of the National Theatre Supply Co., was married to Anthony Cura on June 27th.

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Canada

TWO theatres of Ottawa, Ontario, figured in the day's excitement during a violent thunder storm which visited the Canadian capital June 28. B. F. Keith's Theatre, a beautiful downtown house, was visited by fire when lightning struck a transformer with a resounding crash, flames breaking out in the basement. Manager J. M. Franklin sent in an alarm, and took charge of the situation. There was no panic, however, and the firemen went about their business quietly, soon having the fire under control.

While this was going on, an alarm was also sent in from the Imperial Theatre, lightning having struck a nearby hotel owned by the estate of Harry Brouse of First National fame. Despite the arrival of the fire department, the audience remained undisturbed although the staff was prepared for any trouble.

P. J. Nolan, well-known theatre man and political figure of Ottawa, has disposed of his drug store and, aside from his extensive property interests, is devoting his attention to the Columbia and Rex Theatres and also to the new Avalon Theatre on Bank Street which he is building. The Avalon is to open in September.

United Amusements, Limited, Montreal, operating 12 attractive theatres there, is tearing down the Methodist Church at St. Catherine West and Chomedy Streets for the erection of another new theatre on the site to cost $165,000. Charles Dufour, 555 St. Antoine Street, Montreal, is the architect.

Following the death at Toronto, Ontario, of O. B. Sheppard, manager of the Princess Theatre for a great many years and one of the most distinguished of showmen in Canada, a writ for foreclosure has been issued at Toronto by the Canada Life Insurance Company against B. C. Whitney and Alice C. Whitney, of Detroit, on a mortgage securing the principal sum of $144,000, with interest at 6½ per cent. The property involved is the Princess Theatre.

Regal Films, Limited, Toronto, one of the largest film distributing companies in the Dominion, is constructing a new suite of offices and is making considerable change in its Ontario branch exchange at 277 Victoria Street, Toronto, before starting in on the new season's work.

The remodeled Loew's Theatre, Toronto, which was rebuilt at considerable cost following a destructive fire over a month ago, was reopened under auspicious circumstances by Manager Jules Bernstein. One of the new features is a Wurlitzer organ, one of the largest in Canada, on which recitals are now being given daily.

There is now a spacious orchestra pit, flanked with handsome iron grills with a wide stairway at each end leading to the stage. New appointments include a "cosmetic room" for the ladies, new mezzanine floor and promenade and new furnishings, including period furniture.

The Grand Theatre, Adelaide Street West, Toronto, Ontario, a historic playhouse, is now in the hands of wreckers, arrangements having been made for the erection of a large skyscraper theatre on the site. The owner of the property is Mrs. A. J. Small, wife of the theatre magnate operating a chain of theatres in Ontario until his mysterious disappearance on the night of December 2, 1919.

The Canadian Government made arrangements on June 29 for the wrecking of the Russell Theatre, Ottawa, which had been appropriated for the purpose of creating a park area in the Canadian capital.

Famous Players Canadian Corp. expects to open the handsome new Capitol Theatre in North Bay, Ontario, on December 1. The theatre is being constructed by L. Rosenbaum of Sturgeon Falls, Ontario.

N. L. Nathanson, of Toronto, managing director of Famous Players Canadian Corp., visited Saskatoon, Sask., where the company is erecting a large new theatre, later proceeding to Banff Springs, Alberta, for the convention of the company's Western managers.

Clarence Robson, Eastern Division manager of Famous Players Canadian Corp., Toronto, and Mrs. Robson, have concluded a holiday trip to Alaska. H. M. Thomas, Toronto, Western Division manager, has charge of the Western convention of managers.

Fire which broke out in the operating room of the Capitol Theatre, Brandon, Manitoba, caused considerable damage but the situation was kept well in hand by Manager C. S. Ferguson with the result that there was no panic.

Ald. H. E. Wilton of Hamilton, Ontario, manager of the Strand Theatre, has decided not to stand as a candidate for the East Hamilton seat in the Ontario Parliament.

Detroit

TWO unarmed thugs overpowered John LaMont, assistant manager of the Kunsky Strand, forced him to give them the combination of the safe and fled with nearly $200 shortly after a matinee performance, June 26. La Mont, it is reported, left the front door of the theatre unlocked while he went to a nearby restaurant and when he returned the crooks were working at the safe in the box office. Before he could run out, they dragged him into the ticket booth. He freed himself 25 minutes later and called the police, he said.

A new moving picture theatre is being erected in Grand Haven, Mich., by the East End Theatre Corporation and will open around Sept. 1. The building is to be built of brick and tile and will be of Colonial design. Its seating capacity will be 570. The East End Theatre Corporation has been organized by Miss Margaret Van Den Berg, formerly general manager of the Robinhood.

Walter Immerman, who has managed the Michigan Theatre in this city since it opened, and who is regarded as one of the successful showmen here, is leaving soon to become supervising manager of the Lublinер and Trinz Circuit in Chicago, now being operated by Publix.

Hy Daab, advertising manager of F B O and a party of friends, will be in Detroit for the world premier of his new play "Ringside," which Gene Buck, a native Detroiter, will open July 9 at the Shubert Lafayette Theatre. Ted Paramore, Jr., formerly writer for Hal Roach and Paramount, wrote the play with Hy, and George Abbott, one of America's well known stage directors.

Harry Abbott, who formerly sold film for Educational in Michigan, is now associated with the Cadillac company.

Art Elliott, Detroit branch manager of F B O, visited Cleveland last week for a special sales conference with the managers of the Buffalo and Cleveland exchanges. The meeting was presided over by Lee Marcus, sales manager and Joseph I. Schnitzer, senior vice-president. Art says he feels all pepped up over next season's product.

J. H. Cochrane, former manager for some of the H. S. Koppin theaters, and who has been managing a house at Hempstead, Long Island, has returned to Michigan and will take over the management of Koppin houses in Flint.

Des Moines

THE annual Film Picnic of Iowa was held in Des Moines at Grand View Park the 5th and 6th of July. All exhibitors in the State were invited to attend with their families.

H. Hallahan, auditor of Universal, from New York will be at the Des Moines office for the next four weeks.

W. W. Black of New York, non-theatrical representative of Pathe, attended the Visional Educational Conference held in Des Moines at Drake University June 25 to 29.

Messrs Stoak and Pearce of the Rivola Theatre at Oskaloosa were visitors at Universal last week arranging bookings.

Pathe has a new shipping clerk in the person of Leo Wedertz who takes the place of Jim Cordaro. Mr. Wedertz has been with several other film exchanges, among them being Universal and Producers Distributing Corporation.

Lee Marcus, general sales manager and Mr. Cleve Adams, special representative of Short Subjects, of the F B O Corporation were visitors at the Des Moines office this week.

Among the visitors who called at the F B O office last week were W. C. Trelvar, of the Ogden Opera House, Ogden, Iowa; Mr. and Mrs. John Anderson of the Princess Theatre, Boone; Mr. Holt of the Princess Theatre, Montezuma, and Walter Carroll of the Star Theatre, Colfax.

Miss Margaret McGreavey, Secretary to the Manager of Metro-Goldwyn is spending this week-end at Minneapolis.

A change in ownership of the Strand Theatre, Pomeroy, Iowa has been announced. Ray Tobin purchased the Strand from G. Jones.

San Francisco

EL CAPITAN, San Francisco's newest theatre, had its opening Friday, June 29. The new theatre, which is in Mission street, will have a policy of first run pictures and elaborate stage presentations and vaudeville acts. Popular prices will prevail.

According to John J. Cluxton, who is to be the directing general manager, there will be opening exercises on the evening of the first day, with civic and other celebrities participating.

El Capitan, with seating capacity of 3,100 will be the largest theatre in the city. Its announced cost, including the ground, is $1,250,000. Ackerman and Harris were the builders.

Edward Barron, formerly manager of the Granada, Imperial, St. Francis and California theatres, and now with Nathan building his own theatres, surprised all recently by announcing he was married. When he returns from his "trip," a reception will be given him.

Frank Jenks is back to officiate before the footlights at the Granada. Jenks for several months before his departure, more than a half year ago, was master of ceremonies at the Granada. He is returning from the Metropolitan Theatre in Los Angeles.

Friends are happy to see Ward Morris back at his desk at the Union Square Theatre, as he was laid up for ten days. During his absence, Assistant Manager Frank Jenkins acted as both manager and assistant manager.

Barney Gurnette, local manager of the T. & D. Theatre at Lodi, puts out a very attractive monthly calendar, carrying numerous snappy catch lines.

Harry Seipel, who obtained an ownership lease of the Rex and Gardella Theatres at Oroville, upon the death of L. Slissman, has relinquished his interest to the Slissman estate.

Messrs. Baron & Nathan have now purchased their entire equipment for their two new houses, the Daly City and the Marina Theatres.

The Capitol Theatre, which is opening under a new policy beginning July 7, has purchased new furnishings and chairs.

The Royal Theatre, at Stockton, has installed Rewind, Rectifier, and Dissolver. They have also purchased a large cooling system. This theatre is operated by a Japanese firm that opened the house only a short time ago.

Principal Theatres, Inc., have acquired the Rialto Theatre, Willows, from Lawrence Killingsworth, and the Grand, at Tracy, from Charles Fraler and associates.

Mr. and Mrs. R. A. McNeil, have returned from a delightful trip to New York. They went by way of the canal.

The Tahoe Tavern, Lake Tahoe, California, purchased a Power's machine.

The Pantages Theatre, Fresno, which will open about August, have purchased their entire equipment for the operating room, as well as stage spots and floods.

A. Gustine, who operates the Sanger Theatre at Sanger, Calif., a new house, has installed an air cooling system. Gustine formerly operated a theatre at Arroya Grande.

Following a renovation process the Portola Theatre, at Portola, California, is to be reopened by Manager Austin. The policy will hold for the summer months only, and close for the winter season.

Thomas & McMillan have just purchased new projectors and ventilating system for the opening of the new State Theatre, Reno, Nevada.

George Madsen, one of the traveling salesmen of the San Francisco zone, who recently resigned following a number of years with Educational, is now identified with the local Warner Bros. exchange.

Benjamin Muller, manager of the Cline and California theatres, Santa Rosa, and a figure in theatrical circles of San Francisco for many years, and Miss Ruth Ellene Johnson, daughter of Frank Johnson, advertising manager of the Press Democrat, and Mrs. Marry E. Johnson of Santa Monica were recently married at Fairfield, Solano county.

Muller, who gave his age as 33, has been in the executive division of the theatrical profession since he was 14, and has been connected with some of the leading theatres of the bay region, including the Pantages in San Francisco. He is well connected fraternally, being a Shriner of Islam Temple, in addition to holding membership in other lodges.

His bride-to-be is 19. She has been visiting here with her father, coming to Santa Rosa from Santa Monica, where she lived with her mother and attended school.

After the ceremony the couple left on a short wedding trip and then will return here to make their home at the Rosemont apartments.

Indianapolis

GEORGE T. LANDIS, of the local Fox exchange, was elected president of the Film Board of Trade, succeeding W. H. Esch, former president, who resigned because of illness. Esch formerly was Universal manager until illness forced his resignation.

Alice Weaver, former Ziegfeld star, has been brought back to the Circle, because of her popularity in stage productions.

The Fountaine Square, new neighborhood house, reports its summer stage band policy popular on the south side.

Ohio's policy of changing program twice a week is proving popular.

The Indianapolis Times issued a special supplement last Saturday in observance of the Indiana Theatre's first anniversary.

Gordon Carper is director of the Carper-Newport band in Pat Lane's stage show at the Fountaine Square, neighborhood house.

Charles R. Metzger, local attorney and president of Associated Theatre Owners of Indiana, was honored by Indiana University at Bloomington by being awarded the master of arts degrees at annual commencement.

The Sanders Theatre has been reopened by Harry Keene, new operator of the house. The pioneer south side movie was closed for several weeks for renovation and redecorating. A new policy of lower prices and daily change of features has begun.

V. F. Grubb has taken over the management of the Vernon and Empress Theatres, at Mt. Vernon, Ind. Grubb purchased Byron T. Curry's half interest in the houses. The houses are now owned by the Grubb-Hayes Enterprise, which includes Grubb and Mr. Louis Hayes of Henderson, Ky.

The Dream Theatre, 2351 Station St., has been remodeled and redecorated. Lawrence Eby is manager and R. R. Bair owner. Stage presentations are scheduled for Saturday nights.

Helen Brown, Associated Theatre Owners of Indiana secretary, who returned this week from a ten days' survey of small Indiana towns, reported many of the small town houses operating one night a week. Business is bad as result of summer depression.

R. S. Shrader has been appointed representative for National Screen Service, with headquarters at 406 N. Illinois Street, Indianapolis, Indiana, where he will handle the firm's trailer business in Indiana and that section of Kentucky served by Indianapolis exchanges. Mr. Shrader enjoys an extensive acquaintance in this territory.

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Booklet

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Seattle

ROBERT W. BENDER, for the last several years associated with the Universal Film Company's theatre department as manager of the Columbia Theatre in this city, last week submitted his resignation to Mike Newman, general supervisor of the Pacific Northwest district, and plans a vacation of several months in this country and abroad in Italy before announcing plans for the future. He has been succeeded by Ted Gamble, formerly associated with several of the "U" suburban houses in Seattle. Mr. Bender has been connected with Universal for about six years, having formerly been advertising and exploitation manager for the film exchanges in the Seattle and Portland territories.

Art Huot, manager of the F B O exchange in this city, returned last week from his company's national sales convention in Chicago, and is already planning his summer sales campaign in the Eastern and Western Washington territories.

After having officiated as master of ceremonies at the Seattle Theatre for fifteen weeks, since the opening of the house in March, Jules Buffano took his departure last week for Los Angeles, where he will occupy the same position at Publix' Metropolitan Theatre. His position at the big Publix house in this city is now being filled by Jack Bain, "The Prince of Song," who comes to the Seattle Theatre after two years in musical comedy, cabaret, vaudeville and dance orchestra work.

L. M. Cobbs, who recently went to Portland as representative of the National Screen Service, has returned to this territory and is now a member of Art Huot's F B O sales staff, having been the first addition in the expansion policy following announcement of the new season's product.

Bernard Hynes, popular assistant manager of the Seattle Theatre, left last week on a two-weeks' vacation trip to his former home in Los Angeles, after several seasons here with Manager James Q. Clemmer at the Fifth Avenue Theatre and Manager Alex E. Levin at the Seattle. Current reports indicate that Mr. Hynes will rejoin the staff at the Fifth Avenue upon his return.

J. A. Gage, formerly connected with Educational and Tiffany-Stahl in this city, was making preparations last week to move his family to Los Angeles, where he will soon become Western sales manager for the Electrical Research Products Company.

Cecil Gruwell, for several seasons associated with Manager Ben Fish's local Metro-Goldwyn-Mayer office as assistant manager, resigned that position last week. He has been succeeded by Lou Metzelaar, who had the job some time ago, prior to taking over one of the sales territories out of the local office.

Al Rosenberg, former film magnate and now a partner of Al Finkelstein in De Luxe Theatres, Inc., operating the Egyptian, Uptown and Neptune Theatres, left last week with his little son for Los Angeles by motor. The occasion of the trip was the June wedding of Jack Rosenberg, Al's youngest brother, who is associated with Loew's State Theatre in the movie city. Al carried many good wishes for Jack from the many friends in this city who knew him as the assistant manager of the De Luxe Feature Film Company several seasons ago.

B. Wallace Rucker, popular young manager of the Educational Film exchange, returned recently from his company's sales convention in Montreal, and reports an unusually successful and enjoyable trip. He went East via the Canadian route, but returned through New York and Chicago, where he spent a short time in his company's other offices.

James M. Hone, executive secretary of the Motion Picture Theatre Owners of Washington, has been doing double duty recently as a result of having been drawn on one of the panels of the federal jury. He was excused for two days last week to attend to important M. P. T. O. W. business, but is again back at the court house job.

Reports received last week from the Oregon territory indicates that Ray Felker, former manager of the Winter Garden Theatre in this city for Universal, has aligned himself with George Guthrie in Salem, Oregon. Mr. Guthrie is one of the state's best known operators, and Mr. Felker will manage the Salem houses in the Guthrie chain.

C. M. Dunn, well-known theatre operator and motor car dealer of this territory, last week disposed of his interests in the Dunn Theatre at Cle Elum and Roslyn, Washington, and will henceforth devote all his time to the automobile business, according to reports. Harry Ulsh, exhibitor of Ellensburg, Washington, bought the two Dunn houses, to be a part of the chain that he is organizing.

Bill Winship, manager of the Portland branch of Paramount-Famous-Lasky, spent a short time here last week, visiting Neal East, manager of the local exchange, and also Jack Sullivan, of West Coast Theatres.

W. Ray Jones, for some time assistant manager of the Hill Street Theatre in Los Angeles, arrived in Seattle last week to take over the same position at Manager Carl Reiter's local New Orpheum Theatre. He will also handle the advertising and publicity for the vaudeville house.

Mr. and Mrs. T. C. Berry, operators of the Princess Theatre in Edmonds, Washington, reported week that their house is again in first class shape, having been entirely remodeled following the fire of four weeks ago. Damage amounting to several thousand dollars was caused by the conflagration, which began in an adjoining building and spread to the front of the house.

Will Starkey, of Spokane and Lewiston, Idaho, left Tacoma last week for his general offices in Eastern Washington, after having seen his "Maylon Players" stock company established in his Heilig Masonic Temple Theatre in Tacoma.

Word reaching Film Row last week indicated that the motion picture operators of Astoria, Oregon, had walked out on a strike, but no definite information as to reasons or extent of the strike was available.

George Pampel, recently connected with the Orpheum Theatre here, has returned to his first love, Universal, in the guise of publicity and exploitation specialist for the Columbia and Winter Garden Theatres, the two downtown "U" houses. His appointment was announced last week by Mike Newman, supervisor of "U" houses for the entire district.

Baltimore

J. C. McGOWAN, formerly assistant manager at the Keith-Albee Hippodrome here, has gone to Toledo, Ohio, where his family resides, to take up another position in the theatrical line there. His wife and her mother have accompanied him there.

Buddy Page, formerly master of ceremonies at the Stanley theatre, Philadelphia, has come to Baltimore to become master of ceremonies at the Stanley theatre here. He succeeds Pep Kaufman who has succeeded Buddy Page in Philadelphia.

Warners' Metropolitan theater here closes Saturday night, July 7, for several weeks, and according to Manager Lang, the Equity Theaters Corporation, operating the playhouse, will spend a large sum of money in having the playhouse remodeled. It will be done over in the modernistic method.

The Rivoli theater, operated by the Wilson Amusement Company and managed by Frank Price, Jr., is scheduled to reopen to the public Saturday, July 14. Mechanism for Vitaphone, Movietone, Photophone has been installed.

Mechanism for Vitaphone to be installed in fifteen neighborhood playhouses in Baltimore, has been arranged for the coming season, it is understood.

Plans are under way by E. J. House and several other persons of Marion, N. C., to organize a company to build a theater in that city.

A motion picture theater to cost about $70,000 is to be built at 5131 Grant Street, N. E., Washington, D. C., by the Deanwood Amusement Company.

The Riviera Theater, Knoxvile, Tenn., is to be remodeled and redecorated by the Publix Theaters Corporation according to W. E. Brumbar, the district manager of that company.

Portland Ore.

WE find that Mrs. Elsie Bradt, who operates the Yeager theatre at 92nd and Foster Road, Portland, is one of the few ladies in the United States who are successfully operating a suburban motion picture house.

J. B. Sparks, formerly of Moro, Ore., has recently purchased the Collinwood theatre at Arlington, Oregon.

F. B. Carter, formerly of Dallas, Texas, has recently become manager in Portland, Ore., of the National Supply Company, succeeding Clyde A. Blasius, who has returned to Salt Lake to enter another line of business.

Donald Nease, of Waitsburg, Wash., will build a modern theatre of Spanish type, 45 x 80 feet, with a seating capacity of 300. The structure is to cost $25,000 and will replace the Empire theatre, owned by A. C. Stewart, which burned recently.

P. C. Hurst is now manager of the Portland branch of Greater Features. For some time past he has been associated with Fox and prior to that was formerly with Greater Features.

The Greater Features exchange reports a second robbery of their Portland exchange. Extra precautions are now being taken in anticipation of a third attempt to get all their money. Luckily but small amounts were secured by the burglars.

Mike Newman, director of Northwest Universal Theatres, together with Ted Gamble and Hugh Bruen, all of Seattle, spent the day profiatbly with other Universal exponents here.

Effective August 18th, the West Coast Theatres will launch another greater movie season, according to Jeff Lazarus, head of the publicity and advertising department, who spent a few days here.

Minneapolis

THE Iris theatre at Velva, N. D., which was recently sold to Kent Burgess, has been purchased by Mrs. A. C. Russell. The theatre is one of the L. G. Darling chain. It will be remodeled and a Pianofone, recently perfected by Mr. Russell, will be installed together with other new features.

Balfour, N. D., saw the opening of a new theatre recently.

The Gem theatre at Morton, Minn., was closed recently by R. J. Schell, due to lack of patronage.

The Elka theatre at Bemidji, Minn., has been reopened by Bennie Berger.

The McCarthy Brothers have reopened the New Eagle theatre at Montevideo, Minn.

New policies for two of Minneapolis' leading loop theatres were announced last week. The Lyric theatre will inaugurate a policy of two shows a week commencing Sunday, July 15. The Garrick and the Strand have closed indenifitely, and the pictures which would ordinarily have been shown at these theatres wil be put on the Lyric instead. This change will enable the public to see many of the new fall productions which they would otherwise be unable to see, due to the lack of theatres in which to show them.

The State theatre has decided to start its new shows on Friday instead of Saturday. This change will go into effect Friday, July 20. The change will enable the State to procure many performers for its stage shows which they cannot get at present, due to booking difficulties with the Saturday openings.

"Wings," the aviation spectacle, will be one of the first pictures to be shown under this new policy.

A. G. Bainbridge, manager of the Shubert theatre, where the Bainbridge stock company holds forth, has leased the Metropolitan theatres in Minneapolis and St Paul for a year and will endeavor to book good road show attractions into them. The "road," so far as the Twin Cities are concerned has been practically dead, and there is a great deal of interest in the Bainbridge attempt to revive it. Most of the "road show" pictures which have come to the Twin Cities have been shown at the Metropolitan theatres which are owned by L. N. Scott.

The Seventh street, a junior Orpheum vaudeville house, has been closed for the summer. It will reopen in the fall, but no definite day has been set.

Chicago

GEORGE AYLESWORTH, formerly associated with Ascher Brothers, as manager of the Portage Park theatre, has become manager of the York, Elmhurst; Villard at Villa Park, and the new DuPage theatre at Lombard. The Villard is closing down on week days and will run Saturdays and Sundays only during the summer months.

The Apollo theatre at Belvidere is another house which is closed for the summer.

Stanley Brown, district manager in charge of Midwesco's Milwaukee theatre, was a visitor on film row last week.

After several unsuccessful attempts to operate the Metro theatre at Harvard, Ill., the house has been finally closed.

C. W. Vidor, well known Chicago film man, has joined the sales force of National Screen Service and Manager H. C. Young has assigned him to cover Illinois territory.

Aaron Saperstein and his wife left for Mount Clemens, the famous Michigan water cure, and expect to remain there for three weeks.

V. T. Lynch has fixed the opening date for his new theatre at Lombard as July 7th. This is a very beautiful theatre of Spanish type and will seat in the neighborhood of twelve hundred persons.

The boys along film row had an opportunity to become acquainted with Walter Heirs, jovial comedian of film fame, who visited on the row last week. Mr. Heirs is on a vacation tour and expects to return to the coast in about six weeks and assume his picture work.

Thomas and John Save have reentered the theatre field in Wisconsin by taking over the new Capitol theatre at Madison. Art Desormeaux, who has been manager of this house, has resigned and will take over the management of the Strand theatre, of which he is already secretary and treasurer. Len Brown, formerly of the Parkway theatre, Madison, has succeeded Mr. Desormeaux at the Capitol.

Dallas

A. HAYDN MASON, managing director of the Palace theatre, resigned that position and will enter the commercial field in Dallas in the near future. Mr Mason will be succeeded by Ernest W. Morrison, managing director of the Howard theatre, at Atlanta. Publix officials had planned to transfer Mr. Mason to the Howard theatre at Atlanta, but he refused to leave Dallas and resigned from the Publix organization. Robert W. Hicks, former Fort Worth newspaper man and lately publicity director for Publix's Worth theatre at Fort Worth, will succeed Mr. Morrison as managing director of the Howard theatre at Atlanta.

Maurice Lawrence, musical supervisor for Publix theatres in Texas, has been promoted to a position in the Publix home office in New York.

According to John J. Friedl, district manager for Publix, the Palace will offer its first Movietone picture on July 28th. The installation is practically complete, and will able to handle both Movietone and Vitaphone subjects.

The Melba theatre will install Movietone about September 1st, to be used chiefly for Metro-Goldwyn-Mayer news reels. The Melba has the Vitaphone installation.

George M. Blackburn and H. A. (Dad) Shaw are now members of the Tiffany-Stahl sales force. Both formerly were with First National.

The R & R Theatres have leased a three story theatre building at McKinney, Texas. R. L. Brockman, manager of the R & R American theatre at McKinney, will manage the new theatre. The American, which occupies part of the site, wil be removed.

J. S. Wall has secured the services of E. B. Buffington of Ballinger as manager of the Palace of Brady. Mr. Baffington was formerly an exhibitor at Goldwaithe and lately manager of several of the John Victor theatres. It is reported that Mr. Wall will soon open the Ritz and Mr. Buffington will also have charge of that theatre.

Announcement has been made that Paul P. Scott of the Haskell theatre, Dallas, would lease a large new neighborhood house to be constructed this fall. The building, which would include an apartment building, would cost half a million dollars and the theatre will have a seating capacity of 1,000. The owners of the project are J. Fred Smith, C. W. Snider and Ralph Porter, leasing agent.

Omaha

J. W. DAVIS, of Holbrook, has been negotiating for the Edison Opera House in Edison, Neb., it is reported.

J. J. Hoffman is making a number of improvements to his Plainview theatre, in the town of the same name.

St. Peters Brothers at Correctionville, Ia., have been making extensive repairs on their house in that town the past few weeks. Chief among the new improvements is a new front, a lobby and foyer with French doors, new arches and drapes from the foyer to auditorium.

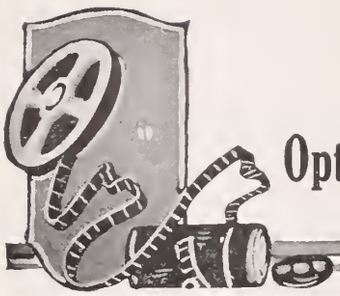
Ray L. Hall, editor of Pathe News, spent Sunday in Omaha, dropping over from Kansas City, where he had been attending the convention.

J. W. Barrie, of the Heywood-Wakefield Seating Company, was a visitor in Omaha last week.

Carol C. MacPike, assistant manager of the Riviera Theatre, has been assigned to the Princess Theatre, Sioux City, as manager, Ray Jones, of Kansas City, replaces MacPike here.

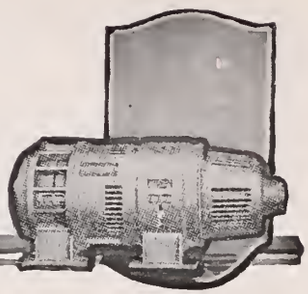
George Johnson, first organist at the Riviera, was married last Friday morning and left for the Rockies for a two weeks' vacation and honeymoon. Mrs. Johnson was formerly Ruth Wing, of this city.

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Inquiries and Comments

Three-Phase Electrical Definitions

A PROJECTIONIST recently asked the writer to explain the current and voltage values resulting from the several three-phase connections claiming that it was difficult for him to understand them as he continually kept thinking of them in terms of direct current values with which he was more familiar.

For the benefit of any other men who may be in the same predicament, we are repeating here essentially the same explanations given to this projectionist mentioned above.

The following definitions are the simple fundamental three-phase electrical definitions which hold true for the several methods of connecting three-phase apparatus.

Voltage and Currents

In a three-phase system, circuit or apparatus, there are two voltages between which a sharp distinction must be made. The voltage between the phase conductors, and the voltage from phase conductor to neutral (or ground where the neutral is at ground potential).

From the diagrammatic representation in Fig. 1, these voltages are denoted as the delta voltage and the Y voltage.

If, then, 1, 2 and 3 are the three-phase conductors of a three-phase circuit, 0 the neutral (regardless whether it actually exists as a conductor or not) the delta voltages 1-2, 2-3, 3-1 are variously called the voltage between lines, the voltage between conductors, line voltage or simply the three phase voltage of the voltage of the system; the Y voltage 0-1, 0-2, 0-3 are variously called the voltage to neutral, voltage to ground, neutral voltage, etc.

$$\text{Delta Voltage} = \sqrt{3} \times \text{Y voltage}$$

$$\text{Y voltage} = \frac{\text{delta voltage}}{\sqrt{3}}$$

The delta voltage, thus, is the higher one, the Y voltage being a part only of the delta voltage in the same manner, as distinction is made between delta current and Y current in the three-phase system: the delta current is the current which flows, or is assumed to flow, from phase to phase; From 1 to 2, from 2 to 3, from 3 to 1. The Y current is frequently simply denoted as the current, current per phase, line current, as the current flowing in the phase conductors, in 1, or 2, or 3, and may be supposed to flow towards the neutral 0.

$$\text{Y current} = \sqrt{3} \times \text{delta current}$$

$$\text{Delta current} = \frac{\text{Y current}}{\sqrt{3}}$$

When speaking of the voltage and the current or line voltage and line current of a three-phase system, without further qualifications, the delta voltage and the Y current are understood.

In the conventional denotation, voltage and current in the three-phase system thus do not correspond to each other and as a consequence are not in phase with each other or non-inductive load, but show a phase displacement of 30 degrees; the angle 0-1-2 in Fig. 1.

This is in agreement with the generally accepted denotation and definition of the engineering literature; and thus any change from these conventions is not feasible any more, but would result in confusion.

Circuit Connections

In a three-phase system, the three circuits, a, b, c, of apparatus as generators, motors, transformers, may be connected in delta connections as diagrammatically indicated in Fig. 2, or in Y connection, as indicated in Fig. 3.

In delta connection, the voltage (that is, the delta voltage, line voltage or voltage between phases) is the voltage per circuit of the apparatus; the current (that is, the current per phase, or line current) is $\sqrt{3}$ times the current per circuit of the apparatus.

In Y connection, the voltage (that is, the delta voltage, line voltage, or voltage between phases) is $\sqrt{3}$ times the voltage per circuit of the apparatus; the current (that is, the current per phase, or line current) is the current per circuit of the apparatus.

Thus, with the same voltage per circuit of the apparatus, at the terminals of the apparatus, it is:

$$\text{Voltage in Y connection} = \sqrt{3} \times \text{voltage in delta connection}$$

$$\text{Voltage in delta connection} = \frac{\text{voltage in delta connection}}{\sqrt{3}}$$

$$\text{Current in Y connection} = \frac{\text{Current in delta connection}}{\sqrt{3}}$$

(The $\sqrt{3}$ = numerically equal to 1.73)

$$\text{Current in delta connection} = \sqrt{3} \times \text{current in Y connection}$$

The voltage in delta connection thus is lower than the voltage in Y connection, since in the former case the voltage is that of one circuit of the apparatus, in the latter the resultant of two circuit voltages. In the same manner, the current in delta connection is larger than the current in Y connection.

The following table gives the most common denotations and their relations:

Voltage—Since voltage, three-phase voltage, terminal voltage, delta voltage, voltage between lines, voltage between phases, voltage between conductors, system voltage = 1.73 × Y voltage, phase voltage, voltage to neutral, neutral voltage, voltage to ground.

Current—line current, three-phase current, current in conductor, Y current = 1.73 × delta current, current between lines, current between conductors.

$$\text{Voltage in delta connection} = \frac{1}{1.73} \times \text{voltage in Y connection}$$

$$\text{Current in delta connection} = 1.73 \times \text{current in Y connection}$$

Voltage = delta voltage

Current = Y current

Thus: Voltage in Y connection = delta voltage in Y connection; current in delta connection = Y current in delta connection.

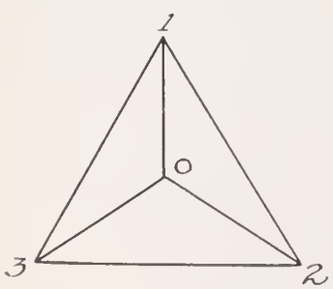


Fig. 1.

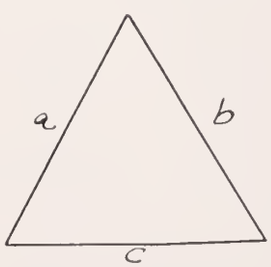


Fig. 2.

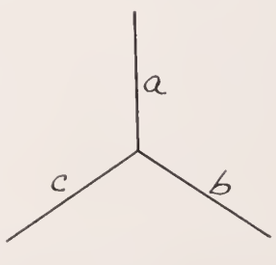


Fig. 3.

Rainbow Theatre Opened at Groveland, Fla.

The new house recently opened at Groveland, Fla., has been named "The Rainbow." Prior to the opening a contest was started with cash prizes offered to those who suggested the most appropriate names. The judges awarded the prizes to the three names selected and then put the final to a vote, with "The Rainbow" carrying off the honors.

The house is owned by L. R. Day and R. M. Young, former manager of the Sylvan at Wildwood, his assistant. This is the first real movie house this little city has had, and though small, with but 200 seats on the main floor and a balcony seating about 75, which is given over to negroes, the house is attractive and they feature their projection.

Idaho Falls Project Under Way by Joe George

It is announced in Salt Lake City that a beautiful new theatre is to be constructed at Idaho Falls, Idaho, which project involves an investment of $65,000, according to S. W. Winburn, architect there, who is preparing the plans.

The new theatre is being financed by Mr. and Mrs. Joe George, who have been in the theatre business in Idaho Falls for many years. George opened the city's first motion picture house twenty years ago and for the past fifteen years has owned and operated the American Theatre of that city.

The building, which will be fifty by one hundred and fifty feet in size, will be located on Broadway adjoining the Crow-Shangdon building. It will have a seating capacity of 950 persons and will be equipped with a stage large enough to accommodate small theatrical productions.

The interior design will be what is known as the atmosphere type, the walls being decorated to represent an Italian garden. The front of the building will be in Spanish style.

The ground floor of the building front will be divided into two shops and the theatre entrance. Construction of this new theatre will start within the very near future, as soon as the plans are completed, it is announced.

Details Announced on New Hershey Theatre

Details of the plans for the new $1,000,000 community building which M. S. Hershey, the "chocolate king," will erect in Hershey, Dauphin County, Pa., and which will include a large and a small theatre, were announced on June 26, coincident with the start of the work of removing the old Hershey Central theatre building which the new structure will replace.

The new building will be six or seven stories high, the exact size to be determined later, and will contain an auditorium capable of seating 2,000, for motion picture shows and other entertainments, and a smaller auditorium which will seat 600.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost in the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Ransom	Wilson-Burns	June	7	5584 feet	
Sally in Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Siren, The	Revier-T. Moore	Dec.	20	5956 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star		Length	Reviewed
Say It With Sables	Bushman-Livingston-Chadwick	July 13		
Scarlet Woman, The	De Putti			
Virgin Lips	Borden-Boles	July 25		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat in Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat in Astronomeeous	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat in Comicalities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat in Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat in Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat in Futuritzy	"Sullivan Cartoon"	June	24	1 reel	
Felix in In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat in Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat in Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix in Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	
Felix the Cat in Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix in Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix in the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	
Hectic Days	Lupino Lane	June	17	2 reels	May 26
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just For Art	Curiosities	May	27	1 reel	June 2
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	
Leaping Luck	Davis-Collins	July	29	2 reels	
Listen Children	Lloyd Hamilton	July	22	2 reels	
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaming Romeo	Lupino Lane	July	29	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 26
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star		Length	Reviewed
Life's Crossroads	Hulette-Hamilton			
Into No Man's Land	Santschi-Blythe	June 15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July 10	6700 feet	

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame in the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Driftin' Sands	Bob Steele	Jan.	1	4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	6131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4

Title	Star	Rel.	Date	Length	Reviewed
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5893 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Behan	June	17	5181 feet	Sept. 4'26
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Loe	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooke	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4897 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's in Love	Mickey Yule	June	4	2 reels	
Mickey in School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah! Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, The	Tyler-Clair		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper		
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Gang War	Borden-Pickford		
Eagle's Talons, The	Tom Tyler		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Aug.	19		
Big Noise, The	Conklin-Hardy-White	Mar.	25	7400 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6
Canyon of Adventure	Maynard-Faire	April	22	5800 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	15	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6819 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6184 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Eilers-Burke-Knapp	July	22	7989 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Colleen Moore	June	24	7100 feet	June 23
Harold Teen	Lake-Brian-White	May	27	7500 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6712 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6825 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7331 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11412 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6214 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6669 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast			7534 feet	June
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	May	27	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Wheel of Chance	Barthelmess-Basquette	June	10	6895 feet	
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen		
Divine Lady, The	Griffith-Varconi		
Glorious Trail, The	Maynard-McConnell		
Hard Rocks	Sills-Todd		
Head Man, The	Murray-Reed-Young	July 29	
Heart to Heart	Astor-Hughes	July 1	
Lilac Time	Moore-Cooper		Mar. 24
Night Watch, The	Dove-Reed		
Oh Kay	Moore-Gray	Aug. 12	
Out of the Ruins	Barthelmess-Nixon		
Phantom City, The	Maynard-McConnell		
Whip, The	Mackaill-Nilsson-Forbes		
Wright Idea, The	Hines-Lorraine	July 8	
Waterfront	Mackaill-Mulhall	Aug. 5	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071 feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Plastered in Paris	Cohen-Pennick	Oct.	1		
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	
Road House	Barrymore-Alba	July	22		
Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10
Shame (re-Issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
Street Angel, The	Gaynor, Farrell	Aug.	19	9221 feet	
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
At the Ball Game (Movietone)	Joe Cook				
Bridge at Midnight, The (Movietone)	Mary Duncan				
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T. Hill	Jan.	1	2 reels	
In a Music Shoppe (Movietone)	Special Cast				
Interview, The (Movietone)	Clarke-McCullough				
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Andes, The	Varsity	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Love is Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
They're Coming to Get Me (M'tone)	Chick Sales				
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Treasurer's Report, The (Movietone)	Robert Benchley				
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell				
Dry Martini	Gran-Astor-Moore	Dec.	17		
Farmer's Daughter, The	Beebe-Burke	July	8		
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Ferry	Oct.	8		
None But the Brave	Phipps-Morton-Knapp	June	24		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River, The	Farrell-Duncan				
River Pirate, The	McLaglen-Moran	Aug.	26		

GOTHAM
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A.	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Head of the Family, The		July			
Man Higher Up	Buchman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 16, '26
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 16
Circus Rookies	Dane-Arthur	Mar.	31	5661 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23		June 23
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane-Arthur	June			
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman, The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	16		
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 16
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Matsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Baltour	May	19		
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 22
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June			
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc.	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Edison, Marconi and Co.	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufa Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddites	May	5	1 reel	
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 26
Tokens of Manhood	Ufa Oddities	June	6	1 reel	May 26
Virgin Queen, The	Stanley-Dwan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle		
Bellamy Trial, The	Joy-Bronson		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Gray		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford		
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Napoleon	Special Cast		
Our Dancing Daughters	Crawford-Brown-Sebastian		
Show People	Davies-Haines		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
War in the Dark	Garbo-Nagel		
While the City Sleeps	Chaney-Page		
White Shadows of the South Seas	Blue-Torres		June 16
Wind, The	Gish-Hanson		

PARAMOUNT
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6536 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 26
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	16	6263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
Manificent Flirt, The	Florence Vidor	June	2		
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're in the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	June 16
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27

Title	Star	Rel.	Date	Length	Reviewed
Street of Sin, The	Jannings-Wray	May	28	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	8783 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	8124 feet	Sept. 16
Toll It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlon-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Bronl-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8
We're All Gamblers	Meighan-Millnor	Sept.	3	6935 feet	
Wife Savers	Boory-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice in Movieland	Novelty	June	23	2 reels	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Klnk	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Stick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	16	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post			2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Have Ears	Madge Kennedy			2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
First Kiss, The	Wray-Cooper		
Fleet's In, The	Bow-Hall		
Forgotten Faces	Brian-Brook		
Hot News	Daniels-Hamilton	July 14	
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Loves of An Actress, The	Negri-Cooper	Aug. 11	
Mating Call, The	Meighan-Brent-Adoree		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct. 6	9819 feet
Quick Lunch	Fields-Conklin		
Sawdust Paradise, The	Ralston-Howes		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Sophomore	Rogers-Conklin-Brian		
Warming Up	Richard Dix		
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Strohein-Wray	Aug. 14	
Wings	Bow-Rogers		12 reels Aug. 26 '27
Woman From Moscow, The	Negri-Kerry		

PATHE
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marin Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7058 feet	
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.		13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6850 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	8559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	8	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	18	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5628 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Walos	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Phyllis Haver	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Bany Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Bottlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	
Jungle Days	"Aesop Cartoon"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Cartoon"	May	6	1 reel	
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan. 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan. 14
Mark or the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		

Title	Star	Rel.	Date	Length	Reviewed
Craig's Wife	Irene Rich	Sept.	23		
Flying Buckaroo, The	Wally Wales	Nov.	25		
Forty-Five-Calibre War	Coleman-Loff	Feb.	17 '29		
Godless Girl, The	Basquette-Prevost			10720 feet	
Love Over Night	La Rocque-Loff	Sept.	16		
Man-Made Woman	Joy-Boles-Warner	Sept.	9	5762 feet	
Power	Boyd-Logan	Oct.	21		
Red Mark, The	von Seyffertitz	Aug.	26	7937 feet	
Sin Town	Allen-Fair	Jan.	20		
Yellow Contraband	Leo Maloney	Oct.	29		

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl'He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Sister of Eve		Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Artlee	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	April		8500 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matleson-Hale	Zakoro	April		5800 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Little Wild Girl, The	Lee-Landis	Hercules				
Modern Du Barry, A	Marla Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Queen of the Chorus, The	Faire-Lease	Crescent Pict			5900 feet	
Romance of a Rogue, The	Warnor-Stewart	Quality Dist	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict			8000 feet	Feb. 4
Station Master, The		Amkimo				
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Cigarette Maker's Romance	P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan(producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Waslker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Lookout Girl, The	Quality Dist	Sept.			

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 26
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borio	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cavalier, The	Bedford-R. Talmadge				
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer				
Ghetto, The	George Jessel				
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Marriage of Tomorrow	Miller-Gray				
Naughty Duchess, The	Warner-Southern				
Toilers, The	Ralston-Fairbanks, Jr.				

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5751 feet	Aug. 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Porrin	April	14	4719 feet	
Has Anybody Here Seen Kelly?	Love-T. Moore	Sept.	16	6243 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16

Title	Star	Rel.	Date	Length	Reviewed
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	
Man, Woman and Wife	Korry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	
Midnight Rose	De Puttl-Harlan	Feb.	28	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	23		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5418 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Mooro-A. Day	Nov.	11	5907 feet	
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 20
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 28
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	8	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Tenth Avenue	Haver-Vorconi	Aug.	5	6370 feet	
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 19
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	July 11
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won in the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan.	30 '29	2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Diamond Master, The		April	8, '29	10 episodes	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 26
Frame-Up Man, The	Bob Curwood	May	26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhaill	June	13	2 reels	May 19
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	18	2 reels	
Gold Claim, The	Bob Curwood	July	21	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept.	19	2 reels	
Handicapped				1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan.	4	2 reels	Dec. 16
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Indoor Golf	Long-Adams-Layman-McPhaill	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 26
Jackson Comes Home	Bob Curwood			2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan.	9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Jonses		Aug.	8	2 reels	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	William Desmond				
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 16
Newlyweds' Anniversary		Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan.	23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb.	6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar.	5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct.	3	2 reels	

Title	Star	Rel.	Date	Length	Reviewed
No Blondes Allowed	C. King-C. Doherty	Mar.	21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon			1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb.	6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April	23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb.	20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April	30	1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar.	31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June	11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb.	13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug.	11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July	4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April	16	1 reel	Mar. 24
Ride For Help, The	Newton House	July	7	2 reels	
Riders of the Woods	Edmund Cobb			2 reels	
Riding Gold	Newton House	Jan.	21	2 reels	
Ring Leador, The	Jack Perrin	April	7	2 reels	Mar. 10
Ringside Romoos	Arthur Lake	Mar.	28	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar.	5	1 reel	April 7
Royin' Romanco	Newton House	Aug.	4	2 reels	
Rubber Necks	Sid Saylor	Sept.	12	2 reels	
Ruso, The	Jack Perrin	Aug.	25	2 reels	
Sagobrush Sadlo	Oswald Cartoon	April	2	1 reel	May 5
Sailor George	Sid Saylor	May	9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan.	2 '29	2 reels	
Sandwichos and Tea	Arthur Lake	July	18	1 reel	June 18
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June	3	10 episodes	
Sealed Orders	Jack Perrin	Feb.	11	2 reels	Jan. 28
Shooting the Bull	Young-La Salle	Oct.	24	2 reels	
Sliding Home	Lewis-Gulliver-Phillips	Jan.	18	2 reels	Dec. 30
Social Lions	Ben Hall	Mar.	12	1 reel	
Some Babies	Charles Puffy	Mar.	28	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan.	2	1 reel	Dec. 14
Son of the Frontier, A	Newton House	April	14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan.	16	1 reel	Dec. 30
Special Edition	Ben Hall	April	9	1 reel	Mar. 17
Speed Sheik, The	Arthur Lake	June	18	1 reel	May 20
Start Something	Long-Adams-Laymon-McPhaill	Feb.	1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May	21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec.	5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April	18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July	9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug.	13	12 episodes	
Teacher's Pest	Trimble-Hardwick and Dog	Nov.	14	2 reels	
That's That	Trimble-Turner and Dog	April	11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec.	21	2 reels	
Tricky Trickster, The	Ben Hall	June	4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb.	25	2 reels	Jan. 28
Untamed, The	Newton House	May	12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June	23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan.	16	10 episodes	
Watch George	Sid Saylor	Mar.	28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec.	12	2 reels	
What a Party	C. King-C. Doherty	Feb.	22	2 reels	Feb. 4
When George Hops	Sid Saylor	April	25	2 reels	Mar. 31
When George Meets George	Sid Saylor	June	20	2 reels	May 19
Whose Wife	King-Doherty	June	6	2 reels	May 12
Winged Hoofs	Newton House	Mar.	17	2 reels	Feb. 25
Winning Five, The	Lewis-Gulliver-Phillips	Sept.	26	2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan.	2	2 reels	
Wolves of the Range	Fred Gilman	Jan.	28	2 reels	
Woman Chasers	C. King-C. Doherty	May	16	2 reels	
Yukon Gold	Jack Perrin	July	28	2 reels	

Coming Attractions

Title	Star			Length	Reviewed
Beauty and Bullets	Ted Wells	Oct.	14		
Brides Will Be Brides	Laura La Plante				
Broadway					
Children of the Sun	Special Cast				
Clear the Decks	Reginald Denny	Dec.	23		
Clearning the Trail	Gibson-Cullivor	Oct.	7		
Cloud Dodger, The	Al Wilson	Sept.	30	4227 feet	
Crimson Canyon, The	Ted Wells	Dec.	16		
Crimson Hour, Th3	De Putti-Mosjukine				
Danger Rider, The	Hoot Gibson	Nov.	18		
Doubling For Trouble	Gibson-Gilbert				
Fallen Angels	Kerry-Starke				
Gate Crasher, The	Glenn Tryon				
Girl on the Barge, The	Hersholt-O'Neil-McGregor				
Give and Take	Sidney-Hersholt	Dec.	2		
Hero of the Circus	Special Cast	Feb.	24		
Hoofbeats of Vegeance	Rex (horse)-Perrin	June	16		
Honeymoon Flats	Lewis-Gulliver	Oct.	14	5591 feet	
Kid's Clever, The	Glenn-Tryon				
Last Warning, The	Laura LaPlante				
Lonesome	Tryon-Kent				
Man Disturber, The	Reginald-Denny				
Navy Blues	Arthur Lake				
One Rainy Night	Laura La Plante	Dec.	9		
Phantom Fingers	Cody-Thompson	June	2		
Play Goes On	Veidt-Nolan				
Plunging Hoofs	Rex (horse)-Perrin	Aug.	4		
Red Lops	Nixon-Rogers			6947 feet	
Show Boat	Rubens-Fitzroy-J. Schildkrant				
Silks and Saddles	Nixon-Walling-Nolan				
Sky Skidder, The	Al Wilson	Jan.	13		
Stool Pigeon, The					
Watch My Speed	Reginald Denny				
Wild Blood	Rex (horse)-Perrin	Feb.	10		
Wolves of the City		Dec.	2		

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Oct.	31	7460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.		9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug.		8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Awakening, The	Banky-Byron				

Title	Star	Length	Reviewed
Battle of the Sexes, The	Bennett-Hersholt-O'Neill		
Hell's Angels	Lyon-Hall-Nissen	(about) 7 reels	
Love Song, The	Boyd-Velez		
Revenge	Dolores Del Rio		
Woman Disputed, The	Talmadge-Roland		

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr	Oct.	15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8
Five and Ten Cent Annie	Fazenda-Cook	May	26		
Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov.	19	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov.	5	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
Husbands For Rent	Moore-Costello	Dec.	31	6320 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Oct.		7423 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20
One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 17
Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8
Pay As You Enter	Cook-Fazenda	May	19		
Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6020 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov.	12	6142 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Caught In the Fog	McAvoy-Nagle				
Glorious Betsy (Vita.)	D. Costello-Nagle			7091 feet	May 5
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr.				May 26
Little Wild Cat, The	Ferris-Hall-Dawson				
Midnight Taxi, The	Moreno-Costello				
My Man (Vita)	Fanny Brice				
Noah's Ark (Vita.)	D. Costello-O'Brien				
No Questions Asked	Ferris-Collier, Jr.				
Singing Fool, The (Vita.)	Jolson-Bronson				
State Street Sadie	Loy-Nagle				
Tenderloin (Vita.)	D. Costello-Nagle			7782 feet	April 28
Terror, The (Vita.)	McAvoy-Horton				
Women They Talk About	I. Rich-Ferris-Collier, Jr.				

Hollywood—*Continued*

First Barney Google Completed

Ralph Cedar has completed direction of the first Barney Google Series being produced by Larry Darmour for F B O. Spark Plug came through the long, arduous trial of a first picture without a scratch, as did Rudy, the amiable ostrich. Sunshine, however, is nursing several bumps on his head the result of a number of scenes in which he was required to share the bed and board of Spark Plug.

Columbia's Marine Special

With an entire interior of an S-type submarine already constructed on a stage of the Columbia Studios, Irwin Willat is about to begin his direction of "Out of the Depths," starring Jack Holt. This is the submarine spectacle which Winifred Dunn has prepared for the screen. Preparations on this picture has necessitated more research work than any Columbia production thus far, it is said. Many unusual and hitherto unphotographed marine locations will be used as backgrounds for the Willat picture.

Curtiz Will See "Tenderloin"

Michael Curtiz, still working on Noah's Ark," will take time off to witness the opening in Hollywood of his production, "Tenderloin," which offering, by the way, though released at this late date, is the first talking screen feature ever made. It was produced last summer before the making of "The Jazz Singer," "Glorious Betsy," or "The Lion and the Mouse."

Fox Signs Howard

William K. Howard, who went back to Fox Films to make two productions, and is in the midst of the first of these, "The River Pirate," has been signed by Fox Films to a five-year contract.

Additions to Casts

"The Single Man (Paramount)—Cordell Tray.

"Morgan's Last Raid" (M-G-M)—Montague Shaw, Dorothy Sebastian.

"George Washington Cohen" (Tiffany-Stahl)—Florence Allen, Jane La Verne and Edna Mae Cooper.

"The Man Higher Up" (Gotham)—Francis X. Bushman, Gertrude Olmstead, Cosmo Kyle Bellew, Eddie Buzzell, Monty Carter.

"The Rescue" (United Artists)—John Davidson.

"Take Me Home" (Paramount)—Lilyan Tashman, Neil Hamilton.

"The Circus Kid" (FBO)—Helene Costello, "Poodles" Hanneford and troupe, Joe Brown.

"The Fleet's In" (Paramount)—Ann Bodil Rosing, Jean Laverty, Eddie Dunn.

"The Docks of New York" (Paramount)—Oscar Apfel, Budd Fine, Baclanova, Gustav von Seyffertitz, Guy Oliver.

"Sophomore" (Paramount) — John Westwood, Phillips R. Holmes, Frank A. Baker, Jr., Charles Arnt, Jack Tappin, D. A. Lowry, Erie Barnow.

"Forgotten Faces" (Paramount—Hedda Hopper.

"The Canary Murder Case" (Paramount)—James Hall.

"The Kid's Clever" (Universal)—Russell Simpson, Lloyd Whitlock, Florence Turner, George Chandler, Joan Standing and Virginia Sale. Kathryn Crawford is the feminine lead.

"A Taxi Scandal" (Sennett-Pathe)—Virginia Vance, Andy Clyde and Bud Jamieson.

"A Dumb Waiter" (Sennett-Pathe)—Ethel Grey Terry, Vernon Dent and Connie Lamont.

"Caught in the Kitchen" (Sennett-Pathe)—Natalie Joyce, Irving Bacon, Alice Ward and Barbara Pierce.

"The Little Wildcat" (Warner Bros.)—James Hall (borrowed from Paramount), Doris Dawson (borrowed from First National), Claude Gillingwater, George Fawcett and Hallam Cooley.

"The River" (Fox)—Ivan Linow and Alfred Sabato.

"Dry Martini" (Fox)—Sally Eilers, Albert Conti, Tom Ricketts and Hugh Trevor.

"The Last Warning" (Universal)—Torben Meyer and D'Arey Corrigan.

"Out of the Ruins" (First National)—Emile Chautard, Rose Dione, Robert Frazer, General Alexander Bankoff, Tunia Achron, Purnell Pratt, Frances Hamilton and Edward Coxen.

"The Divine Lady" (First National)—Evelyn Hall.

"The Albany Night Boat" (Tiffany-Stahl)—Nellie Bryden.

"The Fog" (Fox—George O'Brien, Mary Astor, Earle Foxe and Ben Bard.

"Chasing Through Europe" (Fox—June Collyer, Nick Stuart.

"Singapore Mutiny" (FBO) — Ralph Ince.

"Fury of the Wild" (FBO)—Ranger (dog), Barbara Worth, Pat O'Brien and Al Smith.

Born in Texas

(Editor's Note.—A service for use of the busy exhibitor in programs, etc., and the photoplay editor. Each week birthplaces of Hollywood folk will be given by states.)

Without ever having a day's experience either in motion pictures or on the stage, Allene Ray, the beautiful blonde serial star, sprang over night, into a leading lady on the screen. Allene is one star whose advent into motion pictures was not premeditated. In fact, when Harry Myers approached the popular and talented San Antonio high school girl, she scoffed at the idea. That was in 1919 and it was only after protracted argument that Allene consented to play the lead in the two-reeler for which Mr. Myers sought her for his picture "The High Card." Since that time Miss Ray has starred in numerous serials and only recently completed a five-year contract with Pathe, during which time she appeared in fourteen chapter-plays, concluding with "The Yellow Cameo." The popularity of Allene Ray extends to all quarters of the globe.

* * *

Gainesville, Texas, proudly boasts of having been the birth place of Edwin Carewe, acclaimed director of many successful motion pictures. Carewe started his professional career with the Dearborn Stock Company in 1902 and spent five years with them in repertoire. For several seasons following he was with various stock companies before making his first appearance in New York and not until some time later did he make his first picture—in which he also acted with Walker Whiteside in "The Typhoon." Carewe's initial appearance of importance on the screen was in the well-remembered picture "The Inside of the White Slave Traffic," but today Edwin Carewe is acknowledged one of the foremost directors in the motion picture industry and will soon present "Revenge," in which the popular Dolores Del Rio, whose talents Carewe discovered, is starred.

* * *

Bebe Daniels, Paramount star, is a native of Dallas, Texas. Mary Brian was born in the same city, about five blocks from Bebe's home.

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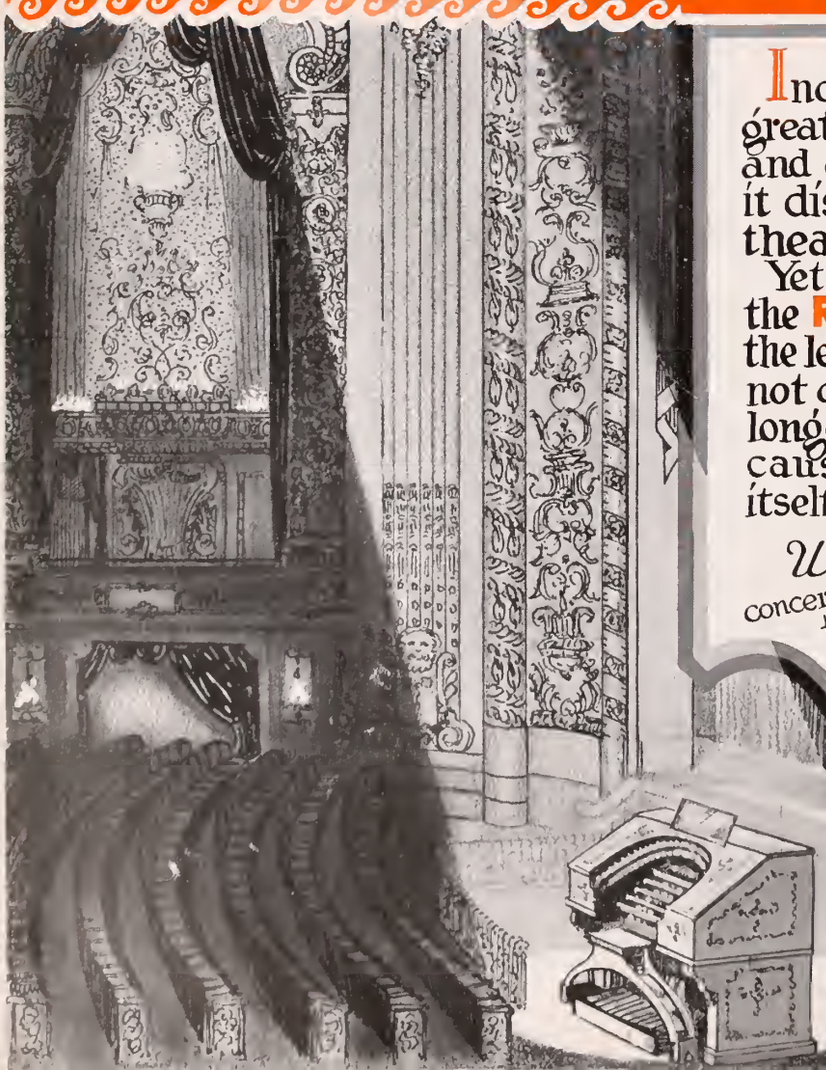
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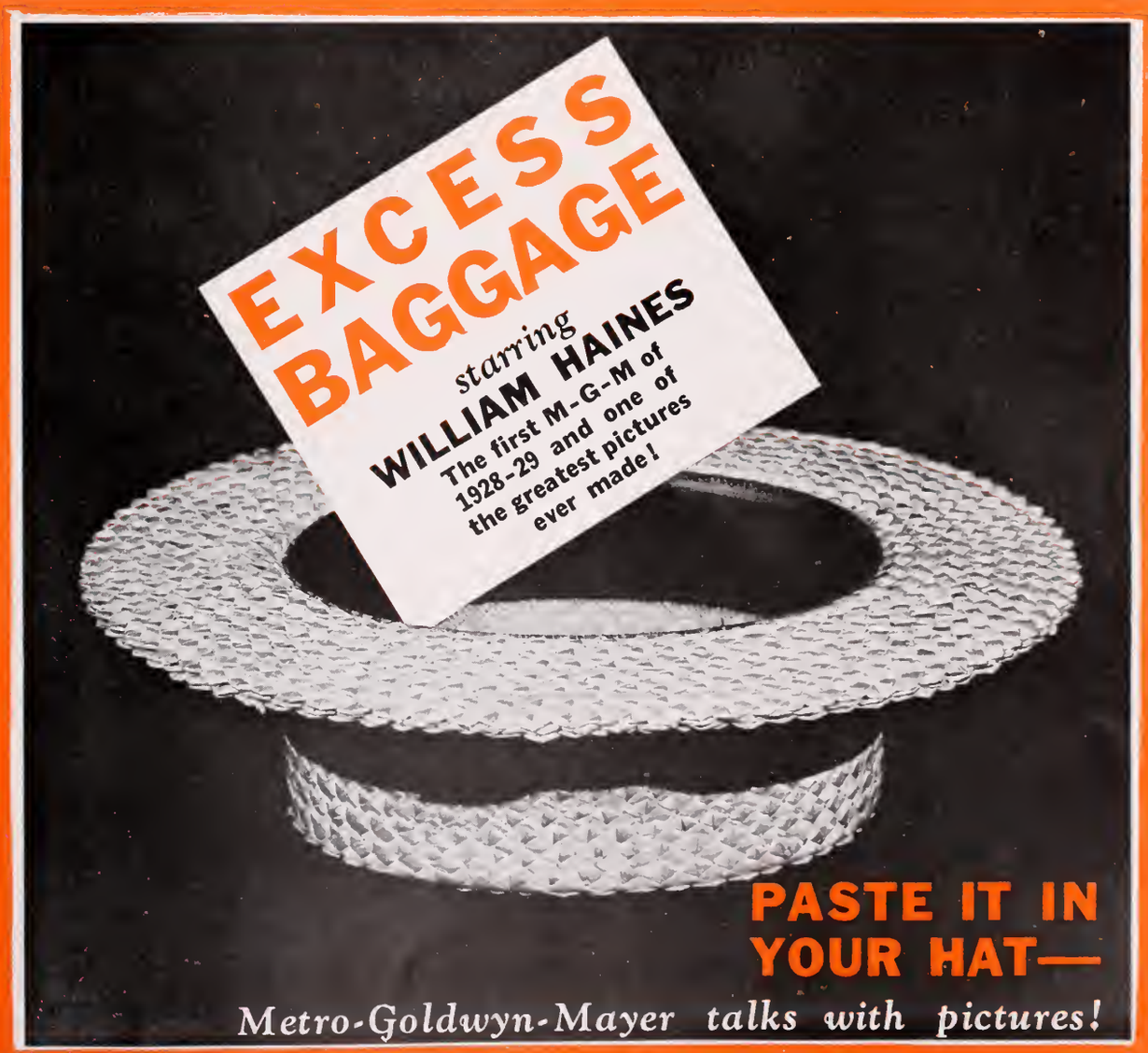
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Motion Picture News

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sound pictures. ¶ 32 in Paramount's 1928-29 program. ¶ The first five synchronized Christies are "Confessions of a Chorus Girl"—"Skating Home" with Frances Lee. Bobby Vernon in "Stop Kidding", Billy Dooley in "Dizzy Diver" and "Oriental Hugs", "Sandy MacDuff" Comedy "Hot Scotch" with Jack Duffy.

WHOLE SHOW PROGRAM

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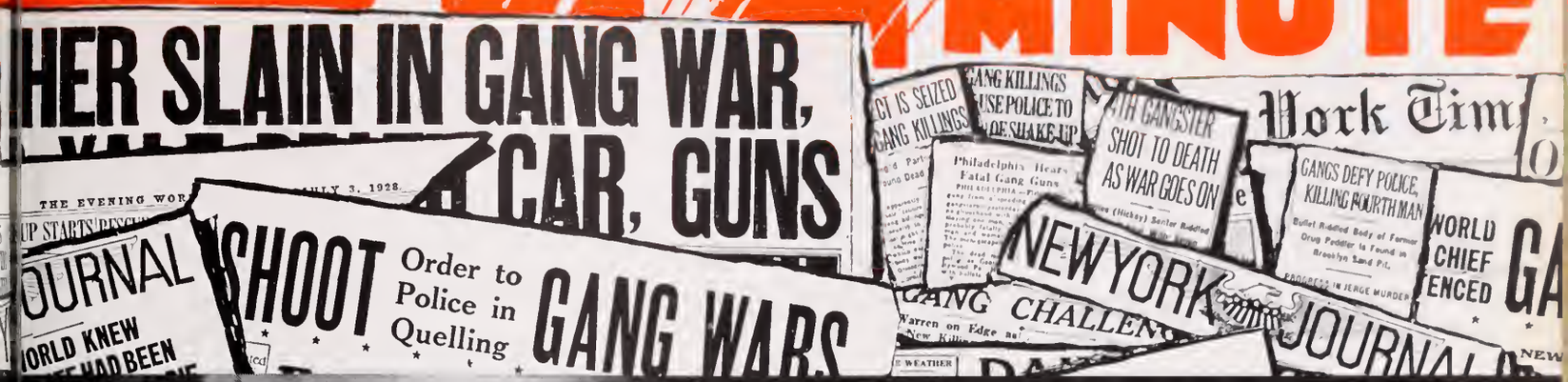
The **WISE SHOWMAN**

is too shrewd to be misled by

UNFOUNDED RUMORS


SMA
SLAIN
World
POLICE DEFIED BY SECOND GANG SLAYING
New York Tim
One Arrest in Gang Slaying
19th Gang Killing Stings Police
3 DIE IN GANG WARFARE
SUSPECT IS SEIZED IN GANG KILLINGS
2 GANG KILLINGS ROUSE POLICE TO NEED OF SHAKE-UP
NEW KILLING IN GANG WAR
GANG CHALLENGE
DAILY NEWS, WEDNESDAY JULY 4, 1928
MIGHTY ATTRACTION..
MIGHTY THEME..
Colossal publicity crash at the very moment the nation's press blazes with gangster news!
William Le Baron
PRESENTS
GANG
BORDEN

OF THE MINUTE





GANG WAR *breaks out and* **FBO** *nails it right on the button!*

Book now . . . Cash in on its positively staggering box-office timeliness!

MASTER SHOWMEN *in* SWEEPING COUP *with* BEST *of* ALL GANG DRAMAS!

WAR

CK **PICKFORD**

EDDIE GRIBBON
WALTER LONG

Story by **J. A. CREELMAN**
Directed by **BERT GLENNON**

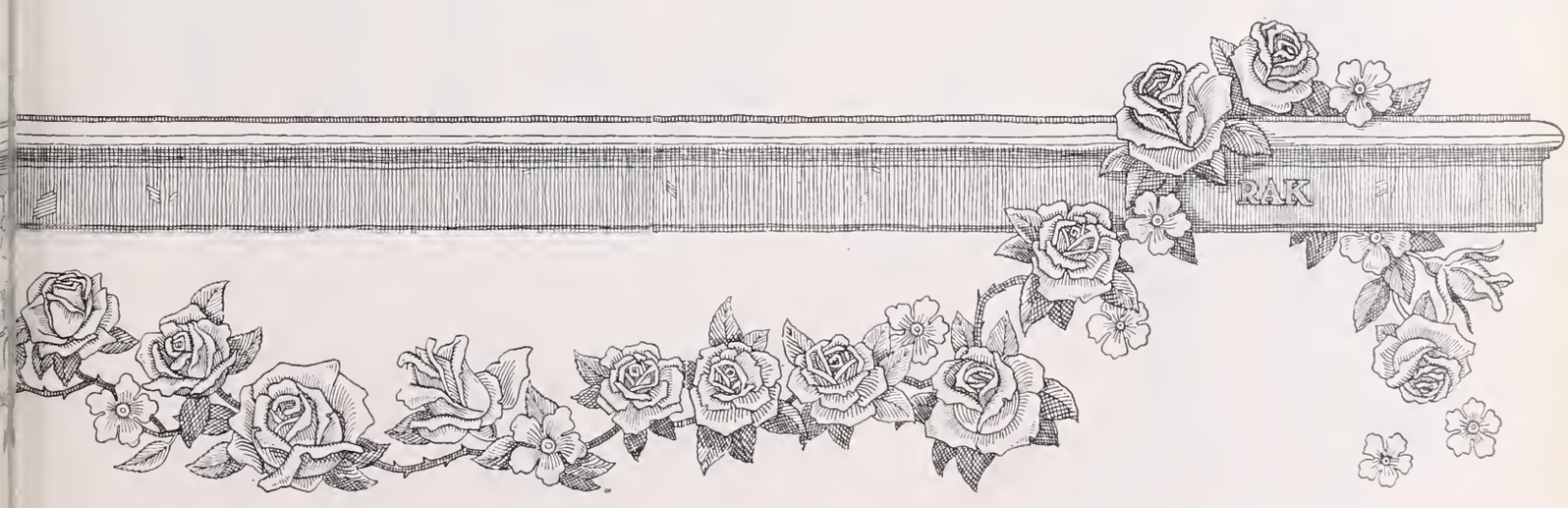


Laura La Plante

accorded the highest honors in filmdom!

CHOSEN TO PLAY "MAGNOLIA" in "SHOW BOAT"
UNIVERSAL'S DE LUXE PRODUCTION FOR 1928–29

The world-wide publicity that has resulted because of this announcement has vastly increased the value of her forthcoming pictures which include "HOME JAMES"..."THAT BLONDE" "THE LAST WARNING"..."ONE RAINY NIGHT"..."DANGEROUS DIMPLES."



Every first-run should

A Soul-Stirring Drama of Powerful Appeal



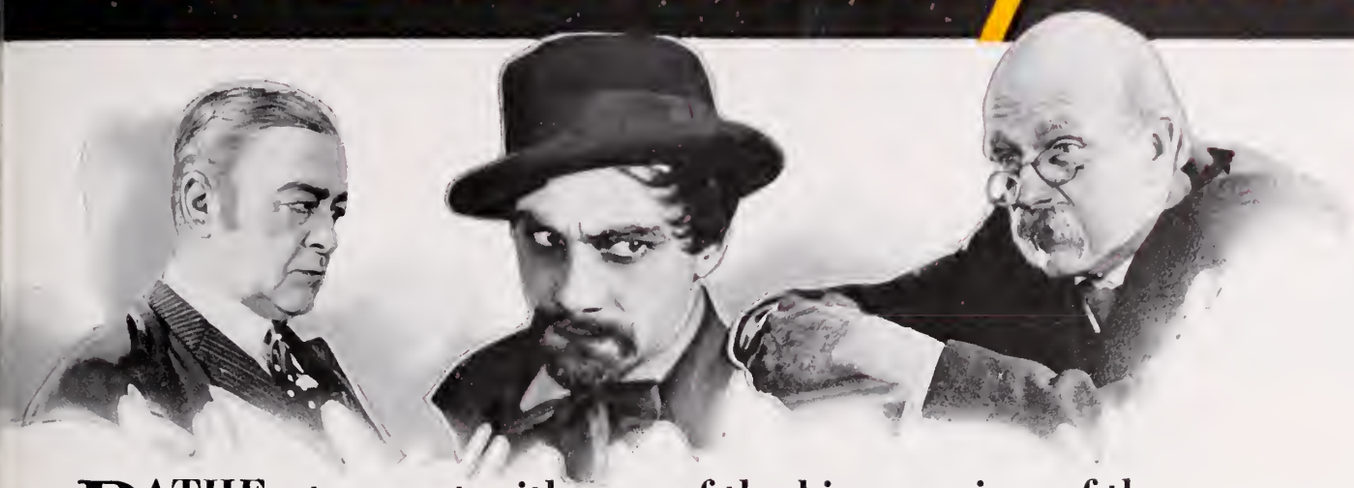
"Gripping human emotion interwoven through the scenes of this simple story and interpreted by some splendid acting make this feature worthy of a place on any exhibitor's program. There is a wealth of pathos in its scenes—enough to bring moisture to the eyes of most any fan—the story is wonderfully moving in its climax—and wonderful, too, in the acting."

Motion Picture News

A SHIP

William K. Howard whose genius was demonstrated in the creation of such productions as "Gigolo" "Red Dice" and "White Gold", scores a distinct directorial triumph with "A Ship Comes In."

theatre screen this picture



PATHE steps out with one of the big surprises of the year—an inspired production comparable only to the greatest masterpieces of the screen. The same dynamic human elements that were responsible for the irresistible appeal of such pictures as Herbert Brenon's "Sorrel & Son" F. W. Murnau's "Sunrise", Frank Borzage's "Seventh Heaven", Charlie Chaplin's "A Woman of Paris", are combined to a superlative degree in "A Ship Comes In". Rudolph Schildkraut achieves new heights in the greatest role of his entire career—a vivid, heart-tugging characterization that will register with the fans and your box-office. Here's a piece of real showman's merchandise—

SCREEN IT! BOOK IT! BOOST IT! And you'll clean up.

"A SHIP COMES IN"

with

RUDOLPH SCHILDKRAUT

LOUISE DRESSER **ROBERT EDESON**

Original story and adaptation by Julien Josephson. Continuity by Sonya Levien

Directed by William K. Howard

DeMILLE STUDIO PRODUCTION

Watch for amazing new R. C. A. PHOTOPHONE *musical and effect accompaniment on certain forthcoming* PATHE FEATURE PRODUCTIONS *Season 1928-1929*

Pathé

A Second Printing Was Necessary!

TO supply the orders of Exhibitors, Theatre Executives and Theatre Workers for the most comprehensive and authoritative work written on the subject, the publishers, George H. Doran Company, New York, has made a second printing of—

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By Harold B. Franklin

(President of West Coast Theatres, Inc., and leading theatre executive)

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you too may obtain a copy of this monumental work dealing with every branch of the theatre and offering a carefully considered presentation of the theories and practices, tested by years of experience, making for the successful and profitable business method of running a motion picture theatre.

The author, Harold B. Franklin, is known throughout the industry as one of the most progressive and able theatre executives and showmen the picture theatre has developed, and one of the leading forces contributing to the advance which the motion picture playhouse has made from its "nickelodeon" beginning to the palatial community institution which the better theatre of today represents.

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The present supply of copies is by no means large enough to supply all those who eventually will want copies of this book, so prompt action is imperative if you want to be assured of a copy.

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To provide adequate safety methods.

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Watch for the Sensation of the Season!
"The SCARLET LADY"
featuring
LYA de PUTTI
DON ALVARADO
WARNER OLAND
An ALAN CROSLAND PRODUCTION
A COLUMBIA SUPER-SPECIAL
FIRST OF THE PERFECT 36
Season 1928-29
COLUMBIA PICTURES
Spicker

Now check over all

4

of the Big Selling Angles on

1st STARTLING BEHIND-THE-SCENES EXPOSÉ

For the first time, the lowdown on the touring tent-show racket. Blazing color of the Carnival . . . The lure of the midway's lights and banners . . . The loves and hates—passions raw and naked—that lie behind the painted smiles of the strangest lot of picturesque characters the screen has ever shown. . . . A smiling hula dancer, super-vamp out front . . . but backstage she's eating her heart out because she can't hold the one man she loves.

The Barker—smooth as marble and twice as hard—but soft as any mother about his boy. Murder, hate, jealousy, despair—to the tune of a cheap brass band.

And a desperate helter-skelter battle when the piercing cry "Hey, Rube!" turns the carnival into chaos in the flicker of an eye!

2nd ITS FAME AS A BROADWAY STAGE-HIT

"The Barker" was one of the big theatrical sensations of the season in New York. The critics acclaimed it. The public flocked to it. Famous reviewers called it "different," "vivid," "alive," "thrilling," "an abundant, overflowing evening in the theatre," "one of the high-lights of the present season." It ran for months on Broadway, and road companies have spread its fame throughout the country.

You can advertise it as one of Broadway's greatest comedy-melodrama successes.

3rd THE THREE-IN-ONE LOVE STORY

There's Carrie, luring the rubes with smiling lips and swinging hips on the "bally" platform—but behind the smile, heartsick with love for one man—her man—The Barker. . . . Blind jealous she is, as there comes between them a passion greater than any woman's love—the rare devotion of this savage, sin-scarred "spieler" for the son he hopes to make fine and clean and straight . . . ready to kill to hold this one pure affection in a lifetime of evil and deceit . . . No wonder he rages when the youngster falls for Lou, manhandled little sideshow charmer. . . . And when he learns that Carrie had paid Lou a century to lure the boy away from him, then drama moves across the screen with the relentless stride of Fate!

4th THE THREE-STAR CAST

The cast names alone would sell the public on "The Barker." THREE stars for the price of ONE!

When people see not one, but three, such favorites as Milton Sills, Dorothy Mackaill and Betty Compson in a single picture they know they'll get an entertainment bargain. . . . Each strong enough to star alone. . . . But First National has combined them to give "The Barker" super-value!

And Douglas Fairbanks, Jr., Sylvia Ashton and George Cooper in featured roles.

And, the reputation of GEORGE FITZMAURICE, director of such famous hits as "The Dark Angel" and "Night of Love." . . .

"THE BARKER"

Final Announcement of

$100 IN PRIZES

IF YOU WILL HELP US DECIDE WHICH IS BEST!

Remember . . . $25 EACH TO THE WRITERS OF THE TWO BEST LETTERS telling us which is the best of "The Barker's" 4 separate sales appeals. And $10 each for the next five best letters.

Your answer must be in the mails not later than July 30th.

Look for the winning answer in trade papers early in August—as soon as the three First National executives who will act as judges can make their decision. Answers must be in 250 words or less, and only theatre owners and managers are eligible.

In case of a tie for any one of the seven prizes, the same award will be given to both contestants. Address answers to Advertising Manager, First National Pictures, 383 Madison Avenue, N. Y. C.

All four of the Selling Angles are reproduced on this page from the separate advertisements in which they originally appeared, but if you wish a complete set of the original advertisements they will be sent free on request.



A FIRST NATIONAL SPECIAL for 1928-'29

Motion Picture News

Volume XXXVIII NEW YORK CITY, JULY 14, 1928 No. 2

Sound Movie and the Public

This is the Show Business and Must Remain So

By William A. Johnston

THIS editorial is aimed directly and only in a constructive way at the powers that be in the new sound movie development.

We are writing, we confess, in the dark, because so very little definite information is offered, or to be had from any source. The situation is foggy, to say the least, and perhaps, unavoidably so.

Even so, there are certain large facts which must, it seems to us, be looked squarely in the face.

One is the all important matter of sound movie projection.

This must be made uniform,—*standardized* so that entertainment from all sources may go over any theatre's machine.

The one large objective of all those interested in any phase of the sound movie develment is the sound movie's box office success.

If the new attraction does not keep up its present sensation, if the public for one reason or another loses interest, then no one will be benefited.

All other objectives, it would seem, are minor in importance to the one great end of advancing this new entertainment by every possible means.

An that means advancing it in the public estimation.

Suppose that the film business had got off to a start of non-standardized film and projection. There was this and that kind of machine, but each one would take only its own size of film. Does anyone suppose the industry would have kept its phenomenal hold on the public?

Let us also bear in mind the fact that the licensing of production and theatres does not work. For a time it did, but the greater force of producing what the people want put the license system out of business.

In the show business there is but one license that binds and lasts and that is the license of public good-will.

And there's but one thing that pays sure fire royalties and that is good entertainment.

With the sound movie, just as with the silent film, there is just one and the same ruling factor and that is entertainment the public will pay for.

The public, right now, is knocking at the industry's door. They want sound movies.

So the theatres are clamoring for machines —and many are not getting them. It will be harmful in a large way, if they are kept waiting too long, or employ makeshifts and misleading advertising.

Then they will want entertainment. And to be good entertainment it cannot come from too many sources. It will be harmful if restrictions are imposed for purposes other than those of providing the best entertainment available, whatever its source.

What, after all, started this rage, that now has the large motion picture industry by the ears?

Just one picture, gentlemen, "The Jazz Singer."

One box office success did the trick. That should be borne in mind.

And only more box office successes will keep the trick alive.

The one wise thing to do in the show business is to keep the public uppermost in mind.

When you put other ends uppermost, you'll find yourself down a blind alley.

"The Barker"

Reviewed by Edwin Schallert

Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

LOS ANGELES, July 7.—Rather rough-cut, occasionally sexy, but unusually colorful is "The Barker" starring Milton Sills, and directed by George Fitzmaurice. This picture tells the inside story of side-show carnival life. It is done with accuracy, great skill and strong emphasis on the dramatic elements. It portrays a father-and-son devotion and conflict, and may be rated as high in its appeal to the smarter types of audience, while others will probably not find it lacking.

Those who know the stage play, from which "The Barker" was adapted and they are perhaps a mere handful compared with the greater movie audience, will feel that the picture has done ample justice to the original. It is finer in some ways, even as a piece of dramaturgy, but best of all perhaps is the elimination of some of the crasser vulgarities of language, which did not seem to add very much to the footlight version, and made its attractions more marked for the special than the general audience.

At that, "The Barker" isn't infant's food. It has vigorous fundamental qualities. The plot hinges altogether on a revengeful intrigue, where a girl is induced to "get" a young chap so that his father will suffer chagrin and unhappiness because of this.

The father is the barker of the hootch dance of the sideshow. He has kept his son in ignorance of the easy life that he leads in this institution. The son is curious, and rides the rails to see him. Against his parent's opposition, the boy manages to remain with the carnival. He is taken under his sire's protection, thereby arousing the enmity of the father's sweetheart, who induces another girl of loose reputation to make the boy fall in love with her.

Curiously enough, this girl "falls" for the youth. The father is furious when he finds out about it, and threatens to have the girl dismissed from the show. Before he can do this, the two are married, and the barker, embittered, turns first on his sweetheart, whom he has learned engineered the whole enterprise, and then takes to drink, and leaves the show.

However, the irresistible fascination of carnival life gets the better of him. He can't bear to see his show mishandled by an inefficient and amateurish barker who has succeeded him. Half in a daze from liquor he mounts the stand and starts shouting to the people. The crowd collects, the show catches on, and he is himself again. Further contentment is added to his lot by the fact that he learns his son has fulfilled the dreams that he held for him by becoming a member of a legal firm. With a general reconciliation, the picture ends happily.

There are dozens of deft touches in the handling of the situations in this film that make it a genuine accomplishment—one proving the increased dramatic feeling of George Fitzmaurice already evidenced in "Lilac Time." Sills hasn't had such a "regular' role as the one he portrays in a long time, and he does it forcefully and excellently. There are bang-up performances, particularly by Betty Compson and young Douglas Fairbanks, Jr. Dorothy Mackaill is the snake-charmer who also charms the boy. "The Barker" is a capital feat of production and direction.

Plans Prepared for Studio of New Canadian Firm

Sam Maclure, architect, Union Building, Victoria, B. C., has prepared plans for the studio buildings at Victoria for Pacific Pictures, Limited, of which Alfred Hustwick, formerly with Famous Players-Lasky Corporation of Hollywood, is the promoter. Mr. Hustwick secured the site for the studio at a nominal figure from the City of Victoria.

The plans call for the erection of three buildings of stucco construction, the largest of which is 65 by 100 feet. The stage will have a width of 100 feet with the roof trusses 40 feet from the floor. There will be 25 dressing rooms. The projection and film cutting rooms will be of fireproof construction. Eric C. Clarkson, formerly with General Pictures, Inc., Hollywood, is associated with the undertaking.

Comerford Behind Milton Theatre, Is Indication

Indication that the Comerford chain, of Scranton, are interested in the establishment of the new theatre, which it previously had been reported the Pappas Brothers, of Milton, Pa., are planning to erect in the latter town, was contained in data filed in the state capitol at Harrisburg on June 19, when a charter was issued to the Milton Theatre Company, with headquarters in Scranton. The corporation is capitalized at $25,000, consisting of 250 shares of stock of par value of $100, of which $2,500 is paid in. M. E. Comerford, of the Comerford Amusement Company, of Scranton, is treasurer of the new corporation which, the papers shows, proposes to "conduct the moving picture, vaudeville and theatrical business." The incorporators are Peter Pappas, who owns 12 shares of the stock; George Pappas, 12 shares; and R. M. McCracken, one share. All the incorporators reside in Milton.

Bengal Censors Examined 719 Films Last Year

The Bengal Board of Censors has just issued its report for the year ending March 31, 1928, and during that period it held fifteen meetings and examined 719 films representing 2,037,407 feet, according to a report from Consul General Robert Frazer, Jr., Calcutta, India, made public by the Department of Commerce, Washington, D. C. These films were supplied by the following countries: American, 413 or 57.5 per cent; British, 187, or 26 per cent; French, 61, or 8.5 per cent; Indian, 36, or 5 per cent; German, 20, or 3 per cent; Other Countries, 2, or 3 per cent; Total, 719.

Of the above total the Board passed orders for for the issue of certificates for 634 films and refused certificates for only 7. In addition to the films prohibited excisions were made in 83 films before they were certified.

Town Will Vote for Third Time on Sunday Shows

Citizens of Champaign, Ill., within the next six weeks will vote upon the question of Sunday motion picture shows. A petition for an election now in circulation will be presented to the City Council for action.

Recently the Dads Association of the University of Illinois investigated campus conditions at the University of Illinois and recommended some sort of Sunday amusements for the boys and grls attending the University.

The question has been up for vote three times during the past several years and each time the reform element succeeded in defeating Sunday amusements.

New Lighting Method Is Used by Crosland

Alan Crosland, director, and Harry Cohn, vice-president in charge of production at the Columbia Studios, have worked out a new and unique lighting technique for "The Scarlet Woman."

This will be used with the special color-value costumes and sets that have been designed to secure more artistic and effective gradations of light and shade than are possible with the ordinary color values heretofore used in motion picture work.

Lya de Putti has been assigned to the star role in "The Scarlet Woman" from a script by Bess Meredyth. Don Alvarado and Warner Oland have been selected for the male leads.

The

SHOWMAN

July, 1928

Features

Pictorial Review of Theatres.

Business Building Theatre Map.

Five Sure Ways to Make Patrons Uncomfortable and Kill Business by Improper Handling of the Air Conditioning Apparatus.

Average Competent Projectionist Should Welcome Not Fear Coming of Sound Pictures.

Review of New Equipment.

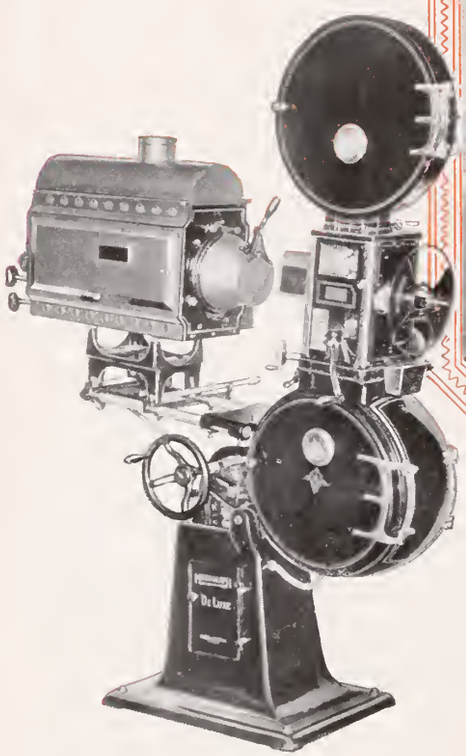


Theatre in the Modernistic Style

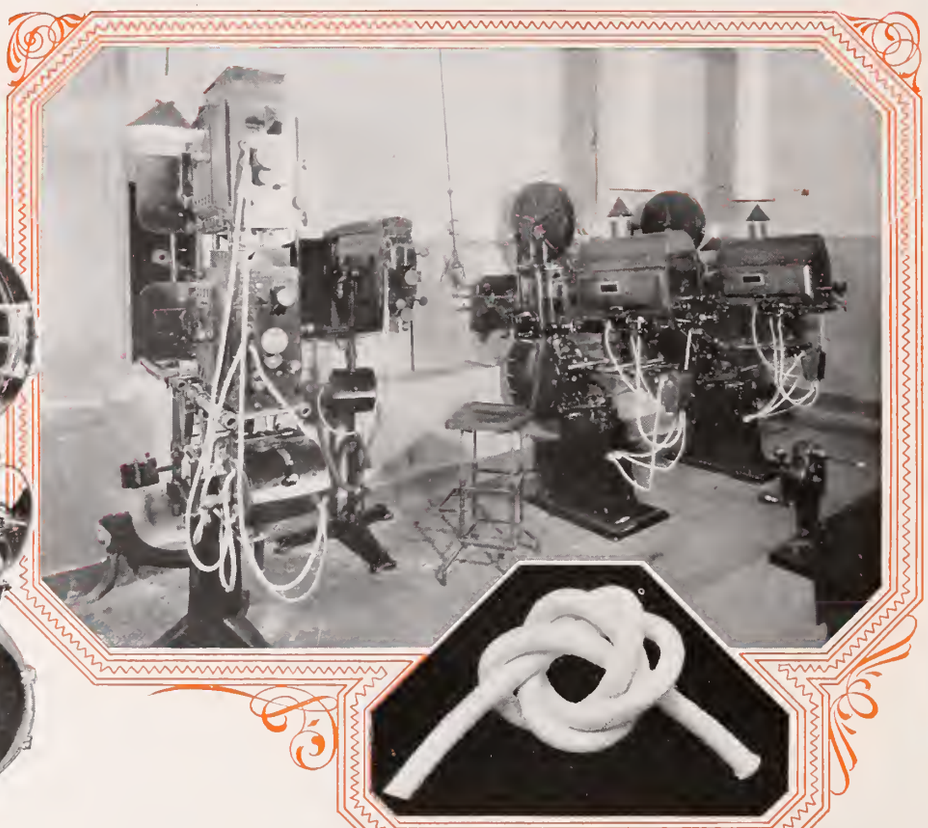
An artist's sketch of the new neighborhood theatre, to be called The Uptown, now under construction on Broad Street above Susquehanna Avenue, Philadelphia. This palatial theatre in its architecture, furnishings and decorations will be in the modernistic style—both in exterior and interior plan. It is being built by Samuel Shapiro, prominent in building and theatrical circles, from plans by Magaziner, Eberhardt and Harris, Architects, of Philadelphia. The uptown will have 3,000 seats.

ROCKBESTOS

–the asbestos covered wire



A Motiograph DeLuxe Projector.



(Above) The projection room of the State Theatre at Springfield, Ohio. Rockbestos is the only cable used here—on all machines.

FLEXIBILITY

Every projectionist recognizes Rockbestos Motion Picture Cable by one important characteristic—Flexibility.

In addition to extreme flexibility, Rockbestos insulation is flame proof. It cannot burn nor communicate fire. It will outlast ordinary insulation many times over.

And its beautiful finish will not crack and peel off. It is permanent.

When you ask for it, be sure you get genuine Rockbestos.



ROCKBESTOS PRODUCTS CORPORATION

NEW HAVEN, CONN.

5942 Grand Central Term. Bldg., New York — 465 Union Trust Bldg., Pittsburgh, Pa. — 224 Madison Term. Bldg., Chicago

On the Pacific Coast—C. Dent Slaughter

Spanish Atmospheric Style Featured in Design of New Warner Theatre in Hollywood

Has Seating Capacity of 3,000 and Includes Newest Conveniences

THE new Warner Brothers theatre in Hollywood, which was opened to the public on Thursday evening, April 26th, is the largest in that city, having a seating capacity of 3,000. The Spanish type of architecture is carried out in the exterior as well as the interior of this atmopseric style of house. The building is a four story structure which houses office rooms and stores as well as the theatre.

It is situated on Hollywood Boulevard and Wilcox Avenue. The architecture is the work of G. Albert Lansburgh, the designer of several notable theatres in this country, among them the Martin Beck theatre in New York City. In designing the Warner Brothers theatre, Mr. Lansburgh has had the collaboration of Alber Herter, internationally known mural artist, who is responsible for the entire decorative scheme of the theatre.

The auditorium represents a Spanish garden with the open air effect suggested by the blue domed ceiling, studded with stars. The sidewalls are surmounted by an arcade of pillars with a distant landscape showing through the arches. The coloring used throughout is an intensified tone of flamingo harmonizing with a turqoise blue and gold. This is first seen in the grand promenade, which sweeps in a great curve around three sides of the theatre so that both ends are never visible at once. Numerous doors lead from the promenade into the auditorium and also give access to lounges, rest-rooms and elevators to the balcony floors.

An effect of great height and width is created by the design of this promenade.

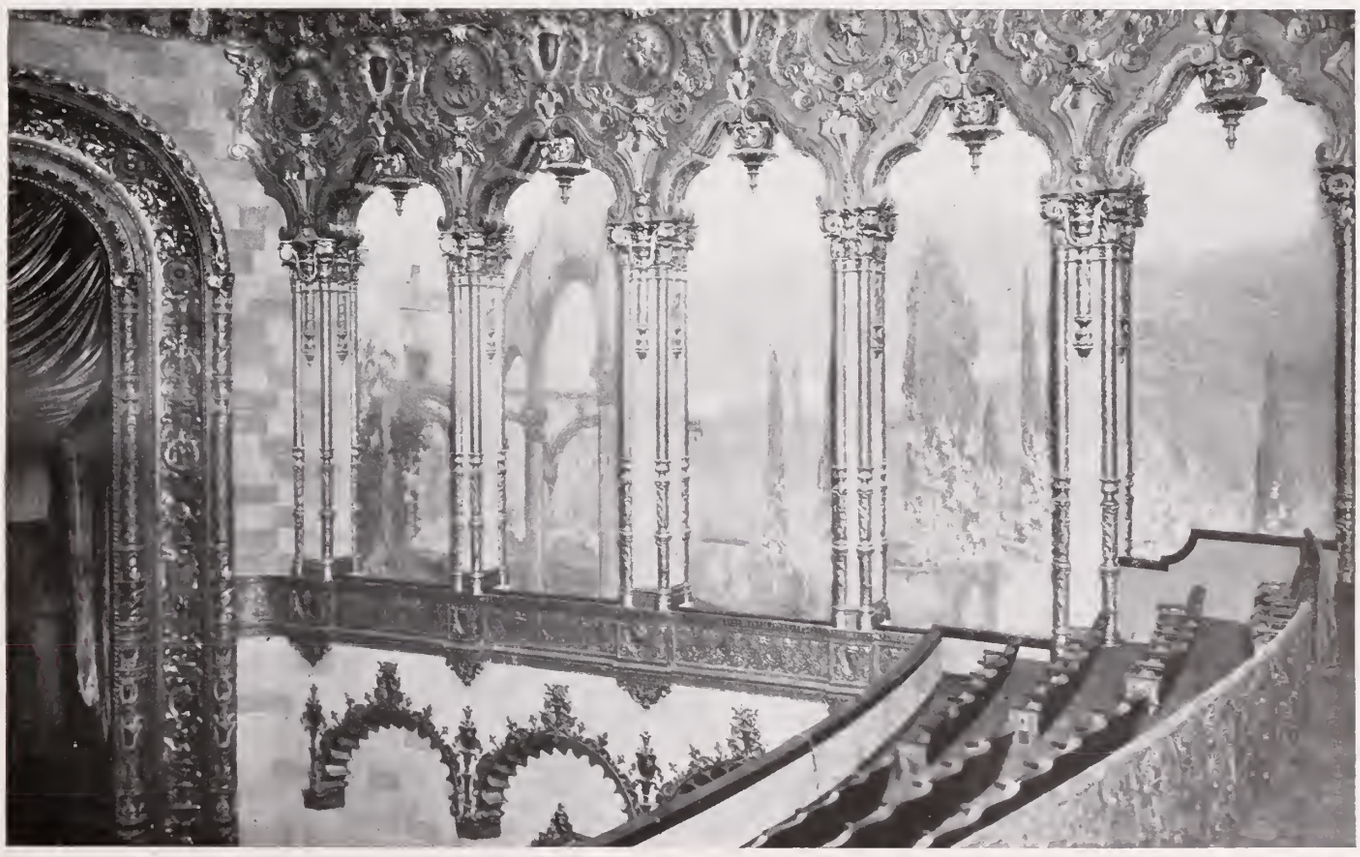
Service features include a nursery room for infants, where toys and a trained nurse enable parents to solve the question of caring for their offspring while enjoying the show. A large main lounge room downstairs and smaller lounge rooms on the balcony floor and rest-rooms on each floor, with maids in charge of women's rooms.

To facilitate the seating of patrons an electrical board charting each seat has been installed, with light contacts showing the number and position of seats as they are vacated. In this way the head usher has absolute knowledge of the seating situa-



Section of the auditorium showing out-door effect of colonade and ceiling treatment.

Below, view showing detail of sidewall and proscenium treatment.







Above, one of the several lounge rooms provided for patrons of the Warner Brothers Theatre.

tion at all times, the light contacts working mechanically as each seat is raised or lowered.

The stage is large enough for staging pretentious spectacles. The entire floor is removable, thus providing sufficient depth for illusions and high-diving acts. The dressing rooms are below stage, and are elaborately furnished with tile showers and baths, and facilities for performers preparing their meals if preferring not to go out between shows.

Frank Murphy, chief engineer at the Warner Studio designed the electrical installations for the new theatre. There are more than 25,000 electric light contacts, yet the entire control centers in one switchboard on the stage, occupying only 17 feet of space and weighing 14,000 pounds. This control, moreover, is effected without a single electric wire being brought on the stage, as the operation is connected with a contact board and transformers below the stage.

Ventilation is so arranged that fresh air is provided and changed on the ground floor and balcony separately.

Left, a section of the main foyer which runs around three sides of the auditorium. G. ALBERT LANSBURGH, ARCHI-

INTERIOR VIEWS OF BERLIN'S LEADING CINEMAS

Revealing Interesting Features of De Luxe Theatres Operated by UFA



Above—a corner of the main foyer with stairway leading to mezzanine level. Simplicity of decoration, as evidenced here, is one of the features of this de luxe playhouse



Looking toward the rear of the auditorium, and showing the seating arrangement of the Gloria Palast. This theatre has a seating capacity of about 1,800

The Gloria Palast

Shown below is a view of the auditorium of the Gloria Palast, a luxurious theatre located in the downtown section of Berlin





A rotunda with domed ceiling and walls done in a metallic finish forms the inner lobby of the UFA Palast, the largest of the picture palaces in Berlin. Note the simplicity of the decorative scheme.

The UFA Palast Berlin's Largest Theatre

Below—a view of the auditorium of the UFA Palast, with a seating capacity of about 2,500. An interesting lighting plan is employed to supply indirect illumination from the ceiling and coves.





Neighborhood Theatres

Above is a view of the auditorium of the ***UFA Turmstrausse, one of the new*** *neighborhood theatres operated in Berlin by this leading company in Germany. The Turmstrasse has a seating capacity of about* 1,500, *and provides the finest features of the leading theatres of the city to patrons of the community houses.*

General view of the UFA Pavillon, looking toward the rear from the stage, is shown below. The Pavillon accommodates about 700 *persons in an auditorium designed along the lines of the modern ideas of theatre plan and construction in Germany. It is a community playhouse devoted to motion picture programs.*



R. E. MARTIN'S NEW ROYAL THEATRE IN COLUMBUS, GA.

House Seats 2,800 and is Located Two Miles from Business Section of City



Above, an exterior view of the Royal Theatre, Columbus, Ga. Built and operated by R. E. Martin. The Royal has a greater seating capacity than any other house in Columbus.



Above, view showing cross section of the mezzanine, with arches opening on well in main lobby. The Royal was built at a reported cost of $300,000.

Below, the auditorium of the Royal, by design and decoration ideally suited to suggest the cool atmosphere desirable in a theatre located in a Southern city.



5 Ways to Kill Business by Making the Patron Uncomfortable

A List of Don'ts to Follow If You Want to Make Your Air Conditioning Plant a Business Builder Rather Than a Box Office Wrecker

by A. C. Buensod, M. E.

THERE is seemingly always plenty of advice to managers as to what to *do* to make the box office click and as *novelty* in *amusement* temporarily at least seems to get results it has the commanding attention of exhibitors.

At the present moment in your industry the *novelty* is all in the direction of sound pictures and unquestionably justifiable as it opens up avenues of tremendous possibilities.

There are, however, certain fundamental features of the theatre that are not subject to experimental ideas or the whims of managers—you have permanent fixtures.

You have a house with seats and a stage or at least a screen, and you cannot change them physically without alterations to the building. You have all kinds of mechanical equipment, and you will, of course, maintain the electrical projection, and plumbing equipment at the highest operating efficiency, but when it involves the mechanical atmospheric conditioning of your house there are numerous methods to be employed that keep patrons away.

Atmospheric conditioning means comfort and surely if you are giving good amusement and have good seats it is quite obvious that the only other thing you have to give is physical and mental *comfort*. To make the patron *uncomfortable* so that he will not come back observe carefully the following procedure:

FIRST—Do not operate your mechanical equipment at all, no matter how little or much you have, because you do not want ventilation or comfort. Just let it be stuffy and rank smelling.

You should operate the equipment on part time just to keep it from getting rusty or dirt covered. Or if you have a city code making it compulsory to operate, cheat the code and the inspector all you can. Make it comfortable for the first act then put the patron to sleep for the second act. Its being done all over with great success, ask any intelligent patron.

SECOND—If your home office instructs you to operate the equipment, run it as little as you can get away with and vary the conditions in the house as much as possible so the patron will never know whether its going to be hot or cold, stuffy or pleasant, surely that is *novelty*.

THIRD—If your house has a modern air conditioning system instruct your engineer to keep it as *cold* as possible so that you can show off your system of refrigeration. Advertise that you have 65 degrees inside and make it so uncomfortable to sit through a show that the patron will get "thrills" down the spine.

FOURTH—If your air conditioning system has a modern system of automatic control, assist your engineers in avoiding the expense of operating ½ hp. motor by agreeing that hand control is much better as the conditions in the house will vary first cold then hot—never keep it exactly comfortable. Run the plant from your office so that some usher can telephone the engineer to make it hot or to freeze 'em out.

Employ an engineer to operate the equipment then take away all responsibility from him by taking it yourself, as he might run the equipment and give comfort.

FIFTH—Shut your fresh air damper especially when you are refrigerating as it saves power, prevents ventilation and raises the humidity. High humidity means a clammy feeling in the house and the "clammier" the more the house will smell with that indefinable odor of people.

SIXTH—In effect learn as little as you can about *modern equipment for comfort* and go back to the store front nickelodeon days—that's the surest way to keep the patron away. Also have an efficiency man promote the ideas of saving expense at any cost but especially *on ventilation* or have a "Scotch Treasurer" who will gladly save a nickel to keep away an admission.

All the foregoing items are "sure fire" to keep patrons away and to prevent you from making new patrons.

As a resumé do not carry these conditions which make for comfort:

1. **Fresh pure air for ventilation.**
2. **Proper temperature.**
3. **Proper relative humidity.**
4. **Freshness from odors.**
5. **Good circulation of air.**

It is understood of course to be able to maintain the correct temperature and humidity throughout the year you must have a modern air conditioning system. If you have you can then *control your temperature* and your *humidity* by means of your dewpoint which is the temperature leaving the cooling chamber where you cool the air. It is simple to gauge when you operate the refrigerating machine as when the dewpoint goes above 50 per cent it is time to hold it down to that figure as otherwise the humidity in the house would be too high.

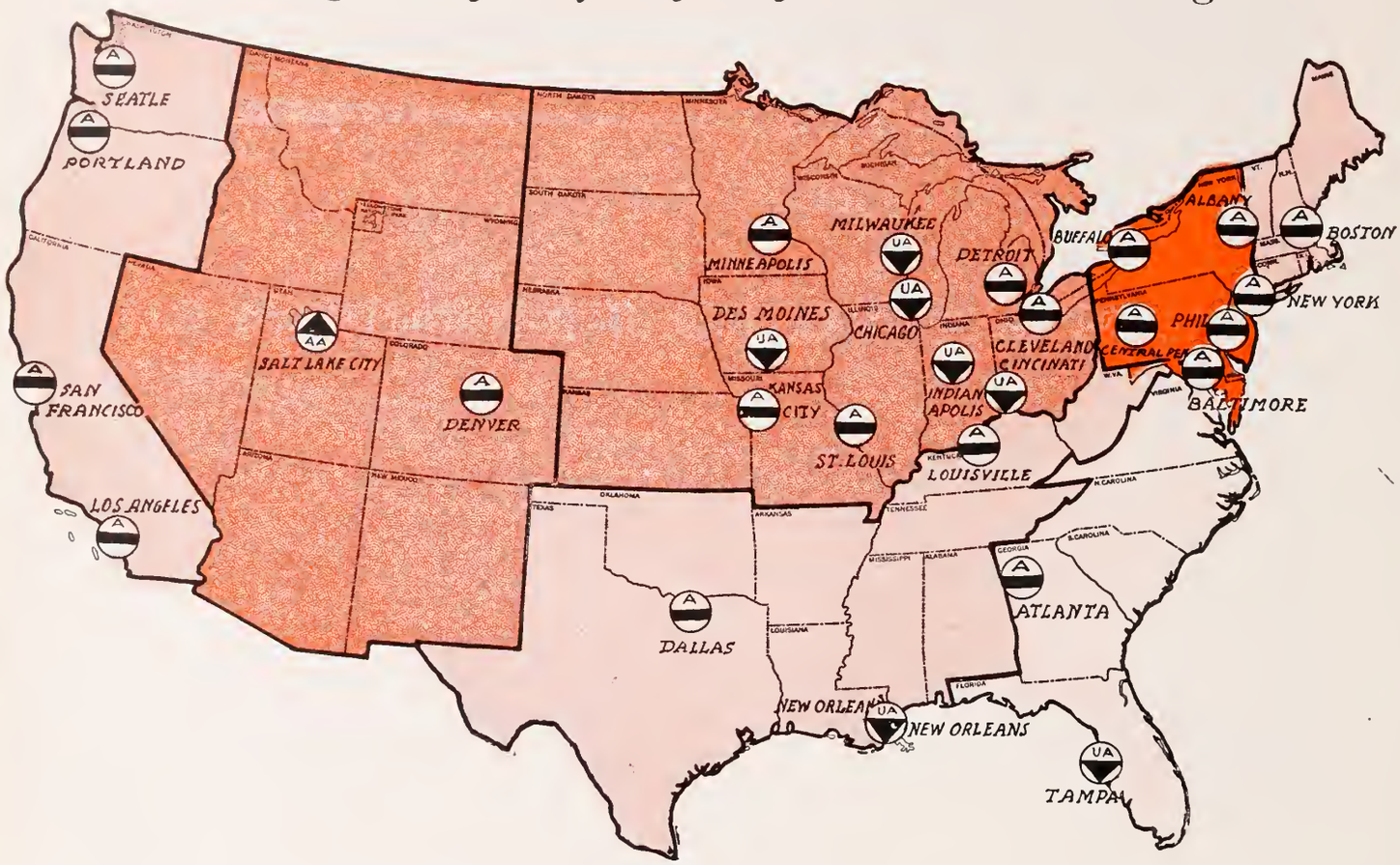
TABLE OF PROPER RELATIVE ATMOSPHERE TO BE MAINTAINED IN THEATRE

	When outside temp., dry bulb, is— Deg. F.	Dry bulb inside house should register— Deg. F.	Wet bulb inside house should register— Deg F.	Humidity inside should be	Dew Point should be
Summer Time	75	73	10°-12° below dry bulb	55%-60%	50° to 55°
	80	74-5		55%-60%	
	85	76		55%-60%	
	90	77		55%-60%	
	95	78		55%-60%	
	100 & above	79-80		55%-60%	
Winter Time	30° or below	70-72	10°-12° below dry bulb	40%-50%	38° Min. to 50°
	40	72		40%-50%	
	50	72		40%-50%	
	60	72		40%-50%	
	70	72			

CLIP AND SAVE this table if you are a manager or a theatre owner anxious to run your air conditioning plant as it should be run. The above table, prepared by Mr. Buensod for The Showman, is perhaps the most concise and practical chart of its kind ever designed.

Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business (AA)
Average Business (A)
Under Average Business (UA)

Very light new construction
Light new construction
Moderately heavy construction
Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from May 15th to June 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities; solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during the three months' period from May 15th to June 15th. The diagrams indicate the relative attendance at the better theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

SOME radical changes are apparent in the building situation for our thirty day report ending June the 15th.

Firstly, this report records the greatest number of projects for a thirty day period of any which we have printed this year, and secondly, territories that ordinarily have reported little building come to the fore. Another point of interest is that the average cost per theatre is less though the average seating capacity rmains practically the same. This apparently indicates that houses are now being built on a more moderate scale of investment though with good seating capacities and in great numbers.

The figures for these thirty days are as follows:

A total investment of $13,394,000 will be put in 57 new theatres having a total seating capacity of 69,950. This is the heaviest investment reported for the last three months.

The averages for these thatres are $235,000 for 1,228 seats with a cost of $191.40 per seat.

The distribution of this building by territories is as follows:

The North Atlantic States rank first with an investment of $4,104,000 to build 17 theatres seating 23,900. Three of these projects will cost between $500,000 and a million dollars. These figures give averages per theatre of $241,412 with 1,406 seats and $171.70 cost per seat.

The second territory in amount of investment is the Western States. In this section 5 theatres will require an investment of $3,260,000 and will seat 4,500. One of htese projects will cost over a million dollars. The average cost per house for this territory is high—being $652,000 with an average cost per seat of $723.00. The average seating capacity of the 5 theatres to be built in this territory is only 1,100.

The theatre building program for the Middle Atlantic States calls for 12 houses to be constructed at a cost of $2,455,000, giving a total of 13,500 seats. The average cost per

theatre in this district is $204,600, with 1,125 seats and an average cost per seat of $181.80.

THE Southern Western States have a program announced of $1,150,000 that will build 8 theatres seating 8,750. The average cost per theatre in this territory shows $143,750, with a seating capacity of 1,094 and an average cost per seat of $131.40.

The last territorial division where an investment of over a million dollars is reached is Canada. Here five new theatres, one of which will cost between $500,000 and a million, will seat 10,700 and will call for an investment of $1,150,000. The average cost per house in Canada is $230,000 with 2,140 seats and an average cost per seat of $107.40.

New England reports only one new theatre project, but this theatre project will cost $750,000 and have 2,300 seats, making the average seat cost $326.00.

The West Coast States announce 8 new theatres that will total in investment $500,000 and have a seating capacity of 5,900. The average cost per theatre in this territory is $62,500, with 737 seats per house. The cost per seat is $84.80.

South Eastern States are at a standstill as far as new theatre projects for this thirty day report. Here only one new theatre is reported which will have a seating capacity of 400 and cost $25,000.

It will be seen from the above figures that the North Atlantic States are continuing their exceptionally heavy program, which program was interrupted by a lull in theatre construction for the past few months.

The two outstanding changes in theatre building programs are in the schedule called for in the Western and South Western States. In these territories practically no new theatre projects have been announced for the last three or four months, though, in this report, these territories take rank as leaders.

The Middle States indicate a continuance of their steady building program with their 12 new projects.

It is also noticed that the theatre building in Canada is continually on the increase, this country showing the heaviest building in this report that has been recorded for some time.

The leading states in this building program are as follows: Arizona, with one project, costing $3,000,000 and seating 2,200; Pennsylvania, with seven projects, totaling $2,110,000 and seating 9,200; New York, with four projects, totaling $1,050,000 and seating 7,000; Illinois is fourth with two theatres that will together cost $900,000 and seat 3,200. Connecticut reports one house that will cost $750,000 and seat 2,300.

Another indication of the improvement in the theatre business is the optimistic reports which are to be had on theatre equipment sales. For the preceding three months the theatre equipment business had been depressed but during the thirty days recorded in this survey sales of all types of equipment have exceeded any month for this year and are ahead of the same thirty day period for 1927.

This gain in the sale of equipment can be partly explained from the introduction of several new or improved models of theatre equipment that have been introduced to the market recently. Also this heavy sale of equipment does not include the installations being made for the reproduction of sound pictures—installations which are accounting for a considerable expenditure on the part of exhibitors for additional equipment.

UP to and including the week of the Decoration Day holiday the Key City theatres of the country netted highly satisfactory box office returns, but thereafter, with hot spells occurring here and there to turn the public's attention toward beaches and other outdoor amusements, attendance averages were spotty during the period we are covering in this report—May 15 to June 15th.

The net result of adverse weather conditions is that seven of the key cities shown on the map wound up the period with Under Average figures. It was a case of abnormally bad conditions sweeping away highly satisfactory box office records scored by nearly all theatres during the first two weeks of the May 15 to June 15 period. Among the Under Average cities are Chicago, where picture theatres have been going along on rather slim box office rations for some time; Des Moines; Milwaukee; Indianapolis; Cincinnati; New Orleans, and Tampa. The low spots which brought the records of theatres in these cities down to an Under Average final mark in nearly every case were ascribed to hot weather depressions—plus, of course, that other sure-fire producer of poor business—weak feature attractions.

Twenty cities are rated at Average for the period, and one, Salt Lake City, where cool weather the latter part of May and good attractions playing the houses there during the balance of the period produced highly satisfactory results, is the one city to appear on the current map with an Above Average rating.

The reports of general business conditions, as interpreted by industrial leaders and bankers, are in the main optimistic for an improvement of affairs over recent times. Among the most bullish statements concerning the near future of business conditions in the country, was the address of Samuel M. Vauclain, President of Baldwin Locomotive, on June 28, to Government officials, railroad executives and financiers attending exercises which marked the removal of the Baldwin plant from Philadelphia to Baldwin, when he declared that American industries were headed out of temporary depression and into a new and more prosperous era than they ever have known.

Predictions that the second half of 1928 would see an increase in general business over the first half were contained in a statement issued by the National Bank of Commerce, on June 20.

Baseball, which is one of the picture theatre's greatest competitors in many of the key cities, has been having a good year of it if all leagues are doing as well as John Heydler, president of the National League, reports that organization to be doing. In the latter part of June, Heydler, in a statement issued to newspapers, declared that he "recalled no other spring in which the weather has been just as bad" but that "as it is we are apace with our best years."

THE outstanding accomplishments of picture offerings at the key city theatres for this period fell to the "sound films"—"Tenderloin," "Glorious Betsy," and "The Lion and the Mouse." The "talkies" performed practically all of the sensational stunts occurring during the period we cover—however there were some singularly good records scored by the non-talkers. The Strand, in New York, did the best week in months with "Tenderloin" as the inaugural feature of its policy to offer sound productions. The Lafayette, in Buffalo, did a record business with a two-weeks' engagement of the same picture. The Madison, in Detroit, ran "Tenderloin" for six weeks, while the State there, with an all "talkie" program, staged a real "comeback." The talkers also showed marked strength at the Victory, Tampa; Aldine, Philadelphia; Melba, Dallas; Blue Mouse, Seattle; Strand, Albany; Capitol, Cincinnati; Metropolitan, Baltimore; Rialto, Atlanta; and others.

Our "ten best" for the period we feel constrained to list only after repeating that the figures and ratings given here apply only to performances at the Key City theatres. This for the reason that we have noted in newspapers, which have quoted this list, a reference here and there to the effect that the list is "limited." That is quite accurate, because any report based solely upon the attendance records at key cities, must be limited, particularly as to the number of pictures considered in the rating list. These key city theatres are all week-run houses and they are first run houses as well. This means that many of them are playing the same pictures day and date. It also means that since the report covers only a month's period there are not a great number of releases current among the theatres. For the purpose of the record, we list the ten pictures which have to their credit the greatest number of Above Average weeks among the total number of features current during the period. In the order of their final average, based on the number of Above Average, Average and Under Average marks they have made at key city theatres, they are listed here. With that repetitive explanation, we proceed to give below, in the order named, the ten pictures which averaged best at key city thatres during the period from May 15th to June 15th.

They are: "Tenderloin," "Ramona," "The Street of Sin," "The Yellow Lily," "The Lion and the Mouse," "We Americans," "The Legion of the Condemned," "Glorious Betsy," "Across to Singapore," "Laugh, Clown, Laugh."

Can Average Projectionist Become Proficient Sound Film Operator?

Art Smith Says Yes and Gives Some Pointers for Operators Who Are Preparing to Meet New Demands on Their Knowledge and Skill

THHe average efficient projectionist need feel no qualms about the future of his career in his present trade or craft because of the coming into general use of sound pictures, says Art Smith, Chief Projectionist at the Roxy theatre, New York, where both Vitaphone and Movietone films have been used off and on since the theatre opened in March, 1927, and regularly each week since the release of a Movietone newsreel by Fox.

Because Art Smith has held rank as one of the foremost projection experts for several years and because the projection booth over which he presides has been a laboratory in which at least one important refinement in the projection of Movietone pictures was developed, THE SHOWMAN sought his views as the best authority on a question which is known to be something of a source of worry to projectionists and theatre owners as well. The question, of course, is "Will the coming of sound pictures bring a radical change in the technique of projection and force back into schools of apprenticeship or eliminate many projectionists now holding jobs?"

The fear that installations for the projection of sound pictures will necessitate an elaborate mechanism, capable of being handled only by some specially trained and high-priced expert is one which many theatre owners have expressed at various times.

The equipment has a very imposing, and, to some, quite an awesome look, but the wires, tubes, panel boards, switches, batteries, photo electric cells, etc., have been developed to a stage of practical perfection and can be operated by a skilled projectionist after a relatively small amount of instruction and practice. Of course, major repairs in the system when required must be done by experts, but such occurrances are ordinarily as unusual as major break-downs in automobiles, lighting and power installations, or ordinary projectors, for that matter, now in general commercial use.

It is not the purpose of this article to treat the subject of synchronized sound recording and reproduction in a technical manner, designed to inform projectionists and theatre owners as to the principles involved and the method required to operate the machines. Its purpose is merely to present the views of an expert, under whose tutelage several men have been trained to handle the sound equipment, as to the ability of the average competent projectionist to become proficient as an operator in booths where sound installations have been provided for. His view is that "there is no reason why the average projectionist, who is willing to devote a little time and study to the fundamentals and the technique involved, cannot within a reasonably short time become proficient as an operator of a machine to project pictures and related sound."

"I think it a good idea for THE SHOWMAN to do what it can editorially to assure projectionists and theatre owners that this is so," continued Art Smith. "I have had both operators and owners come here to look over our installation, and have seen in the faces of many of them an almost panicky expression when they first observed the various articles of equipment employed in the systems for Vitaphone and Movietone. In all cases, however, the panic was over when they remained to see one of our men prepare and start up his machine.

THE operator has some fourteen switches to throw before starting his machine. A little practice enables the operator to throw in these switches in the proper sequence, and with the machine in proper working order, the rest is simply a matter of operating a volume control and projecting the film just as the ordinary soundless film is projected. Of course, in addition to his tests of the light and mechanism of the projector before starting his show, the operator must test his sound apparatus. This is a simple operation.

"In every installation there is placed in the booth a 'monitor horn,' which the operator switches in without connecting the reproducing system to the speakers in the auditorium. To test the Movietone, or any light-ray system of sound reproduction, the operator merely connects his monitor horn, turns on his light and with a strip of paper interrupts the light at the light gate by drawing the paper back and forth or up and down. This produces a sound which is emitted from the monitor horn. The presence of sound from this test shows that the system is in working order. The same test is made on a Vitaphone machine by drawing the finger across the needle in the pick-up device which runs on the disc record.

"Since these systems merely apply the principles of radio, the operator follows the same procedure in seeking trouble that he would in locating difficulties in a radio receiving set. The projectionist who wants to prepare himself for the day when he will be called upon to operate a sound film machine should begin by studying the principles of radio if he is not already well acquainted with them. This seems about the best advice I can give to projectionists anxious to take time by the forelock and equip themselves with all the possible preliminary knowledge obtainable before they actually go to work on sound film projection machines."

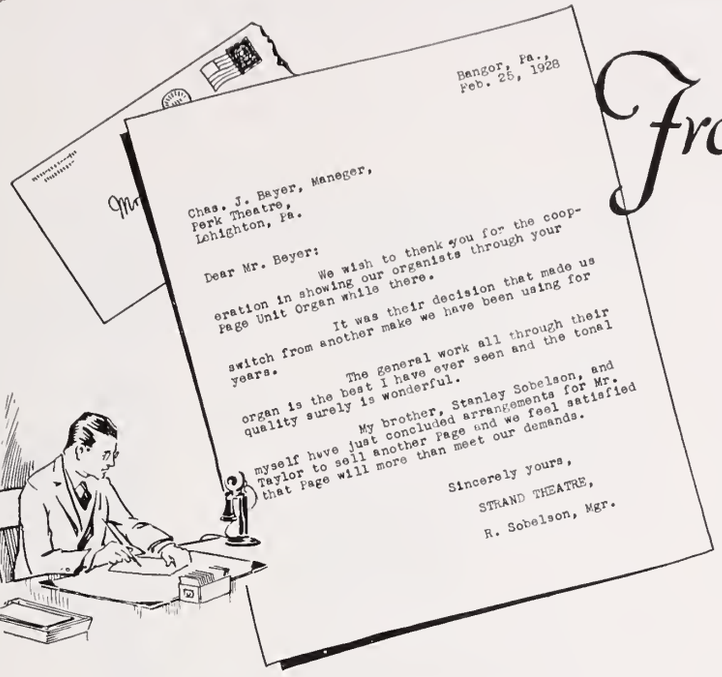
THOUGH the Roxy has been presenting sound pictures for nearly a year and a half, there never has been a breakdown causing an interruption in the show. Smith says they have had minor troubles now and then, but these never were serious enough to be noticeable to the audience or cause a break in the programs. This fact should be reassuring to theatre owners and projectionists as well.

The presentation of Movietone newsreel subjects at the Roxy is done in a very smooth manner. The sound subjects are interpolated with straight or "soundless" news views. The changeover is never perceptible, though it necessitates changes from one machine to another with perfect timing. The desire to accomplish this effect—Roxy's idea, of course, since he is a stickler for a smooth and flowing program—necessitated a little invention by Art Smith, and which presumably will be extensively used by projectionists everywhere so long as Movietone reels are made in the present manner of using regulation depth to the frame while sacrificing space on one side of the picture for the sound track. The invention is a mask, of steel, in which the space of the sound track at the side is equally "cropped" from top and bottom of the frame. Thus with the use of the mask and a shorter focus lens, the machines at the Roxy project Movietone films on the same screen as the ordinary pictures. Without the mask a blank white space of sixteen inches would be shown on the Roxy screen. This mask fits into a slot cut into the film gate, the size of the slot, of course, being precisely that of the outside dimensions of the mask. The mask has two frames cut into it, the regular size for ordinary film, and the smaller size for Movietone. When Vitaphone or straight pictures are projected, the mask is removed and reinserted with the regular sized frame fitted into place.

It might be noted here, that the RCA sound process, the Photophone, compensates on the film for the space sacrificed to the sound track at the side. This, of

(*Continued on Page* 115)

ANOTHER PAGE IN HISTORY



From one Exhibitor *to* Another ~

THE matter of choosing an organ for a theatre is of prime importance. It is something that should not be done in haste, to be repented at leisure.

In their deliberations before a choice, an ever-growing number of exhibitors are turning to Page architects—are turning to the Page Unit Organ.

This is only natural, seeing that the performance of the Page is so truly remarkable, that theatre owners speak of it with pride.

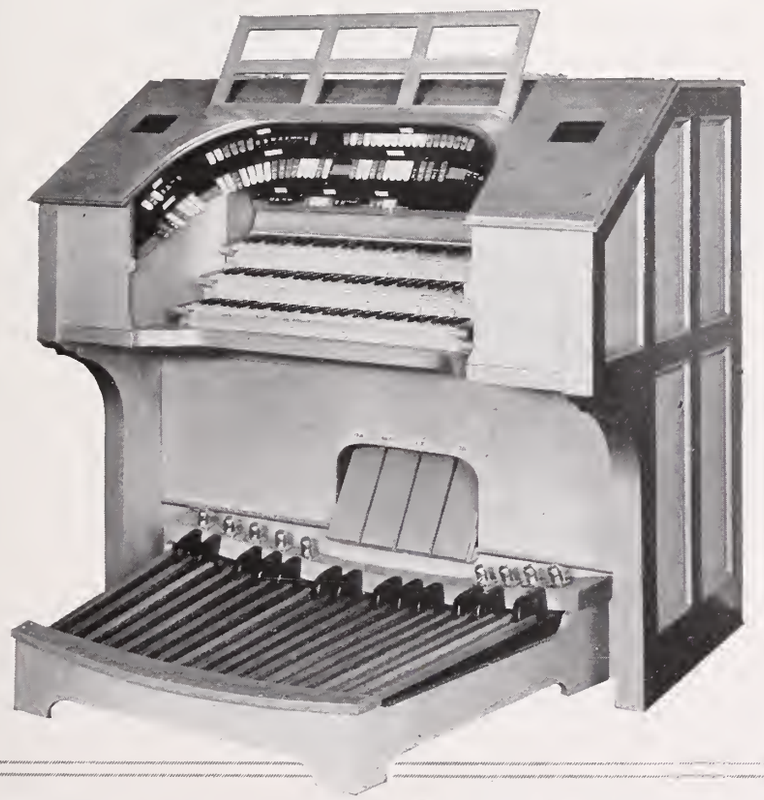
And from one exhibitor to another there often goes out the word. as in the case of the letter reproduced here:

"The general work all through their organ is the best I have ever seen and the tonal quality surely is wonderful . . . We feel satisfied that Page will more than meet our demands."

You want to be satisfied. too. We invite you to investigate Page ability to serve you more than acceptably.

THE PAGE ORGAN COMPANY
521 N. Jackson St.
Lima, Ohio





PAGE UNIT ORGANS

New and Improved Equipment

A Review of the Latest Developments in Theatre Engineering

Presetting a Feature of New Brenkert Effect Projector

THE Brenkert Light Projection Company, Detroit, Michigan, have added to an already extensive line of projection room equipment an outstanding piece of apparatus in the form of a universal effect projector. This device, which will be known as the Model F-7 Master Brenograph, was exhibited for the first time at the 29th convention of the I. A. T. S. E. recently held in Detroit.

The machine, after being placed in the projection room, is never moved. In spite of the fact that the machine remains absolutely stationary, any object, or surface, at the front of the theatre which can be seen from the port opening, can be instantly covered by either of the projecting systems.

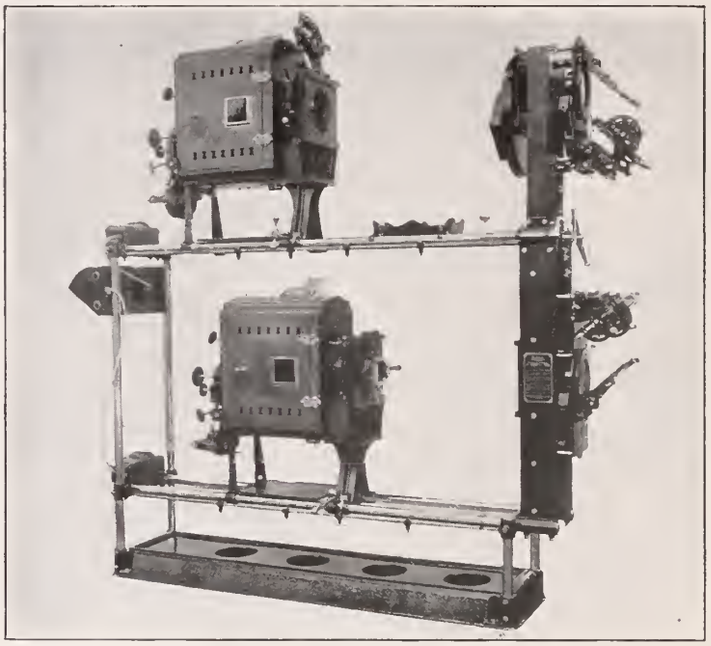
This flexible control is obtained by means of flat directional mirrors, a set of three being placed in front of the projection lens in each system. One mirror in each set is fixed in position before the projection lens and is used only to divert the light beam onto one or the other of the remaining two mirrors. Two mirrors in each set are mounted side by side on a sliding cross rod which permits either to be placed in the path of the light beam. Both of them are adjustable vertically and horizontally so that the beam received upon the surface of each can be reflected to any part of the house merely by turning two small knobs.

Immediately behind the directional mirrors are four projection lenses, graded in focal length from 10 inches to 40 inches which gives the projectionist a wide range over which to work. These lenses are mounted in a swivel assembly to facilitate rapid selection for meeting the conditions at hand.

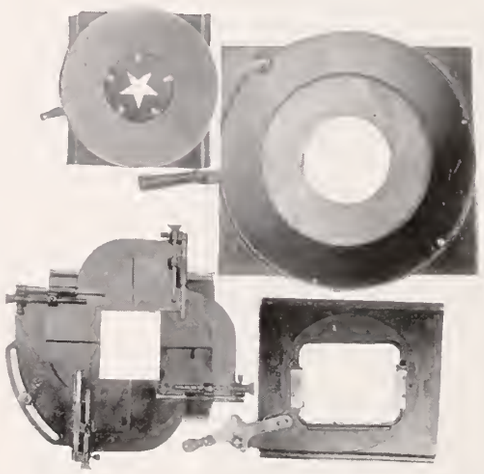
In front of the respective lens assemblies is an iris shutter controlled by a change-over handle for showing dissolving lantern slides. An effect holder in each system completes the equipment at the front end of the machine.

For focussing purposes, the lamphouse in each system, together with its related parts, is moved back and forth by means of a rack and pinion arrangement. Present focussing indicators are supported along the path of each lamphouse, one for each projection lens, so that focussing can be accomplished without actually observing the screen.

The various framing and iris shutters are constructed as separate devices which can be locked for any desired adjustment and then removed from the machine to be laid aside until used. Thus, the iris shutter is a separate device which can be adjusted for size, locked in position and then removed until the time comes when it will be used. So also with the single unit framing shutter, removable photographic plate-holder for the use of 4 x 5 shutter, screen masks, and glass effect plates measuring 6 x 8 inches for color effects.



Instrated on the right is the Model F-7 Brenograph, a universal effect projector for pre-set adjustments. Below are the separate framing and iris shutters. Upper left is adjustable star shutter. Upper right pre-set iris adjustable to size while in projector and then locked. Lower left, is pre-set framing shutter, with each blade adjustable, which may be swiveled to correct distortion. Lower right, photographic plate holder for effect designs over entire stage



A hinged slide carrier is mounted on the holder assembly so that it can be swung out of the way when slides are not being projected. All plate and effect holders are provided with swivel adjustments to correct distortion when the beam is projected to one side of the machine.

The entire idea of this projector centers around the point of presetting all effects in advance of their showing. All adjustments are performed in advance, so that it is not necessary to disturb any adjustment when changing from slides to effects or from one effect to another.

Both projecting systems are independent of each other, which makes it possible to show a small picture with one system while the other is projecting a large one. The two independent light beams can be directed to different parts of the theatre, so that it is possible to "spot" the organist at the same time that an effect is being thrown upon the screen; or, two effects can be projected to opposite sides of the theatre. The angles over which the beams may be thrown are as follows: 16 degrees above horizontal, 40 degrees below horizontal, and 26 degrees to the left or right of the machine.

While the Master Brenograph has the same over-all dimensions as the old Model F-3 machine, it requires less space in the projection room because no space is required, as with the old model, for side swiveling and tilting to make the beams cover the stage.

New Stage Lighting System Replaces Flood With Spots

A NEW method of stage lighting, which supplants floodlighting with spotlights equipped with remote control of color as well as intensity of light, has been developed by Mr. H. H. Stoll, for some time engaged in special work for Keith-Albee and recently appointed head of the Maintenance Department of K-A-O, in association with Kliegl Bros., designers and manufacturers of stage and lighting apparatus.

The "Kliegl-Stoll" system, demonstrated recently on the stage of the Palace Theatre in New York, adopts to stage lighting the remote control spotlights developed by Kliegl Bros. primarily for decorative lighting in auditoriums and lobbies.

The system has been adopted officially as a future type of lighting for the Keith-Albee-Orpheum Circuits.

In the present type of stage lighting used in border and foot lights throughout the world, each border and foot light is wired for three or four circuits of a given wattage, with each lamp restricted to one color (either by means of a color lamp or a color filter mounted in front of it) and equipped only to "flood-light" the stage over a wide range.

The disadvantages inherent in this system are overcome in the "Kliegl-Stoll"

(*Continued on Page* 118)

Exploiting Manufactured Weather*

Some Suggestions for the Showman— A Source of Far Greater Profits

Patrons and Prosperity



A source of far greater profits for the theater today, too frequently overlooked by otherwise progressive showmen, lies in providing greater comfort for patrons, *and telling them about it.*

And in these days of super-competition, no showman can afford to overlook one single item which may affect patronage.

"Every day a *good* day"

OWNERS of Carrier Conditioned Theaters should realize that they have complete and properly installed air conditioning systems, providing the means of maintaining ideally comfortable and healthful conditions every day in the year, *regardless of season or outdoor weather.* Furthermore, these owners have something to offer their patrons which cannot be approached by those theaters *not* Carrier Conditioned. They have, therefore, the very finest kind of opportunity for exploitation, if properly handled.

An Overlooked Field of Exploitation

WE do not claim to be theatrical publicity experts, telling the old-time showman and publicity man how to advertise. We *do,* however, believe that with our years of experience in designing and installing air conditioning systems, and our observation of human reactions, we can suggest certain ways in which *Manufactured Weather** may be exploited to advantage by the theater owner. We believe, also, that a great many owners who have invested in air conditioning systems are neglecting a field of exploitation which cannot fail to pay large dividends.

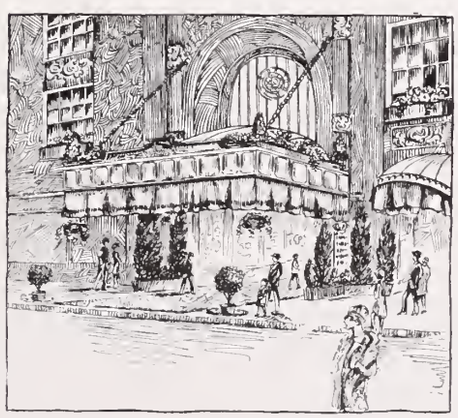
Out Front Ballyhoo



POLAR bears, painted icicles, snow-capped mountains — all have fallen into decided disrepute with those showmen whose earnest desire is to attract the discriminating. These devices were used by smart showmen, the while laughing up their sleeves, long before the advent of *real* and positive air conditioning, and usually meant little or nothing so far as temperature was concerned, and absolutely nothing so far as humidity was concerned. Small wonder that the polar bear and painted icicle idea of out front ballyhoo is looked upon today with such strong distrust!

Creating a Summery Atmosphere

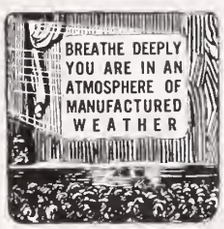
AS a refreshing change we suggest, during the hot spells, when attendance needs to be stimulated as much as possible, that owners and managers of Carrier Conditioned Theaters turn to the creation



of a cool, summery atmosphere outside their houses and in the lobbies. Even the most modest neighborhood house can be turned into a veritable fairyland by the judicious use of gay awnings, potted ferns, plants and trees, subdued green light effects, Japanese lanterns and a few green mats.

Tell Your Patrons About *Manufactured Weather**

FEATURE *Manufactured Weather** in connection with this display—for next to the obvious advantage of *having Manufactured Weather** is *telling* your patrons about it, creating a *consciousness of comfort* by word and picture. Tell your public, with a real note of triumph in the telling, what a delightfully pleasant atmosphere they will find in your theater, how much more enjoyable the programs will be when viewed from amid perfect atmospheric conditions, and how much more their health is guarded when seated in an atmosphere of *Manufactured Weather.** *Tell* people about your good air, loudly and often, and you will discover that you have an attention-getter that your competitors will find it next to impossible to equal, and a form of publicity which will bring most satisfactory results.



If your theater is not included in the ever-growing list of Carrier Conditioned Houses, we shall be pleased to have you ask for a visit from one of our engineers, who will present, without obligation, all of the essential facts underlying the successful application of air conditioning in the theater. Ask, too, for the Book, "*Theater Cooling and Conditioning.*"

**It isn't Manufactured Weather unless it's a Carrier System*

Carrier Engineering Corporation

Offices and Laboratories

NEWARK, NEW JERSEY

New York Philadelphia Boston Chicago
Cleveland Washington Kansas City Los Angeles

Effect, Focussing and Color Controls Located at Rear of New Kliegl Spot

A NEW model spotlight, floodlight and effect projector, designed for higher lighting efficiency and a greater degree of flexibility of operation, has been announced by Kliegl Bros. This new machine is a 125 ampere, long-distance projector, embodying in a single unit facilities for spot and floodlighting, color-lighting, effects and framing shutters. It projects the light any distance up to 150 feet.

All controls, including arc, focusing, shutters, color screens, and directional controls, are centralized at the rear of the spotlight, in full view of the operator, and within arms' length of the operating position.

The arc lamp remains in a fixed position —all focusing is done by moving the lens, causing no disturbance in the adjustment of the arc.

Arc carbons may be adjusted angularly, vertically, and horizontally, and the lower carbon holder may be moved independently of the upper carbon, in any lateral direction. Six different controls are provided so that the arc can be quickly centered, irrespective of any condition that may arise.

One lens takes care of the full range from a 4 foot spot to a 50 foot flood. The movement of the lens, backward or forward, along the optical axis by means of the control handle, is all that is required. A pointer on the focusing control handle travels over a numbered dial on either side of the spotlight and in plain view

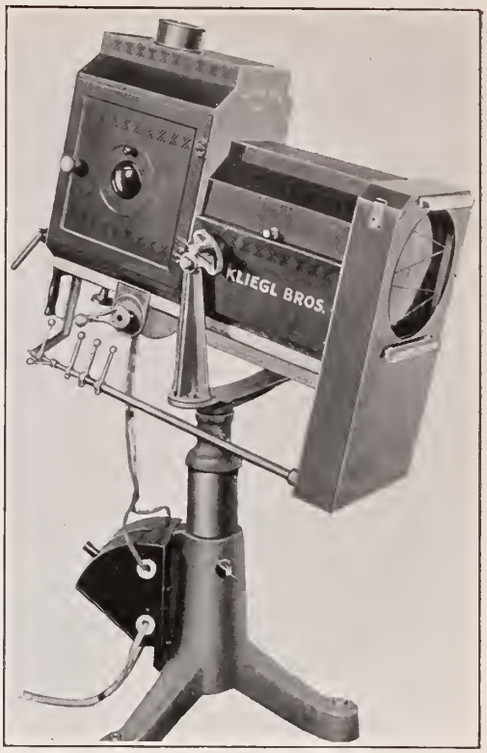
The lens carriage slides on two parallel rods, and is attached to a chain, which passes over two sprocket wheels—one at the front and the other at the rear. The shaft of the rear sprocket extends outside the housing and to it is attached the control handle. To the underside of the chain a counterweight is attached which also slides on two parallel rods, but always moves in a direction opposite to that of the lens and thereby maintains the center of gravity and keeps the spotlight in balance.

A color box or boomerang on the front of the spotlight provides means for changing the color of the light beam. It contains four color frames for gelatin mediums, controlled by levers at the rear of the spotlight. There is a separate lever for each color frame and each lever is keyed to correspond with the color it controls.

A curtain shutter and iris shutter set in the lamp housing, and independently controlled from the rear, permit light to be framed to flood the stage or orchestra pit, and to fade the light on or off at will. Guide marks on the back of the housing indicate the position of the shutters.

The weight of the spotlight rests on ball bearings and in effect all friction between heavy moving parts is eliminated.

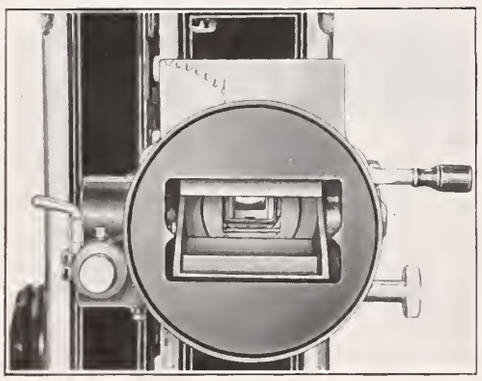
Spotlight can be set to any desired angle within practical requirements and fixed in position by the turn of a hand screw. It swings through a vertical angle of 67°—

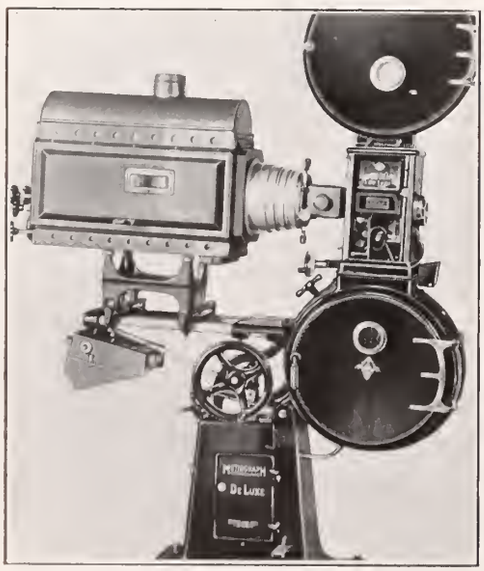


New Kliegl spotlight and effect projector

45° below the horizontal and 22° above, and turns completely around in the horizontal plane about its central axis. The base is telescopic and permits adjustments in height.

The customary slide grooves are provided on the front of the color box and permit the use of all standard effects.





Horizontal Type Shutter Developed for Motiograph De Luxe Projector

FOLLOWING reports current for some time that engineers of the Enterprise Optical Mfg. Co., makers of the Motiograph De Luxe projector have been perfecting a new model, officials of the company last week announced a new projector to be known as the New Model H Motiograph De Luxe Projector.

The outstanding feature of the new Motiograph projector is a new type of shutter, designed to eliminate the heat generated by the arc from the film and representing a distinct departure from the outside rotating disc shutters now in general use.

Other notable changes are the new type of light cone of cast aluminum construction and designed of a number of concentric rings which telescope one within another so that the cone may be collapsed for opening the film gate or adjusted for different positions of the lamphouse; a new rapid tilting device operating through gearing and ball bearings by means of a hand wheel, and mechanism gears of a new type of unit construction.

Details of some of the new features of the Model H Motiograph as described in a circular issued by the Enterprise Optical Mfg. Co., follow:

Illustrating the new 1002-H Model Motiograph. Left, above, close-up rear view of shutter. At left, a full view of the new model projector.

The shutter, of a horizontal or cylindrical type, is mounted on the film gate and operates between the film and the light source. It differs in construction from the rotating disc type of shutter in that it has two circular vanes and is rotated on a horizontal axis. By these two vanes, the light beam is cut off in a horizontal plane from top and bottom simultaneously. This being across the narrow dimension of the aperture, results in what may be termed a "quick cut-off."

So efficiently has this worked out to reduce the heat at the film that actual tests conducted in our laboratory show a reduction in temperature of the film heat at the aperture as follows:

	Heat at Aperture Model H	Old Type
Film Speed— 80 f.p.m. ..	565°	1486°
Film Speed— 90 f.p.m. ..	570°	Temperature
Film Speed—100 f.p.m. ..	564°	the same at
Film Speed—110 f.p.m. ..	555°	all speeds.
Average Temperature	564°	

A long sought for and wanted improvement of convenience to the projectionist is the new design of lamphouse cone which completely encloses the light beam from the lamphouse to the new shutter assembly, allowing no stray rays of light to seep out into the projection room or cause eye trouble or annoyance to the projectionist.

(*Continued on Page* 120)

Serving the AMERICAN Theatre Industry

Expedition

Expedition—*promptness*—that's what counts when *you* need service. "No show" means no "gate" and no theatre manager can laugh that off.

But there's a *National* branch near you where experts are ready to answer your S. O. S.—*day and night,* and where complete service and repair equipment is instantly available.

Only a far-reaching organization like *National Theatre Supply Company* could offer you, at a moment's notice, service that's swift, sure, and economical. And this service is maintained for your convenience and protection.

Don't wait till trouble comes. Get acquainted with *National* now. We serve in every capacity wherein the furnishing and maintaining of theatre equipment is concerned . . . from stage screw to pipe organ.

There's a National Theatre Supply branch *near you.*

(4136)

National Theatre Supply Company

Offices in all Principal Cities

Expert Guidance Required by Architects in Projection Room Design

In Planning Efficient Booth Nothing Succeeds Like Architecture Plus the Specifications of Projection Specialist

IT is seldom that the architect is called upon to give detailed specifications of projection room equipment in which the various types of light projectors and motion picture projectors are included. In a number of respects this is fortunate because the planning of the projection room and the selection of equipment which will be housed in this room represents a specialty within a specialty and calls for highly expert judgment if serious errors are to be avoided.

In those cases where the architect is entrusted with the work of designing the projection room and then specifying the equipment to be used in it he can relieve himself of much serious responsibility by enlisting the aid of outside parties, who because of their specialized training, are better able to take care of such details.

If this is done many of the errors which bespeak the inexperience of the one who designed the projection room and selected its equipment will be prevented. Such errors, even though relatively small, have a serious effect upon the operation of the theatre after it is once opened.

The modern motion picture theatre is an extremely specialized piece of work and its operation appears to the average person to be enshrouded with mystery and magical workings. The design of these theatres is entrusted ordinarily only to those architects who have specialized in this class of structure and who, by virtue of such experience, have learned how to combine a high degree of artistry with practicability. The capacities of even these architects are taxed to the utmost by the structural details of the theatre and outward appearance. For the more technical features which bear directly on the operation of the theatre reliance must be placed upon specialists in the employ of either the architect, the owners (where a large circuit is involved), or upon some outside consultant who, more frequently than not, is a manufacturer's representative.

Where the stage and its related equipment is concerned, experienced architects, for the most part, are quite capable of handling, within their own offices, the specifications and where detailed information on special apparatus is required the manufacturer is always ready to lend his assistance. Partly because of its relative newness, but principally due to its extremely specialized technical nature, the work of specifying projection room equipment is beyond the capabilities of the architect so that in this part of the theatre, at least, outside assistance is absolutely necessary.

This assistance is available in a number of directions if the architect will but avail himself of it. Practically all of the large theatre circuits have supervisors of projection, whose duty it is to plan for new installations aside from their regular duties which involve supervision of theatre projection rooms already in operation.

One large circuit, for example, which operates nationally; has gone so far as to form a standardization committee composed principally of district supervisors and it is the duty of this committee to adopt suitable standards which are applied to all theatres controlled by the circuit.

In such cases, the architect has nothing to do with the projection room except to take the recommendations and designs which are furnished to him and then incorporate them in the general design of the theatre.

EVEN in the case of individual theatres it is not at all uncommon for the owner to rely entirely upon one of his projectionists and charge him with the work of laying out the projection room and the selecting of the equipment. Here, too, the architect is relieved of the work.

This method—where a capable projectionist or supervisor of projection plans the installation—appears to be the most satisfactory one because the problems of the particular theatre are solved by men who are presumed to have expert knowledge of the work and who, later, will have to be responsible for its continued satisfactory operation.

Unfortunately, projectionist assistance is not always available to the architect for a number of reasons. It may be that the owner has no faith in any of his projectionists and feels that they are incapable of sound judgment. Or, like "the poet without honor in his own land" the owner may actually slight him, mistakenly thinking that he is incompetent.

Whatever the reason, the architect may well turn to the local supply dealer whose advice should be solicited even though the actual details of design and equipment are left in the hands of someone else.

Reliable supply dealers are well fitted for such service and it is customary for them to furnish complete specifications and technical advice bearing on all phases of projection and back stage work.

Under this arrangement, the architect is assured of a practical design and also that the theatre will be opened according to schedule and will then be kept open because the dealer is charged with responsibility of seeing to it that no failure of equipment will affect the theatre's operation.

Each dealer handles—or tries to handle—a distinctive line of equipment in order to place competition on something other than a purely price basis. It is the fond hope of every dealer to be able to offer quality equipment at a figure which compares favorably with more cheaply constructed or poorly designed apparatus. If he can do this he stands a good chance of equipping the theatre.

This will serve to prevent mistakes such as the one where an architect, at the dealer's suggestion, specified the use of half size projection lenses having a focal length of 4 inches, not knowing that the promised increase in screen illumination would be obtained through a great sacrifice in picture definition.

Incidents, such as this, are not frequent occurrences, yet when they do happen they serve only to create annoyance and lack of confidence in the person making the recommendation.

If such mistakes are not later corrected, they create more serious damage to the picture presentations and this, in turn, directly affects the success of the theatre.

The projection room and its equipment is of sufficient importance to warrant the architect's closest attention and he should make it a point to solicit reliable recommendations in order to avoid the mistakes which often remain incorrected, once they are made.

Exhibitor Raps Presentation in Ad for His Shows

There is no small competition between motion picture theatres in Kansas City which use stage presentations and those which offer their picture entertainment "straight."

Recently K. S. Duncan, owner of the Alamo, Roanoke and Broadmour theatres, suburban houses there, ran a newspaper advertisement in which he declared that good pictures do not need "presentation acts" to support them. The advertisement then proceeded to explain why it was possible for a theatre which did not have presentations to offer the public better pictures than those which spend large sums for stage effects and performers.

But in the meantime, both down town and suburban theatres which continue to offer stage presentations are attracting larger crowds than those which present "the whole show on the screen."



Loew's and United Artists Theater, Pittsburgh, Pa., equipped with C-H "Simplicity" Dimmers—the bank of which is shown below

Experienced showmen select C-H "Simplicity" Dimmers

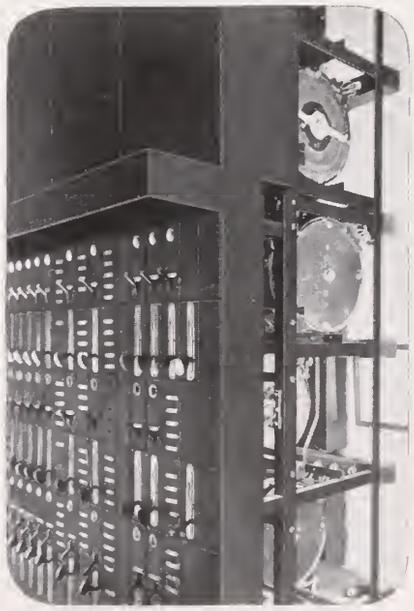
BEAUTY is demanded by movie goers everywhere, today. Hence experienced showmen invest millions in decorative art and insure the effectiveness of their investment by scientific lighting controlled with C-H "Simplicity" Dimmers.

Their experience has proved to them that the Cutler-Hammer name assures dependable dimmer performance—that velvet-smooth control, beautiful color blends, adaptability to both present and future requirements, low maintenance and operating expense can best be secured by specifying C-H "Simplicity" Dimmers.

Regardless of the seating capacity, decorative scheme, or location of your house, there are many advantages of C-H "Simplicity" Dimmers, all worthy of your serious consideration.



Discuss C-H Dimmers with your electrician or architect and write for "Illumination Control for the Modern Theater"—a booklet giving complete facts.



The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electrical Control Apparatus
1255 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER HAMMER

Perfect Illumination Control for the Modern Theater

Presentation's First Born, Song Slides, Now Bigger and Better than Ever

Favored as Feature to Show Off Theatre Organ and Soloists

AFTER several years of almost complete oblivion, that daddy of all picture theatre "presentation" features, the song slide, today finds itself in a position of such affluence that it is looked upon in the trade, and with good reason, as a "production."

The come-back of the song slide—and it is such a come-back as would insure immortality to any champion of the prize ring—has been due mainly to the fact that song slides are undoubtedly one of the best known devices for showing off the quality, resourcefulness and versatility of expensive theatre organs, as well as permitting the organist to display his talents and technique as a musician and a showman as well.

In the old days eight or ten slides in a set were all that were needed to create a wide appeal among the patrons of the movie shows—and, incidentally, figure effectively as a "plug" for some song. The slides of today are elaborate productions, specially written around ideas and cleverly illustrated. Their production today is in the hands of the music publishers, as it was in the beginning. But the music publishers, in order to get a hearing for their song through this medium, must make slides to serve a definite purpose for the theatre as a complement to the organ feature. Of course, a great deal of cleverness is brought into play in order to make the enterprise profitable for the song publisher by popularizing a melody. Popularizing a tune means sales of sheet music, and sales are the reason for the music publisher going to considerable expense to produce the modern type of quality slides for the picture theatres.

Probably the best evidence of the demand and appeal for present day slides is shown by the fact that a number of writers do nothing but write material for popular song slides, and other forms of organ demonstrations that have nothing to do with popular music. One example of this is a set of 57 slides called "The Soul of the Organ." This feature, if made up for a single organist, as it originally was, proved quite expensive. Given wide distribution with a great number of organists the cost is materially reduced. The price, however, runs about twenty-five dollars and organists throughout the conutry in no small number make the purchase, which is again evidence that slides and the organ complement one another. In this same field of slides are a long list of special community "sings" and material of similar type. All of which require expenditures on the part of the exhibitor or the organist. Again this justifies the song slide idea which come from popular music publishers today in high quality form and at no cost to the exhibitor or the organist.

A synopsis of the story and the illustration accompanying the introduction of a popular song in modern slides is given as an example:

It is entitled "The Honeymoon Special" (introducing "Starlight and Tulips"). Opening with the tune "Auld Lang Syne" the words of a specially written and appropriate parody are thrown on the screen. The illustration shows a "travel guide" with a megaphone, who announces that "This boat leaving for points North, South, East and West. First stop Ireland. All a-b-o-a-r-d." Evidently arriving in Ireland, "The Honeymoon Special," takes tune of "A Little Bit of Heaven," takes his tours quickly over the hills and lakes of that country. The travelers move on to France, Naples, India, Hawaii and back to the United States, all of this appearing, with special lyrics, reminiscent melodies and appropriate illustrations. This set of slides has thirty-one in its set and it is not until the eighteenth slide upon the return of "The Honeymoon Special" to the United States that the melody and words of "Starlight and Tulips" are thrown on the screen. Thus it can be readily seen that the publishers have gone to no little trouble in order to entertain the customers for the privilege of finally putting over the words and melody of a popular song.

A MAJORITY of the featured theatre organists, and the theatre owners who employ them, have found that slides make possible a closer relationship between the audience and the organist than can be effected by any other demonstration method. They feature the organist, feature the equipment, and do this while affording the patrons a form of entertainment which is peculiarly adapted to blend with the presentations offered in motion picture theatres.

The publishers value slides, of course, because they make possible the familiarizing of a song, or at least the chorus of a song, in one programming. The slides cost money to produce and the total amount invested in this enterprise runs into considerable amounts, because it is necessary to have several hundred sets available for the show houses of the country. Naturally it is necessary for each set to be used a number of times to justify these expenditures.

Many sets of slides are issued with two song versions, one for the organist running them strictly as a feature, and the other version for those that run "community sing" features.

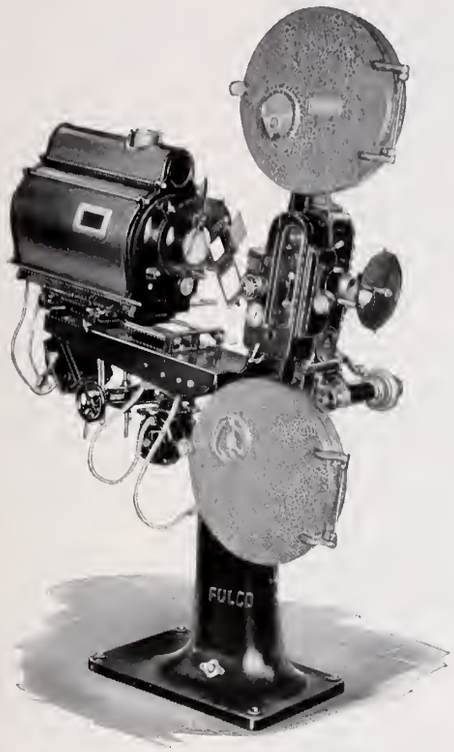
The greatly increased use of song slides indicates that all this exploitation is proving profitable from the standpoint of the theatre as well as the song publisher. A large majority of the leading organists use slides in some form. However, no ordinary slides or songs will be accepted by present day organists. The organist realizes that he is responsible for this part of the program. If it does not entertain, his is the fault—and a too frequent use of poor slides would injure his reputation as a successful organist and showman.

IT was said earlier in the article that small sets of slides were not acceptable to the organist. The exception to this can only be where the lyric and melody have an unusual or a unique appeal. An example of this is the new song, "Felix the Cat," which is also sent out in slide form. One of the most popular slide sets on "Felix" contains only ten slides, but due to the popularity of this character and the development of his capers in song form, the limited set is justified. This set often follows the Educational Film Exchanges, Inc., short subject on this character, so the short song version in slide form that can follow in the program is thoroughly appropriate.

The organist and the public are ever becoming more discriminating. For this reason what we think are elaborate type slides today may be obsolete in a season or two. Specially equipped writers are prone to make slides increasingly elaborate. Competition, too, among publishers evidently forces them to extend this division of their service. If one publisher gets out a new idea that proves entertaining, one may be sure that competitive publishers will either use the same idea slightly different in form, or go him one better.

A point that should not be overloked by exhibitors when considering the value of slides is the fact that music retailers, both talking machine record and sheet music merchants, are always ready to cooperate. If the theatre is running a timely popular song that has possibilities of creating sales, music stores in the vicinity will be glad to display the title pages of the number and use a placard in the window announcing: "John Jones, the super-organist at the Little Theatre, is featuring this popular hit all week."

This makes a good local tie-up, it advertises the theatre, the organist and the equipment, and in a measure is publicity of real value.



THE NEW FULCO PROJECTOR

WAS BUILT

TO ENDURE A LIFETIME

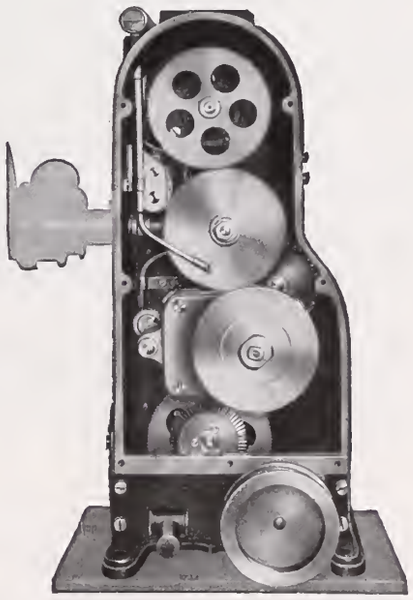
DURABILITY is not entirely a matter of quality of Materials and Workmanship. Something more is needed to conserve a precision mechanism which is largely composed of moving parts.

Not only is wear minimized, but smooth, quiet running is assured through the unique, automatic lubricating system which is one of the most conspicuous and valuable features of the FULCO PROJECTOR.

A compact rotary pump embodied within the mechanism case, maintains a constant flow of oil which literally drenches all working parts with lubricant.

Note the sight tube at top of mechanism which shows you how oil flow is maintained every moment machine is in action.

This is only one of the many fine features of the FULCO PROJECTOR. Let us tell you more about it and about our TIME PAYMENT proposition.



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MODERN THEATRE SEATING

Is your seating a real attraction?

Whether you make or mar the appearance of your theater interior depends a very great deal upon the seating. Today, people are more discerning, more critical and more responsive to beauty. Just ordinary seating won't do. Seating must harmonize with its surroundings.

Steel Furniture Company has long pioneered this new day development in seating. Steel knows theater seating requirements thoroughly and has to its credit many of the finest theater installations in the world. Steel seating is a real attraction—comfortable and enduring. Our expert planning service is at your disposal. We welcome an inquiry from you. Get the Steel catalog showing chairs of indescribable beauty at prices that denote real values.



STEEL FURNITURE CO.
GRAND RAPIDS, MICHIGAN

Can the Average Projectionist Become a Proficient Sound Film Operator?

(*Continued from Page* 101)

course, is done by a mask in the camera, which cuts off from the top and bottom of the frame a total space equal to that at the side.

Smith's invention is to be completely described and illustrated in Movietone literature which will be available to projectionists at theatres where this equipment is installed.

The trend in all improvements to these standard sound systems are mainly toward simplification. Many technicians believe that before long the storage A batteries will be replaced with equipment to use the light current for the purpose of lighting the tube filiments, and there are other changes expected which will make the operation of these systems even more simple than they are at present, and at present they are not by any means too intricate for complete understanding and mastery of their operation by the average intelligent projectionist.

Greater precision in adjustments and operating methods will be required of projectionists in the future, but exactitude in the upkeep and adjustment of his tools and precision in the use of them is elemental in the training and technic of the mechanic, so all first-rate projectionists will welcome the device that will spur them to greater precision, and the day when conditions will give them right to greater recognition as technicians. The very minute opening in the "light gate" of Movietone, Photophone and similar reproduction systems, requires great care. It must be kept scrupulously clean—at the Roxy they use a toothbrush and the highest grade of benzine obtainable for this purpose—otherwise there will be a lot of foreign and most disturbing sounds injected into the dialogue of talking scenes or the music of accompanying scores.

The patching of the "sound track" type of film, must be done with great care. The density caused by the overlapping of the film at the patch point, causes a sound which so far cannot be eliminated entirely. However, there is a method—all this is information that will be given the projectionist who is instructed by the operators who install systems—whereby this sound is greatly toned down. This is done by drawing a line from the inside edge of the sound track to the outside edge at an angle of about 45 degrees upward from the point of the patch above and downward below the patch. The space inside the lines—which form a pyramid tilted over on its side—is filled in with the same ink used to draw the lines. This mark has the effect of carrying the ray over the bump gradually as it were. So instead of a sharp metallic sound in the speaker there results a gradually increasing sound up to the peak and diminishing after—in other words is a crescendo and diminuendo which deceives the ear.

In the main it is simple tricks like these which will be added to the jobs of the projectionist when he operates sound film machines. An understanding of the principles involved, however, is necessary to efficient operation and here a larger order is cut out for the technician.

Joseph Santley Producing Publix Unit Shows

Joseph Santley, well known stage star and producer, will produce a series of unit shows for the Publix Theatres Corporation.

Santley's first production, "Babes on Broadway," will open in New Haven next week and two weeks following will be presented at the Paramount theatre, following which it will be routed over the Publix Circuit. Santley, who first occupied the spotlight as "kid star" of "melos," has been featured or starred in numerous Broadway musicals.



United Artists Theatre, Chicago, uses 2 BRANDTS

United Artists choose the BRANDT

because it is now so universally used in the better theatres that the theatre-going public recognizes the Brandt as the unmistakable sign of the utmost in service.

Press ONE KEY — Pays Right Change INSTANTLY

The ticket seller **presses-only-one-key** corresponding to the price of the ticket. **Instantly** the Brandt's automatic subtracting keyboard makes the correct change and delivers it direct to the patron.

The New THEATRE MODEL *Brandt Junior Automatic Cashier*

With the Subtracting Keyboard



Over 40,000 Users

Sold Direct to User not through dealers

Use the coupon

30 Days FREE Trial

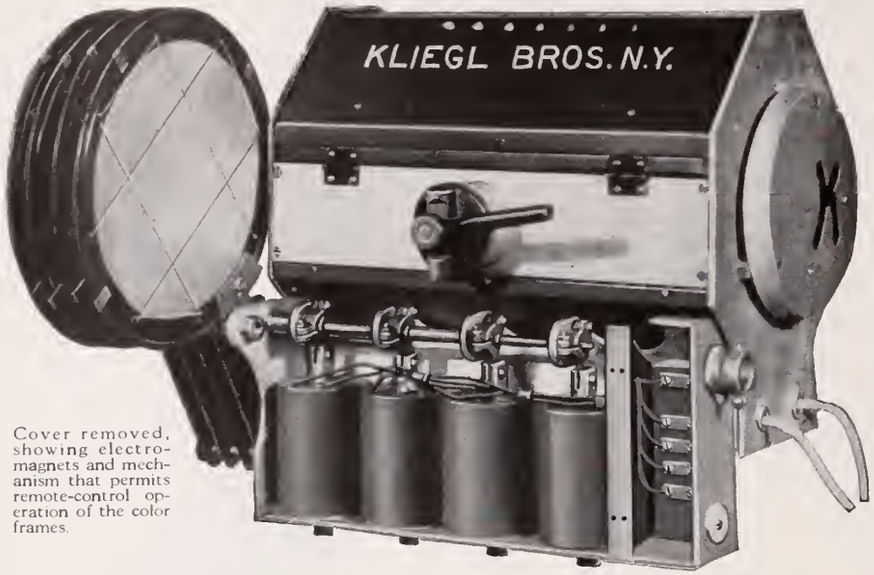
Brandt Automatic Cashier Co., Department C, Watertown, Wis.

Please place with us on Thirty Days' Free Trial your Brandt Automatic Cashier. It is, of course, understood that we can return it, as we accept the trial without obligation or expense. Please check whether used on ☐ right or ☐ left side of the Box Office.

Firm Name .....

Individual .....

City .....State.....



Cover removed, showing electro-magnets and mechanism that permits remote-control operation of the color frames.

ANNOUNCING A

GREAT IMPROVEMENT

A NEW SPOTLIGHT with electro-magnetic device for remote control of its color frames—permitting an endless variety of changing color effects—all controlled from a central point.

Never before has there been such a demand for color lighting—and never before has there been available a spotlight as flexible in its control, as boundless in its range of colors, as satisfactory in operation, as this new Kliegl Spotlight—that allows its entire service, including white lighting, color lighting, and dimming, all to be controlled from a distant point.



Kliegl Spotlight No. 72 with Electromagnetic Color-frame Control; for 1000-watt G40 or 2000-watt G48 Mazda lamp; with 6-inch lens, automatic color-frame control, four color frames, mirrored-glass reflector, and short pedestal stand.

Already in successful operation in several prominent newly-erected theatres (names on request), it promises to revolutionize present-day practice of color-lighting. One spotlight or a group of spotlights can be controlled with the utmost ease. Colors can be blended to produce most unusual effects. Fewer spotlights are needed—one group doing the same work that required several groups heretofore. More light can be obtained from any given number of spotlights. The spotlights can be located in the most inaccessible places—and yet be operated without the least difficulty from the switchboard or some other convenient location. They save time, trouble, and expense, give a greater and better service.

Write for an interesting folder, **Bulletin No. 3, which illustrates and describes the many advantages, uses, and special features of this new Kliegl Spotlight.**

KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

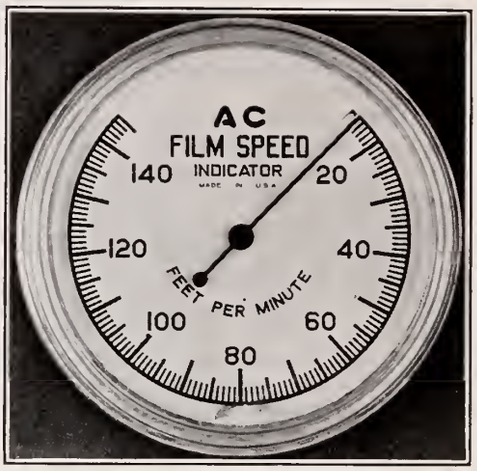
321 WEST 50th STREET

NEW YORK, N.Y.

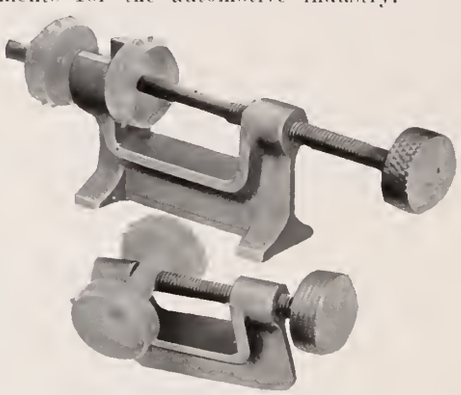
Auto Company Develops New Film Speed Indicator

A NEW precision film speed indicator, designed for installation on all motion picture projection machines has been developed by the AC Spark Plug Company of Flint, Michigan, a subsidiary of General Motors Corporation.

A film speed calculator is furnished with the speed indicator and enables the operator to determine, regardless of the length of the film, the correct speed to maintain for any desired performance schedule. The instrument indicates film speed in feet per minute, so performances can be held exactly to schedule time. It also enables the operator to precisely time feature films and accompanying musical scores.



The AC Spark Plug Company long has been engaged in making precision instruments for the automotive industry.



New tools for Simplex operators. Above, the tool for separating sprocket from shaft, and below the taper pin remover.

Tools Designed for Removing Taper Pins and Sprockets

RECENT additions to the line of Fulco specialties, of the E. E. Fulton Co., are two accessories of particular interest to operators and repairmen of Simplex projectors. These are small tools designed to facilitate the removal of taper pins from sprocket shafts and for separating the sprocket from the shaft, while affording protection against damage to the sprocket or shaft.

Both the taper pin remover and the sprocket remover are thumb screw devices especially designed to effectively accomplish their purpose speedily and without danger to the mechanism parts.

Cool, comfortable houses attract profitable summer patronage



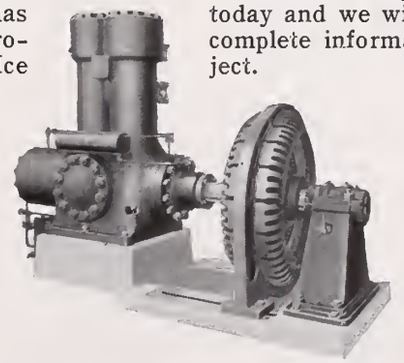
The Texan Theatre, Houston, Texas, is cooled by YORK equipment.

Air-conditioning no longer is merely a desirable thing. It is absolutely essential—as much so as heating, ventilating and lighting. The public demands comfort and it goes where comfort is offered.

Right now, movie fans are looking for an escape from heat. If your theatre is cool, they are seeking refuge there. Your box-office receipts tell the story.

The most efficient, dependable air-cooling and air-conditioning system that has been developed is produced by the YORK Ice Machinery Corporation—the largest concern in the world that devotes its efforts exclusively to the production of commercial and industrial refrigerating machinery. YORK air-cooling equipment is made in various types and sizes to meet the requirements of large and small theatres.

Why not talk this matter over with a YORK engineer? You probably will be surprised when you find how economical a YORK installation really is. Write to us today and we will gladly give you complete information on the subject.



YORK
ICE MACHINERY CORPORATION
YORK PENNA

Rochester Manager Makes Week-Run Bills Produce Better Show Each Day

THE famous Coué slogan "Every day in every way I'm getting better and better" is made to come true at the Rochester theatre, Rochester, N. Y., under a system of constant check upon performance and as well audience reaction to acts and motion picture presentations offered under the theatre's weekly change policy.

Those patrons who attend performances at the Rochester toward the latter part of the week have no conception of the radical changes which sometimes have taken place since the act or the film presentation made its bow at the opening day of the run.

The plan, which has been in effect at the Rochester for some time, and which naturally is showing results, was introduced there by Manager Thomas D. Soriero, who reviews the Rochester programs every Monday afternoon.

With the assistance of his secretary, the cast are subjected to a very careful check up, which includes time, ability, how the act is dressed, the nature and condition of drops and drapes and the props used, the calibre of the patter and comedy in the offering and what effect it has on the audience. All the weak spots are noted and recorded for immediate "bolstering up."

Following the Monday matinee the stage manager, property man, electrician, orchestra leader, organist, picture operator and assistant manager are called into a general round table conference regarding the first show. Suggestions are submitted and criticisms recorded. The acts that need bolstering are requested to make immediate corrections. Sometimes it is to "cut" time and in some cases to "add" time.

When stage equipment is below par or drops or hangings are torn or the worse for wear, the theatre drops and cyclorama are pressed into service to help put the act over in better style for Rochester patrons.

Acts are many times "switched" from No. 2 spot on the bill to No. 4 and vice versa, and in some cases members of one act are injected into another. All of which results in an entirely different show being presented Monday evening than that offered at the matinee performance.

The many changes result in a smooth-running, fast moving program and acts which suffer lack of applause at the "opening show" often carry off the applause honors when bolstered up or placed on a different spot on the bill.

It is sometimes necessary to "pep" up the picture program by adding a one or two reel feature to maintain "running time." A specially selected library of short features is maintained for this emergency.

Organists are called on to play up each feature with effects, etc.

Evident Everywhere—

THE VALLEN CENTIPEDE SERVICE!



"The Centipede has a leg for every Joint: Vallen offers Service from every Angle"

Real Service and Guarantee--
What do these mean to you?
Are they worth anything?

The complete success and increasing demand for

VALLEN NOISELESS CURTAIN CONTROLS
and NOISELESS ALL-STEEL TRACKS

emphatically substantiate "Yes" as the only answer!

VALLEN ELECTRICAL COMPANY

Have you received your "Quiet Book?" It's Different.

VALLEN REMOTE ELECTRIC CURTAIN CONTROL EQUIPMENT

225 Bluff St.
Akron, Ohio
U. S. A.

New Stage Lighting System Replaces Flood With Spots

(*Continued from page* 106)

type of lighting, in which each lamp is placed in a spotlight hood with reflector and condensing lense, in front of which is operated a color change of as many four colors in each spot. The lamps are equipped for use as a spot or flood light.

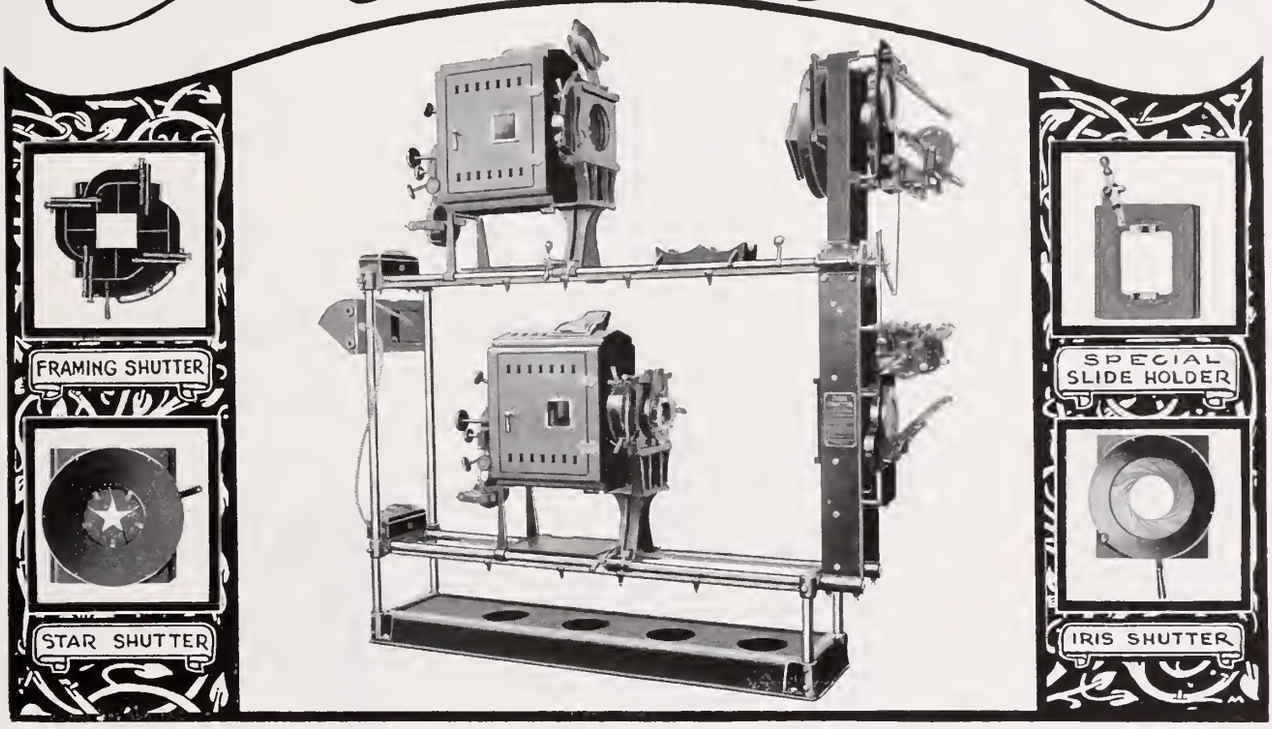
The spotlights used are the same as the Kleigl Mazda-type spotlight described in detail in this department of The Showman for June, except that they are mounted to operate in the vertical instead of the horizontal position.

A comparison of the present general method with the new "Kliegl-Stoll" system of stage lighting as set forth in the following shows some of the advantages gained through the use of the remote-control spotlight in place of the floodlight.

As compared with the present system using a 40 ft. x 14 in. border light with 500 watt lamps on 14 in. centers, there are, in 3 color systems, 11 units each; and in 4 colors, 8 units of each color in the border; as compared to 20 units with 10 color combinations accommodated in the same space. with the new system. The total wattage requirements of the former would be 16,500

(*Continued on page* 120)

New Entertainment Values *with the* Master BRENOGRAPH



Projects Everything But The Picture

The Master Brenograph is the latest Brenkert creation for pepping up those lagging motion picture programs. It is an absolutely new device in the form of an universal effect projector which gives to the exhibitor unlimited opportunities for dressing up his program in an entirely original fashion.

Something radically new — yet tried and tested, day after day, for a period of months in Detroit's largest and most beautiful theatre to the intense delight of the theatre's owner and its patrons. An instantaneous success, the Master Brenograph opens up a wealth of entertainment to all theatres, regardless of size. Special literature, completely illustrating and describing this ace of all projectors, may be had by filling in and mailing the coupon below.

Brenkert

BRENKERT LIGHT PROJECTION CO.
ST. AUBIN AT E. GRAND BLVD.
DETROIT, MICHIGAN



Write for the Brenkert Catalog —it's FREE

COUPON

Brenkert Light Projection Co.,
St. Aubin & East Grand Blvd.,
Detroit, Mich.

Kindly send information on the Master F-7 ☐ and send the Brenkert Catalog of complete line ☐.

Name .....

Address .....

YOU CAN FORGET IT!

Your Gold Seal needs no attention. Lubrication is sealed in—to last a lifetime. Every part is so sturdily built that it won't wear out. Automatically keeps itself in adjustment. The millionth ticket will cut just as true as the first one.

GOLD SEAL

Ticket Registers and "Tickets That Fit"

It's downright mechanical superiority that has caused the shrewdest buyers in the country to choose the Gold Seal as standard equipment for their box-offices. Rust-proof steel . . . bronze bushings on all driving shafts . . . case-hardened surfaces where the wear comes . . . cast aluminum ticket wheel . . . master lock . . . only one driving mechanism for any number of units . . . sealed-in lubrication. You won't find these features on any ticket register made—except the Gold Seal. When you buy, get the best! Specify Gold Seal.

Our Reserved Seat Ticket Plants in Boston and New York Can Save You Money. Get Our Estimates.

GOLD SEAL — USED WHEREVER AUTOMATIC TICKETS ARE SOLD — AUTOMATIC SYSTEM — THE MARK OF PERFECTION

AUTOMATIC Ticket Register Corporation

723 Seventh Ave., New York

Independent Printers of Quality Tickets for Every Purpose.

New Stage Lighting System Replaces Flood With Spots

(*Continued from page* 118)

watts, as against 10,000 watts for the new type. The dimmer requirements for the old system, in the size of border specified, would be 5—3000, 1—1500, as compared with 3—3000, 1—1000, for the new. Only 3 color combinations are possible with the old system, as against 10 combinations obtainable with the new. 33—500 watt lamps are required for the old, and 20—500 watt lamps for the new. The increased illumination amounts to 250 per cent more light of any given color using the same wattage lamp for the new over the present system.

In addition to these points the new style of lighting with remote control spots effects a saving on dimmers, stage space and switchboard construction costs. Greater flexibility is obtained in the control of the light since each lamp is so mounted that a beam of light can be directed to any part of the stage.

New Type Shutter Feature of Motiograph Projector

(*Continued from page* 108)

A built-in observation glass in the top of the new type shutter housing allows full observation of the light spot at the cooling plate as well as afforded opportunity to observe the operation of the shutter itself.

An innovation in the dowser construction is that this is no longer assembled on the lamphouse or cone but is built in as a part of the new shutter housing. It operates on a new principle and is more accessible than the old type dowser assembled on the lamphouse cone. Two operating handles are provided so that the dowser may be conveniently operated from either side of the projector.

In the mechanism itself many improvements have been made. By a new method of manufacture, a number of the gears which were formerly made of two piece construction are now made in single or unit construction. This type construction adds greater strength to the gear and affords more free-running mechanisms.

The new type Rapid Tilting Device which is a recent development to permit rapid tilting of the projector and which is provided with limit stops for predetermining the angle at either the up or down position is included in the New Model H.

The Proper Control of Light On Your Screen

Picture films vary as well as current conditions. Your projectionist can adjust his arc current to always give you a clear, bright picture if you equip with PERFECTION. Current saving also is a result of PERFECTION equipment, for he need not use full current till the actual projection is started.

PERFECTION RHEOSTATS RHEOSTATS

FOR PERFECT PROJECTION USE REMOTE CONTROL RHEOSTATS

USED BY ALL THE LEADING THEATRES THROUGHOUT THE COUNTRY

Sold by Your Theatre Supply Dealers

HOFFMANN & SOONS

Mfg. Division

387 First Avenue New York City

Contracting Electrical Engineers—Moving Picture Theatre Electrical Specialists

Standard **VAUDEVILLE** *for* **Motion Picture Presentation**

THE FALLY MARKUS AGENCY

Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

RADIO-MAT PATENTED

TALK from your screen WITH your quickly TYPEWRITTEN MESSAGES.

WHITE, AMBER or GREEN.

Accept no substitute.

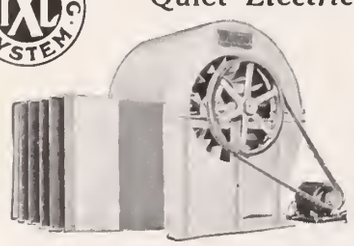
RADIO-MAT SLIDE CO. NEW YORK

IS THE STATIONERY OF THE SCREEN

Lakeside

VENTILATING IXL SYSTEM

Quiet *Electric Ventilator*



Good ventilation makes business good. Ventilators for all your fresh air requirements. Write for catalog.

LAKESIDE COMPANY

225 Main St. Hermansville, Mich.

Be Sure to Pick the Right Carbon

ELECTRA

CARBONS

Are Always Right

HUGO REISINGER

11 BROADWAY NEW YORK

For more than ten years

the (FA) Major System has been Supreme

Theatre history has been made since the first (FA) Major System was installed ten years ago. The Roll Call of Theatres equipped would be the Blue Book of the country—and the general directory also, for the

MAJOR FA SYSTEM TRADE MARK

has not only been installed in the finest but in the greatest number of well as more than any other type.

Send for details and estimates

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

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Stand of Iron filled with Artificial Flowers, drooping vines and Natural Prepared Ferns.



Kentia Plant and pot with removable leaves from 4 to 8 feet high.

Write for

Illustrated Catalogue No. 7

in Colors of Artificial Flowers, Plants, Vines, Trees, etc.

Mailed Free on Request

FRANK NETSCHERT, Inc.

61 Barclay St. New York, N. Y.



Now, of all times, you need TAM, the service that gives you snappy borders, slugs, ideas in mat form. Peppy ads will fill those empty seats. The illustration with which this ad was made is one of several hundred mats in our July issue—ready now!

Individual—characteristic in its ideas and style—TAM is an absolute aid for all real live showmen. The endorsements by the nation's foremost exhibitors are graphic tributes.

THEATRE AD MAT SERVICE

General Offices and Studios
PENN THEATRE BUILDING
UNIONTOWN, PA.



Is this burglar spending your money?

He has made another successful raid upon a moving picture theatre. The money he is spending upon Wine, Women and Automobiles belongs to the owner of a theatre in a town a hundred miles away.
Will he be spending your money next week? Not if you install a York Burglary Chest.



YORK SAFE and LOCK COMPANY
York, Pa.

A Change of Color

makes signs seem new

A theatre manager writes: "Reco Color Hoods have brighened up my sign so you wouldn't know it."

Reco Color Hoods

map over clear lamps of standard sizes and provide rich color that won't fade or wash out—it is in the glass. Cheaper than dipped bulbs and far more satisfactory.

Write for Bulletin 75.

REYNOLDS ELECTRIC COMPANY



We also make Motors, Flashers, Traffic Controls, Signboard Reflectors, Food Mixers, Vegetable Peelers, etc.

REYNOLDS ELECTRIC COMPANY
W. Congress St., Chicago, Ills.

STOCK PROGRAMS
PROGRAM COVERS
For
Moving Picture Houses
Joseph Hoover & Sons Company
Market and 49th Sts., Philadelphia, Pa.

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INFORMATION REQUEST BLANK

Showman Service Bureau
Motion Picture News
729 Seventh Ave.
New York City

Please obtain for me without obligation additional information in connection with the advertisements or articles appearing in the July issue of The Showman.

.....

.....

(insert above name of advertiser or title of article)

Name.....

Theatre .....

Street.....

City & State.....

UNIFORMS FOR HOUSE ATTACHES **COSTUMES** FOR STAGE PRESENTATIONS **BROOKS** 1437 B'way N. Y. City

for
Summer Use *too!*

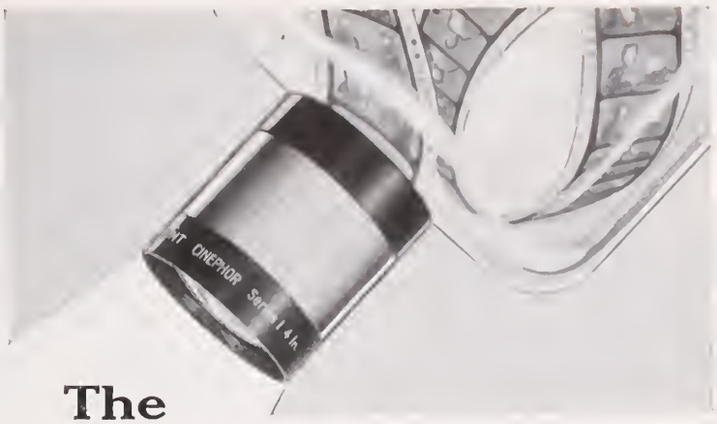
EVENHEETERS

EVENHEETERS are not exclusively for wintertime alone, dampness of summer rains and dewy, foggy summer nights make them a necessity in summer time too. For dampness plays havoc with the delicate organ parts much as coldness does.



MR. ARCHITECT, as a protective measure Evenheeters should be specified in every organ chamber you plan. Not only will they prove of value in winter but in summer too, and in the long run you will find that this measure of protection has decreased organ maintenance expense and lengthened organ life to a marked extent.

CRAMBLET ENG. CORP.
286-288 Milwaukee St. Milwaukee, Wis.



The Neck of the Bottle

Consider for a moment the bottle, gentlemen. It may contain soothing syrup for the baby—or his old man; drugs that may save a life; the concentrated essence of nectar—or what have you. But so long as they are bottled, are they of use to anyone? Not any. The neck of the bottle must do its stuff before anyone can benefit by the contents.

Moving pictures are bottled goods in a way. The artist, scenarios, directors, cameras, studios—the whole producing industry—is bottled up in a roll of film which doesn't mean a thing to the dollar spenders. All of this work and equipment and artistry must trickle out through the projection lens to be made available to the ultimate consumer.

The projection lens is the neck of the motion picture bottle. How well the pictures come through the lens, determines largely how well the dollars come through the box office.

The lens is a poor place to economize. It is a small item and will pour a lot of pictures in a life time. It would seem to be the best part of wisdom to get the BEST POSSIBLE LENS.

Right there you are paging the Cinephor. "AS good as a Cinephor" is the way they all try to express the superlative qualities of their products. Try one out and you will know why.

Bausch & Lomb Optical Co.
653 St. Paul St. Rochester, N. Y.

National Theater Supply Company
Distributors



People want cool comfort—

—in hot weather. Are you going to meet this demand?

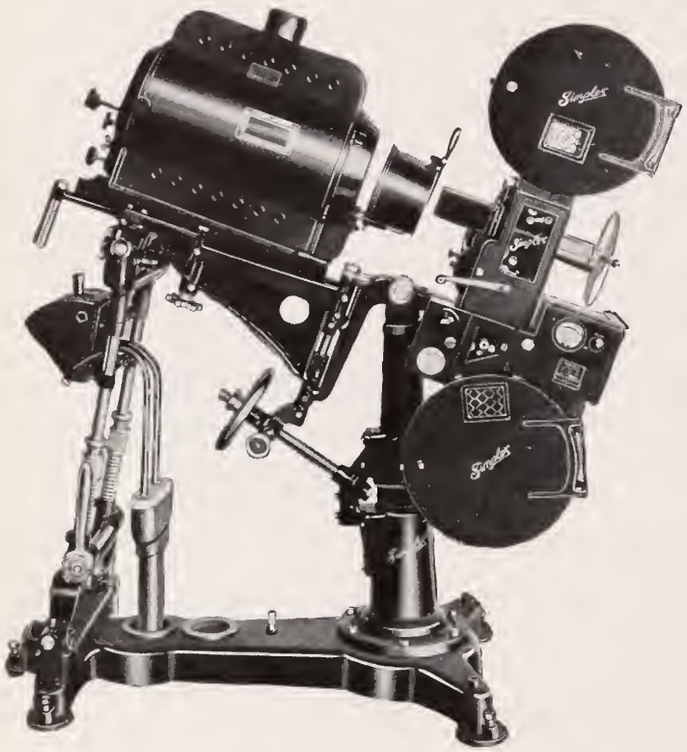
Proper air conditions in the modern theatre are just as essential as the excellence of its entertainment.

Write for Booklet N-2

Typhoon Fan Company
345 West 39th Street, New York
OFFICES IN PRINCIPAL CITIES

MOVIETONE EQUIPPED MEANS SIMPLEX EQUIPPED

IN AMERICA'S LEADING THEATRES



Rock-Steady Projection Demanded for Sound Pictures

HAS NECESSITATED INSTALLATION
OF
SIMPLEX PROJECTORS
IN THE
STRAND THEATRE, NEW YORK
WHICH NOW MAKES
BROADWAY ONE HUNDRED PERCENT

Simplex

INTERNATIONAL PROJECTOR CORPORATION
90 GOLD STREET, NEW YORK

Inside Slants on the Industry

PICTURES AND PEOPLE

The Mirrors of Filmdom

"Lights of New York"

THIS is the first all-talking picture, the trail-blazer along the road of dialogue films. As such it cannot fail to be a box-office success. The novelty alone would put it over in theatres which are sound-equipped. Fortunate is the exhibitor who is ready for it.

The Warners have again demonstrated their right to the title of sound picture pioneers.

Everybody knows that the box-office is in need of, and demands, novelty as a tonic. Well, here it is—novelty plus.

* * * *

SO much for the box-office angle. We put it first, because it is first in importance to the exhibitor.

There is, however, another side to the story. The remarks which follow are not directed to the exhibitor, but in an effort to be constructive, to those who are making and will make dialogue films of whaever nature and description.

Some of the New York critics complain because the talk in this picture doesn't measure up to their idea of diction. In other words, that it doesn't compare favorably with reading of lines on the legitimate stage.

This does not strike us as a fair comparison. The stage is hundreds of years old; the talking screen only a matter of months. The complete technique is still to be worked out, but, of course, it will be. "Lights of New York" is of, for and by dialogue. Therefore, almost all of the typical movement and action that belong to the motion picture, and which the stage cannot reach, is lost.

The narrowing of screen action as we pointed out recently, is the first fruit of the talkie. This does not hurt the novelty now—but it would be best not to linger too long in a compressed area. Or else, to put into dialogue only those pictures in which the talk itself carries the action, naturally, and without need of a big pictorial canvas or scenic backgrounds.

"Lights of New York" shows that progress is being made with the talkie. There are touches in this film, such as the modulation of sound in close-up as contrasted with long-shot or medium-shot that excite the same interest aroused by the first production improvements in the silent movie. Remember how the close-up and the cut-back were hailed, when Griffith first used them?

So it is, and will be, with talking pictures. "Lights of New York," made as a novelty, will score as a novelty. Its crudeness, where it exists, is simply the crudeness of pioneer work.

E. V. RICHARDS sends us details of an interesting Saenger activity which shows the progressiveness of this theatre organization. The first of the year Mr. Richards organized the "Saenger Thrift Club" among the employees of the company's general offices and the New Orleans houses.

The first dividend of 5.34 per cent has been declared, and the report shows 105 savings accounts totaling $5,921.40, with profits made from operation as $448.53.

There were 157 loans totaling $10,385, and 87 petty cash loans totaling $586. Besides this, the Club purchased $6,000 worth of bonds, par value, and $400 worth of Saenger Theatre, Inc., preferred stock. There was a total saved of $7,373, of which $5,921.40 was allowed to remain on deposit.

* * * *

THE report continues: "We feel that we have fully accomplished the three-fold object of the Thrift Club. It has given the members a practical method of saving, to which the above balances testify how the members have availed themselves of it. It has afforded no small amount of instruction, if the hundreds of questions indicate anything. We are always glad to explain the operation of the Club, the investment in securities, and any kindred subject, to the best of our knowledge, or get more professional information on any question we cannot fully explain. And finally, we have accorded credit accommodation to the members from every department and theatre, and from the smallest salaried to the highest to cover their needs. This has been given without undue delay or embarrassment. We have financed three funerals, two births, several major illnesses, bought over a dozen members out of the hands of the loan sharks, bought scads of new clothes, besides tiding the members over many a tight place."

* * * *

REPORTS in English trade papers quoting John Maxwell, head of British International, as saying that he had arranged while in America recently for interchanging players with four big American concerns, have now been denied by Mr. Maxwell himself. A report also said that Mr. Maxwell was negotiating distribution deals with the four American concerns.

"British International have made no effort to secure alliances of the kind referred to," Mr. Maxwell said in his denial. "We have made no foreign alliance. Whilst we welcome foreign assistance, if it comes and when it comes, we do not court it."

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Lois Wilson, accomplished on both stage and screen, is one of the Columbia Pictures stars



A comedian and a comedienne at play. Charles Spencer Chaplin, United Artists' stella luminary, and Bebe Daniels, Paramount's vivacious star, are indulging in a game of Ping Pong at Bebe's beach home the other day



Lovely Billie Dove has just finished "The Night Watch" for First National



Dolores Costello and George O'Brien are the screen lovers in "Noah's Ark," the Warner Bros. special now in production under the direction of Michael Curtiz



At a far-off corner of the world, in Singapore to be exact, Joe Fisher, general manager, and Miss Fisher, his assistant, carry on with the work of First National Pictures (East)



King Vidor and Eleanor Boardman, M-G-M director and star respectively, were one couple who thoroughly recorded the sights on their recent trip abroad by means of a home-movie camera



A case of having too many doubles. George K. Arthur, the actor, receives negligent attention from G. K. Arthur, the waiter, while the cook, the final G. K. Arthur, records his objections to the order



Reed Howes, athlete and star, in his latest portrait. He is now working in the "Russ Farrell Aviator Group" for Educational



Beautiful Jacqueline Logan is enhancing the value of "The Cop" and "The Spieler," Pathe Pictures on the new program

Interchangeability Issue Again

Question Uppermost in Exhibitors' Mind Regarding Sound Devices Appears Further From Solution Than Ever

THE question of interchangeability of film in sound reproducing devices is uppermost in the minds of most exhibitors, but it seems to get further and further from solution. Up to the present RCA has insisted that the sound reproducing machines were standardized insofar as Photophone and Movietone were concerned and that there could not be any trouble for the exhibitor who interchanged film. Western Electric, sponsoring Movietone, has maintained that they did not know there was other equipment in the field than their own and therefore were not in a position to say anything regarding standardized equipment or interchangeability of film.

The showing of "The King of Kings" at the Rivoli theatre in New York quite evidently has opened up a new angle. This synchronization of "The King of Kings" was done by the Photophone process. It is reproduced at the Rivoli through Movietone equipment. The result is satisfactory. To one who has heard it on either device no fault could be found with the amplification. The synchronization is good. It proves conclusively that film is interchangeable in the two machines.

But there was some confusion before the opening of "The King of Kings." Just what that confusion was seems still to be somewhat a mystery. It is said, however, that Western Electric objected to additional equipment being used on its sound reproducing device. It is necessary to install a separate small aperture plate to the Movietone machine, it seems, to properly project Photophone sound. The adjustment of this plate, according to Photophone is no trick for any operator, and requires not more than a few seconds of time.

Questioned again as to the interchangeability of film in the two machines, following the showing of "The King of Kings," an official of the Western Electrical Company said that he had no statement to make in regard to the matter. Questioned again as to the legality of adding equipment to the Western Electric sound reproducing device to project film of another company, he said he did not care to discuss that subject, nor did he care to disclose the terms of the agreement on that question existing between his company and the exhibitor.

Similar questioning at the headquarters of RCA Photophone brought similar results, or lack of them. Photophone still insists that film is interchangeable. Asked as to the legality of placing additional equipment on the Movietone device for the reproduction of Photophone sound, the latter company declares that extensive changes would probably not be objected to; if, however, there was objection, there were new methods being devised that would prove entirely satisfactory in the interchangeability of film.

An official of the Photophone company was asked regarding the theatrical halting of "The King of Kings," showing at the Rivoli, and he scoffed at the idea that any serious trouble had threatened.

"Why, that didn't amount to anything," he said. "When we explained to them that the addition of the aperture plate was the only change necessary they readily agreed to go on with the showing."

At the same time, Electrical Research Products, manufacturers of the Western Electric system, in allowing the necessary adjustments, declared they were permitted at the request of the officers of the Radio Corporation, and that this by no means was to be taken as a precedent as to the future

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Steffes Threatens to Block Arbitration

IF the Minneapolis Joint Board of Arbitration endeavors to enforce the decisions reached at its last meeting and these decisions involve members of the Northwest Theatre Owners Association who do not want their cases arbitrated, an injunction against the arbitration board is threatened by W. A. Steffes, head of the Northwest theatre owners.

Defending his members who do not wish arbitration, Mr. Steffes said: "If the exhibitor were present at the meeting and allowed his case to be arbitrated we are powerless. The association will not, under any circumstances, seek to have any decisions set aside which were made against nonmembers. As I have said before, dues-paying members are the only persons deserving protection by the association and my time, which is being paid for by the association, will be devoted to the interests of members only."

Gov't Aid in European Tangle

Majority at Geneva Against Legislation Affecting International Trade; France May Revert to Drastic Regulations

THE United States Government, through Hugh R. Wilson, American Minister at Berne, Switzerland, and a representative of the State Department at the League of Nations conference for Abolition of Import and Export Prohibitions, will attempt to bring about a settlement of the French quota situation by arbitration, according to a recent report. If this plan is carried through, it will be the first endeavor of the American Government, in an official manner, to render aid to the industry in Europe.

A later report in the New York Times states that France may again go back to its original drastic regulations in regard to American product. This is in face of a statement made at the Geneva conference by M. Serruys, French representative.

The present Geneva meetings follow a series of conferences first started in May, 1927, and taken up in November of the same year when further advance of the idea was accomplished. Since the November conference the matter has made its headway in committee. An international agreement which will do away with quotas and other artificial trade is the goal sought after.

Twenty-three nations, through representatives, made it known in the earlier meetings that they were against legislation which would restrict international trade. Included among these countries were all those where quota laws against films exist at present. Since these meetings the number has been increased by four. It includes:

The United Kingdom, Germany, Austria, Belgium, France, Bulgaria, Canada, Chile, China, Columbia, Abyssinia, Denmark, India, Hungary, Cuba, Finland, Irish Free State, Batavia, Japan, Italy, Portugal, Netherlands, Poland, Servia, Roumania, Siam, Switzerland, Sweden, Turkey Czechoslovakia, Greece, Luxembourg and the United States.

Without the signature of the American Government, as a party, there can be no agreement reached, so this country's attitude in the matter is looked for to carry much weight.

$1,325,254 M-G-M's Net Profit for Quarter

METRO-GOLDWYN-MAYER's net profit for the 3-month period ended June 3 last amounted to $1,325,254, the quarterly statement shows. Gross profit for the period was $2,663,441, a net balance of $1,157,446 remaining after operating expenses of $1,505,995 had been deducted. Miscellaneous income came to $167,608.

The net profit of $1,325,254 for the last quarter compares with the $1,136,490 of the corresponding period of 1927.

Radio Picture Broadcast

C.F. Jenkins, Inventor, Plans Tri-Weekly Programs from Washington; Silhouettes Will Be Initial Presentations

WHAT may very well be the first regular service of radio picture broadcasting to be attempted in the United States will shortly be inaugurated in Washington, D. C., when the plans of C. Francis Jenkins, inventor, to broadcast on Monday, Wednesday and Friday nights materialize.

Mr. Jenkins will employ a wavelength of 6,420 kilocycles, or 46.72 meters, under the station call letters of 3XK. His first efforts will be purely experimental and will be received chiefly by amateurs and investigators, but if a sufficiently large number of persons install radio picture reception devices pictures will be broadcast

In these experimental broadcasts silhouettes will be sent. According to Jenkins he has discovered that stories in silhouette are "as entertaining as movie cartoons in the theatre, plus, also, the appeal of the mystery of movies by radio."

After the simpler forms of picture broadcasts have been achieved, Mr. Jenkins intends to send out over the air half-tones and, later, a picture story. An announcement in code will precede each picture and each picture story will be concluded with the word "end." The pictures will be broadcoast on a basis of 48 lines per picture and 15 pictures per second. American and Canadian amateurs receiving radio picture broadcasts and becoming interested in the principles involved will assist materially in the development of this latest scientific achievement, Mr. Jenkins believes.

An indication of the vogue that the radioing of pictures is gaining is in the recent granting of a permit by the Federal Radio Commission to Harold E. Smith to erect a television station on Mount Beacon, N. Y.

Loew in Deal with "U"

Will Acquire Capitol, Universal Atlanta House, Is Report; "U" Expanding in Wis., Mich., Says Executive

THE Loew circuit will take over Universal's Capitol Theatre in Atlanta, according to reports now circulating throughout the southern key city. By the terms of the deal, said to be practically set, Loew will acquire an interest and operation of the Capitol and will close its own house, the Grand.

Reports from Racine, Wisconsin, crediting Universal with intending to sell the Venetian Theatre there, have been denied by Isaac Weinberg, of Universal Theatres, as untrue. "Instead of selling any of our holdings," said Mr. Weinberg, "we have an expansion program calling for three new theatres in Wisconsin and three more in Michigan." Jack Gross has been installed as manager of the Venetian, succeeding Arthur Friedman.

In reference to the impending Loew-Universal deal in Atlanta, it is said that the present Loew house, the Grand, no longer fulfills the requirements of its owners. The theatre is an old one held by Loew under a long-term lease. It is presumed that the present theatre situation in Atlanta is adequate enough to fill the theatre going public's needs. With this in view Loew does not have to supplant the Grand with a new house, it is said, but can secure all the representation it needs in the Capitol. With both Loew and Universal partners in the theatre, neither of them will be forced to sacrifice their first run outlets.

Meeting to Revive Exhibitor Unit Called Off by Northwest Association

THE plan of W. A. Steffes, president of the Northwest Exhibitors Association, to hold a convention July 10-12 for the purpose of reviving the Allied States Association as the foundation of a new national exhibitor unit has been called off. According to Frank J. Rembusch, secretary of the exhibitor group, reservations poured in in such unexpected numbers that the lake steamer on which the convention was to have been held could not offer the necessary accommodations. It had been planned to stage a simultaneous gathering of the Northwest unit and leaders from other states.

Several members of the unaffiliated exhibitor unit are insisting, Mr. Rembusch says, that the proposed meeting be held as they vividly recall an agreement made at the Trade Practice Conference of last October that a further conference would be held this coming October. "They are insisting that this meeting be held and that the Federal Trade Commission again be represented in an endeavor to cause fair trade practices to be instituted in the industry, as was promised and as must eventually come about," declared Mr. Rembusch.

In and Out of Town

BEN BLUMENTHAL, president of Export and Import Film Corporation, sailed on the S.S. Ile de France on June 30th for a vacation and also to attend to his theatrical interests on the continent. He will be gone during the entire summer.

JOHN MONK SAUNDERS and his bride, Fay Wray, left New York last Saturday night to return to the Paramount studios in Hollywood. They were accompanied by Jesse L. Lasky, first vice-president of Paramount, who returned recently from a trip abroad. Miss Wray will have a part in her husband's "Dirigible."

MATTY RADIN, Gotham's eastern sales manager, has left for a two-weeks' trip through New England and environs. He will visit all Gotham exchanges in that territory.

DAVE BADER, in charge of Universal's ad sales, is now on his vacation, having left New York for Buffalo from which city he sailed by steamer to Chicago. He will go to Wisconsin for his fishing and will be gone two weeks altogether.

WILLIAM WELLMAN, Paramount director, is back in Hollywood, after his first vacation in the east in ten years. He will handle "Dirigible."

KING VIDOR and Eleanor Boardman left New York City for California last week. They but recently returned from a trip abroad.

W. E. CALLAWAY, southern sales manager for First National, is back again at his desk in the home office after a ten-days' trip during which time he visited the exchanges in Cincinnati, Cleveland and Pittsburgh.

KATHLEEN KAY, a principal of "The Family Picnic," the Movietone comedy, arrived this week in New York for a vacation. Originally she had intended to go to Europe, but work in Movietone subjects has compelled her to forego a vacation on the continent this summer.

JEAN DARNELL, general exploitation chief of the Capitol Theatre, Dallas, has just arrived in New York for her annual vacation. Years ago she was one of the stars of the old Thanhouser company, an unfortunate accident terminating her career. However, she has been grooming her neice, Margery Young, to enter pictures.

E. W. HAMMONS, president of Educational, sailed for New York from England, July 12, after a months' visit abroad.

"Sportlight" and 6 Pathe Shorts for July 22

"Bunker Battlers," a Grantland Rice "Sportlight," is the foremost short subject among the group of seven scheduled for release by Pathe the week of July 22. The others include "The Devil's Cauldron," eighth chapter of "The Yellow Cameo"; "The Early Bird," a new Aesop Fable cartoon; Pathe Review No. 30; Topics of the Day No. 30; and issues Nos. 62 and 63 of the Pathe newsreel.

In the Review numbers are: "Leading Volcano Now Ready to Retire"; "Gale of Girls Blows Through Snug Harbor"; "Hit the Deck"; "Here's Charlie Voight" and "Old Sumatra—the Big Baboon College."

5 New Film Companies Incorporate at Albany

The motion picture business continues to attract in the way of companies incorporating in its various branches, the past week revealing the incorporation of several companies at Albany in New York state. These companies included Concordia Sound Film Corporation of America, capitalization not specified; Jerome G. Rosenhaus, Samuel M. Reis, Samuel Null, New York City; Gold Hawk Pictures, Inc., capitalization not stated; Louis Goldstein, Joseph Rinderman, Charles W. Jawitz, New York City; Amsterdam Consolidated Corporation, J. H. Walters, Leslie E. Thompson, A. J. Van Buren, New York City; Newton Amusement Corporation, Elmira, $100,000; Henry and Frederick Schweppe, William P. Rodgers, Elmira; Wolf Lane Theatre Corp., $10,000; Jacques and Sol Buitenkant, Herman B. Oberman, New York City.

FBO Studio Filming 4 Feature Pictures

Four feature films are in the course of production at the FBO Studio as June is ushered in. These include "Gang War," "Taxi 13," "Dog Law" and "Orphan of the Sage."

"Gang War,' based on an original by James Ashmore Creelman, is one of the six specials on the FBO schedule. This story of the Chinatown of San Francisco is now in work under the direction of Bert Glennon. Olive Borden and Jack Borden head a cast which also includes Eddie Gribbon, Walter Long and Frank Chow.

"Taxi 13" has been almost completed by Marshal Neilan, who directs 11 children in this production. Jerome Storm is rapidly coming along with the Ranger vehicle, "Dog Law." "Orphan of the Sage," the second Buzz Barton vehicle on the 1928-29 schedule. is now in work at the studio under the direction of Louis King. Supporting the 13-year old western star are Tom and Bill Patton.

Joseph Schildkraut Gets Role of Ravenal

For the role of Gaylord Ravenal, one of the foremost characters in the Edna Ferber novel, "The Show Boat," Universal has signed Joseph Schildkraut. The casting for the part ends a search of three months for a player who will satisfactorily fill the role's requirements. Incidentally, Universal has signed Schildkraut for a period of five years.

As the synchronization of sound will play an important part in the production of "The Show Boat," Schildkraut, an actor of considerable stage experience, has been favorably regarded by Carl Laemmle for the part from the first. An actress with a good singing and a speaking voice will be selected for the character of Magnolia.

Nita Naldi in Paramount French Production

Nita Naldi, a veteran actress of screen roles, has been cast for an important part in "The Model of Montmarte," a picture to be made in Paris by Leonce Perret and distributed by Paramount. It will have as its star Ivan Petrovitch. Louise La Grange will play the title role.

Mayor Walker's Charges of Political Bias Denied in Industry

CHARGES that, according to his information, the picture industry "had been delivered into the camp of one of the major political parties," were made by Mayor Walker of New York in an address before the Wampas, Hollywood, on July 9. The charges met widespread denial in the industry.

Editors of newsreels declared that strict impartiality was always observed.

Will H. Hays, to whom as well as Louis B. Mayer and Joseph M. Schenck, the Mayor's remarks are construed to have referred, declared that no favoritism could possibly exist as film executives are to be found in both major parties. Louis B. Mayer said in part: "The printed report to the effect that Joseph M. Schenck and I were attempting to deliver the motion picture industry to the Republican party must appear extremely amusing to anyone who understands the motion picture business.

"Mr. Schenck and I are Republicans. We are for Hoover, California and our personal friends. However, as to attempting to deliver the motion picture industry to any party, that is my idea of wasting time on an expensive scale."

Outlook for Independents Favorable, Says Brandt

His Company Will Have Big Year, He Declares; Predicts Rosy Trading Season in Statement

THE outlook of the independent is bright and promising, holds Joe Brandt, president of Columbia Pictures Corporation. In a statement this week he predicted great things for his company and independents in general. An independent he termed "a company which confines all its energies and resources to the making and distributing of motion pictures and has no theatre affiliations."

Stating that his views concerning the independent market are conspicuously incorporated into his company's announcement of product for 1928-29, Mr. Brandt enumerated his production budget which runs between $4,000,000 and $5,000,000 and the investment in stories and stars for the line-up. "We spared no expense in getting together the sort of story material we know the box offices of the country are seeking," said Mr. Brandt.

"Contracts coming into the home office from all parts of the country," said the Columbia executive, "are evidence enough that we are on the right track, and that the exhibitors of the country are today vitally interested in getting first-class pictures regardless of which company makes them.

"So far as we are concerned, Columbia Pictures this year is going to write the biggest business of its history. We are making the sort of picture the thinking exhibitor will welcome to his program. We know the time has come when performance counts rather than promises—and Columbia has the sort of past record that will stand the closest scrutiny.

"Yes, sir, this is going to be a great year for Columbia Pictures—and that certainly means a great year for the independent market."

Seeking Russian Market

Joseph M. Schenck Enroute to Europe to Negotiate Soviet Distribution of U. A. Films; to Visit Other Countries

RUSSIA is one of the European countries that will be visited by Joseph M. Schenck, who proposes to negotiate for the handling of all the past, current and future United Artists productions through the Soviet republic. The United Artists' president sailed on July 5 on the S.S. Homeric accompanied by Arthur W. Kelly, vice-president and general manager of foreign distribution. Besides Russia, they will visit England, France, Germany and Scandanavia.

Provided that the Soviet negotiations are successfully carried through, United Artists will have 100 per cent world distribution, the company claiming to have 84 offices in principal foreign countries.

It is arranged to have another production made in England in addition to the one Rex Ingram is producing now. Mr. Schenck declares this not only as a compliance on the part of United Artists with the quota regulations, but also as a desire to cooperate with the idea of home production in Great Britain.

Sales conferences will be held with various distributors of United Artists films in the countries visited. In Italy it is planned to expand present methods of distribution.

Two other passengers on the Homeric with Messrs. Schenck and Kelly are Maurice Silverstone, sales manager for Allied Artists Company, Ltd., who is returning to his London headquarters with his bride, the former Dorothy Littman.

Northwestern Theatres Enlarging Chain

NORTHWESTERN Theatre Circuit, newly organized concern said to be backed by Standard Oil of Canada and now operating 8 houses in the Dominion, has taken over the Border Theatre in Detroit and will renovate the house. The Border seats 900.

Northwestern is also building a large house in downtown Pittsburgh. This house, to seat 2,600, will be completed by February, 1928, it is thought. At all its houses the circuit plans to show films and tab burlesque shows. Its plan is said to be the establishment of a string of theatres starting from Pittsburgh and through New York State to Canada.

Officers of Northwestern are Paul A. Schenck, president, and J. Arthur Selwyn, vice-president. The first is a nephew of Joseph M. Schenck and the second a brother of Arch Selwyn. Ray Le Strange, general manager, is now in New York on a booking expedition.

Pathe Review to Revive Old Serial Scenes

Under the title of "Dirty Work at the Crossroads," a novelty is presented in Pathe Review No. 31, which will call again to the minds of adult spectators the thrills that they enjoyed when, in their younger days, they witnessed the sensational scenes from such old-time serials as "The Iron Claw," "The Shielding Shadow," "The Fatal Ring," "The Third Eye," "The Tiger's Trail," "The Timber Queen" and "White Eagle." Some of these serials are thirteen or fourteen years old.

No. 31 of the Review is set for July 29 release.

April Film Exports Fall 5,600,000 Feet

Film exports in April showed a decline of 5,600,000 feet from the total for March, according to figures which have just been compiled by the Department of Commerce at Washington, D. C., shipments during the month totaling 23,703,607 feet valued at $652,714, as compared with 29,345,604 feet valued at $810,860.

The month's shipment included 16,868,384 feet of postive film valued at $409,451, of which 1,866,553 feet valued at $42,125 went to Argentina, 1,718,150 feet valued at $40,052 to Brazil, 1,505,061 feet valued at $34,145 to Australia and 1,017,565 feet valued at $14,029 to Uruguay.

Exports of negatives totaled 495,644 feet valued at $65,881, of which the United Kingdom took 279,578 feet valued at $54,310 and Brazil 129,639 feet valued at $2,605. Exports of raw stock totaled 6,339,579 feet valued at $177,382, of which the United Kingdom took 1,347,336 feet valued at $22,022 and France 1,236,099 feet valued at $7,892.

Will Murphey Finishes First Talkie Script

WILL C. MURPHEY, formerly of Warner Bros. publicity department is devoting his time to the writing of scripts for talking motion pictures. He has just completed his first script written directly as a talking picture.

Murphey is well qualified to pioneer in this new field as he has had wide experience in connection with both pictures and the speaking stage. He has had five stage plays produced on Broadway and a number of his screen stories have also been produced. His initial story for the "talkies" is said to contain something entirely new in the way of screen entertainment. Jay Packard is handling this first story.

Edeson Added to "Little Wildcat" Cast

Robert Edeson will have one of the principal roles in Warner Bros. picture "The Little Wildcat," starring Audrey Ferris. The part assigned to the actor calls for a great deal of dialogue on the Vitaphone.

E. T. Lowe, Jr., has completed the script of "The Little Wildcat," which is based on a story by Gene Wright. James Murray, George Fawcett, Doris Dawson and Hallam Cooley are also among the featured players.

"Toilers" Premiered at Los Angeles and Detroit

Tiffany-Stahl's special production of "The Toilers" opened for indefinite runs at the United Artists theatres in Los Angeles and Detroit, on July 11 and 13, respectively. Plans are now in progress, it is said, for the showing of the production at a Broadway theatre for an extended run.

"The Toilers," the first of the ten Tiffany-Stahl specials for the year, will be followed by "The Cavalier."

Christie Promotes Nancy Dover to Girl Leads

Nancy Dover, a girl from Dallas, Texas, who has been appearing on the stage in Los Angeles in musical comedies and who made her debut in a Christie comedy just before the studios were closed for the spring shut-down period, has been moved up to occupy the niche of leading woman. She is now playing in a Bobby Vernon comedy which will probably be called "The Sock Exchange."

M-G-M Acquires "Last of Mrs. Cheney"

"The Last of Mrs. Cheney," the play by Frederick Lonsdale, in which Ina Claire was starred, has been acquired for the screen by Metro-Goldwyn-Mayer. It will be Norma Shearer's next vehicle and will follow "A Little Angel," which enters production next week. Meanwhile, the Lonsdale play will be scenarized.

Theodore Roberts Will Return to Screen

Theodore Roberts and his big cigar will return to the screen world, after an absence of two and one half years. He will have one of the featured roles in John Gilbert's "The Mask of the Devil," which Victor Seastrom will direct for M-G-M. Alma Rubens is the only other selection for the cast thus far announced.

Canadian Censorship on "Dawn" Varies

CENSORSHIP developments with regard to "Dawn" have aroused considerable attention in Canada and the announcements of the Provincial Censor Boards show that the feature is meeting with varying fate.

In Manitoba, the censor tribunal passed "Dawn" for general presentation without one change or deletion. On the other hand, the Western Province of Saskatchewan will not see it at all because the Censor, W. E. Gladstone, has condemned the feature in its entirety and has not offered any explanation for his decision. It is interesting to note that the Manitoba and Saskatchewan censors viewed the picture at the one screening in Winnipeg.

Premier G. H. Ferguson and other Government officials of Ontario viewed the feature at Toronto some few weeks ago and then passed the production on to the Ontario Board of Moving Picture Censors without comment. The decision of the Ontario Censors has not yet been announced.

Two Added to Cast for "Redeeming Sin"

J. L. Warner has selected two more players for places in the line-up of "The Redeeming Sin," the next Vitaphone Road Show on which Dolores Costello will begin work as the star. Those chosen this week are Lionel Belmore and Phillipe De Lacy. Conrad Nagel is appearing opposite Miss Costello in this story by L. V. Jefferson. The megaphone is in the hands of Director Howard Bretherton.

Ann Brody Will Support Fannie Brice

Ann Brody has been signed for a supporting role in Fannie Brice's first starring picture, "My Man," which is one of Warner Bros. Vitaphone Road Shows now in production on the coast. Others appearing in this story by Robert Lord are Edna Murphy, Richard Tucker, "Big Boy" Williams, Andre de Segurola, Billy Shea and Arthur Hoyt.

Fox Signs Mary Astor on Long-Term Contract

A contract that will keep her in the Fox Films fold for a long term has been signed by Mary Astor. Her first picture under the contract will be in "Dry Martini," which Harry D'Arrast will produce.

Over $6,0000,000 Profit for Loew's Inc.

INDICATING a net operating profit of $1,488,579 over 1927, the financial statement of Loew's Incorporated gives evidence of a big year for the company.

A profit of $9,150,843 is stated for the 40 weeks ending June 3. Depreciation and taxes took $2,773,742 from this amount. The remaining net profit was 6,377,101 for this period. The net profit of the similar 40-week period ending June 5, 1927, was $5,404,899.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Sound Device Issue is Much Clouded

Interchangeability of Equipment Cause of Much Speculation

(*Continued from Page* 127)

policy of Electrical Research Products under like conditions.

All of which fails to answer the question of interchangeability. It seems that film is not interchangeable in the machines without the installation of some very minor equipment, but the main question seems to be whether or not Western Electric will permit exhibitors to install that equipment on the Movietone device. With the latter company taking the stand that theirs is the only equipment at present in the market and that therefore they know nothing of any other device, it seems likely that no information will be forthcoming on the subject until RCA actually starts installation of its Photophone equipment in theatres.

Meantime Photophone announces it is making rapid progress with the synchronization of feature pictures both as to music and sound effects. Here again, Photophone is most secretive as to its future plans other than to say it will have a Broadway house equipped with Photophone perhaps some time in August, when First National's "Lilac Time" will have its premiere showing.

Aside from "Lilac Time," Photophone is said to have completed synchronization of music and sound effects in "The Perfect Crime" for FBO, "The Godless Girl" for Pathe and "The Good-Bye Kiss" for First National. "The Butter and Egg Man" is another First National feature that is to be Photophoned, and, aside from those mentioned, the company announces that contracts have been closed for twenty-six other features that are to have music and sound effects by the Photophone process.

With a number of the leading producing companies tied up with Movietone under long contracts the question has arisen as to where Photophone was to get sufficient product to supply exhibitors if film is not interchangeable under the two devices. In answer to this Photophone claims not to be worried in any way regarding product and that there will be ample pictures to keep all their equipment busy.

Al Christie Outlines Policy for Sound Comedies

AL CHRISTIE, who is making preparations for the building of stages for sound equipment, and who has announced that all new season Paramount-Christie comedies will be synchronized, is now planning the new stories for his four series of comedies which will carry sound effects, music and talking sequences.

"We expect to use sound in some form in every picture made for the new releasing season, which begins August 11th through Paramount exchanges. In some of the comedies, sound effects and dialogues will be used in parts of the picture where most effective, and some of the comedies will carry sound all the way through, with the addition of musical effects. Stories and situations are of primary importance, as we always maintained they were in building a high calibre of short comedies.

Christie is very enthusiastic concerning the future of sound in short comedies because it is his belief that there are even greater possibilities for novelties and effects in short comedies than there are in the average run of feature pictures.

"Comedies have always stood for action," he said, "the one item which movie fans have been taught to crave the most; and bringing sound to the two-reel comedies, keeps action on the screen, a very successful item in movie entertainment.

"All product made for sound accompaniment will also be presented in straight film for the regular trade which is not equipped to use sound effects and for the foreign market."

Canada Famous Orders Sound Equipment

H. M. THOMAS, Division Manager of the Famous Players Canadian Corp., Toronto, has announced that this company has ordered 10 sets of equipment for the presentation of sound pictures.

The equipment will be installed in the Capitol Theatres in Montreal, Winnipeg, Vancouver, and Calgary and in the Uptown Theatre at Toronto for a start and the arrangement will be such that both "Movietone" and "Vitaphone" releases will be presented in these Famous Players houses.

It is also understood that the Capitol Theatre to be constructed in Ottawa, Ontario, under the direction of Thomas W. Lamb, architect, will be fitted for the presentation of audible features. Famous Players has approximately 130 theatres in the Dominion.

NEW developments show interchangeability of film in sound reproducing devices, but develop question of legality of placing extra equipment on machines necessary for reproduction of sound.

King Vidor, noted director, expresses opinion that all-dialogue pictures will be a thing of the past within a year and that meantime they will only retard the art of motion pictures.

Labor troubles continue to crop up in different cities

R. F. Woodhull, president of the M. P. T. O. A., warns against panic.

Joseph M. Schenck says talking motion pictures will not displace the silent drama, but they will be aided by sound or music synchronization or both.

Universal will produce as the first musical comedy written directly for the screen a collegiate picture.

Irving Berlin has signed an exclusive contract with United Artists to write music and songs for the screen.

Al Christie outlines the policy under which his short comedies will be produced with sound and dialogue for Paramount.

"King of Kings" opens at the Rivoli theatre in New York with sound accompaniment synchronized by Photophone and reproduced by Movietone device.

Labor Trouble Feared for New Season

St. Louis Situation Developments Being Watched with Interest

CONSIDERABLE in the way of labor trouble is anticipated in August and September, when present agreements expire in different parts of the United States. The advent of the sound pictures involves questions with musicians, operators and stage hands unions. As a consequence much interest is being shown in the St. Louis situation, where much strife has existed for several weeks past.

St. Louis exhibitors have asked operators to accept a ten per cent cut in wage and a reduction in scale and number of men employed in orchestras in smaller houses. Musicians are waging a strong fight against sound pictures and operators are insisting on extra men with sound films. Stagehands demand that their union must be employed if a mechanical musical instrument is operated on the stage or if there is to be dialogue in the picture.

It is not unlikely that a crisis may be reached shortly in Chicago, where a pit orchestra of fourteen men is said to have been removed at McVicker's with the start of a Movietone picture. No protest has yet been issued by the Chicago Federation of Musicians. It is said, however, that a conference between Sam Katz of Publix and James C. Petrillo, president of the Chicago Federation of Musicians, resulted in Katz declaring he would take care of the musicians left jobless.

Petrillo, a power in labor unions throughout the country, is said to feel that the talkies will not replace musicians and that the public would not stand for such a change. He holds that orchestras are just as essential to the success of a movie house as other elements and that patronage is bound to fall off materially if they are eliminated. If, however, Petrillo is wrong in his belief, he will not waste much time in launching a campaign in the interest of the musicians, it is said.

From many parts of the country comes word that exhibitors may seek to cut wage overhead because of general business conditions. The unions, on the other hand, are just as determined to keep up or increase the present scale.

Irving Berlin Signs Exclusive Contract With United Artists

IRVING Berlin has signed an exclusive contract with United Artists whereby he will write original songs and scores and compose music for that company. The contract was signed by Berlin with Joseph M. Schenck, the two being very old friends. This friendship dates back to the days when Mr. Schenck was an immigrant drug clerk in a Bowery shop and Mr. Berlin was making his debut as a professional songster in "Nigger Mike's" around the corner in Chinatown.

By the arrangement, Mr. Berlin will provide an original song of words and music entitled, "Where is the Song of Songs for Me," to be sung by Lupe Velez in D. W. Griffith's production, "The Love Song." He will also write a special song, "Marie," to be sung as a part of Samuel Goldwyn's production, "The Awakening," in which Vilma Banky makes her first individual starring appearance under the direction of Victor Fleming, with Walter Byron as leading man.

Woodhull Warns Against Panic in Installing Equipment

AT the annual meeting of the Northeastern Pennsylvania exhibitors held at Scranton last week, R. F. Woodhull, president of the M. P. T. O. A., warned those in attendance against rushing wildly into the installation of sound reproduction equipment in their theatres. While pointing out the necessity for such installation he declared a thorough investigation as to the interchangeability of product in the different devices was absolutely essential, as was the legality of interchanging equipment.

The Woodhull speech follows in part:

"Synchronized pictures, or talkies, are the most revolutionary factor that has ever entered the business of exhibiting pictures. They are here to stay, and no exhibitor can afford to ignore them. No matter how isolated a theatre may be, it will have to eventually run synchronized pictures, for once a person has heard them he will no longer be satisfied with the silent picture. Therefore, no exhibitor can afford to put himself in the position of those wisecrackers of another age who stood on the banks of the Hudson watching the first steamboat on its trial trip, and called it 'Fulton's Folly.'

"But in selecting your type of installation you will do well to exercise ordinary business caution. After determining the device that most nearly meets your needs, make the necessary research to find out that this device can both mechanically and legally use the product which you intend to purchase. Make certain that there is nothing in your contract for the equipment of your theatre which may prevent you from using product which you may deem desirable.

"Ask for assurances that the device you select is interchangeable mechanically and legally for all the product which will be manufactured. Inquire from the renting companies if they can legally supply you, with their product to project over the installation you have selected.

"The greatest minds of the world are now working on the problems connected with this new wonder of the world. Within a year great improvements and refinements may develop.

"Don't understand any part of this speech as an opinion that the day of the talkie is yet in the future. It is here now, but exhibitors must not be panicked into buying the first installation they see. Study the question deeply for it is one that has to be met by every exhibitor, and by exercising cool, ordinary business judgment it can be met adequately."

Christie Comedy With Sound Completed

Synchronization of the first of the Christie sound comedies, "The Dizzy Diver," has been completed by the Victor Talking Machine Company, in conjunction with Nathaniel Finston, Paramount's musical director. Billy Dooley is the star. Christie recently signed for a Western Electric license, and will soon begin the making of synchronized pictures during production in their Hollywood studios.

The next of the Christie comedies to be synchronized will be the first of the "Confessions of a Chorus Girl" with Frances Lee, Billy Engle and others. The title of the first one is "Skating Home." This will be followed by Jack Duffy in "Hot Scotch," the initial comedy in the Sandy MacDuff series, and by Bobby Vernon in "Stop Kidding."

All of the Christie pictures, including the two coming Douglas MacLean feature productions, will be synchronized with dialogue, music and all kinds of special sound effects.

Walsh in N. Y. to Confer on Sound Picture

Raoul Walsh, Fox director, has arrived in New York from Hollywood. He will confer with Winfield Sheehan, vice-president and general manager of the Fox company, on plans for the filming of "Behind That Curtain," Earl Derr Bigger's latest best selling novel.

This production will be produced in Movietone and Walsh expects to spend considerable time in New York making arrangements for his first sight and sound picture.

Warners Sign Ted Lewis for Vitaphone Film

Ted Lewis, one of the leading exponents of jazz, and well known both on the vaudeville and musical comedy stages, has been signed by Warner Bros. to make a Vitaphone picture. The title will be "Is Everybody Happy?", Lewis appeared last season in "Le Maire's Affairs" and "A Night in Spain."

King Vidor Decries Dialogue Films

Says Talkies Will Detract from Art in Picture Making

KING VIDOR, who, among other successes, was responsible for "The Big Parade," is not an advocate of the dialogue picture. In fact, he sees it only as a fad that will run its course within a year. He says at best it can be but an imitation of the speaking stage and that meantime it will detract from the progress of motion pictures. For sound effects and synchronized music, Vidor gives his wholehearted approval of the "talkies."

"Motion pictures were just getting somewhere," said Vidor, "when the upheaval came along. They had reached a point that neared perfection and they were developing artistically along lines that argued well for the future. It is true that there were many bad pictures and too many features being produced, but the worthwhile pictures were improving and would have brought better times in the industry.

"Sound pictures, those with dialogue that runs continuously, will do away entirely with the art of motion pictures. It will no longer be an art and I think dialogue will really detract from the entertainment value in films. What was left to the imagination of the picture patrons will be entirely lacking in the talking films. You take some of the sequences in 'The Big Parade' and they would be entirely ruined if dialogue was supplied to them. As an instance, take the scene at the truck in the French village, when Jack Gilbert was leaving Renee Adoree. If you put dialogue into that scene you would absolutely ruin it. There would be nothing left to the imagination.

"A motion picture should be produced to appeal to three classes, the lower type of mentality, the middle classes and the upper class. Each one had his different conception of that scene between Gilbert and Miss Adoree. To have put words in explanation into their mouths would have ruined it all and taken away much of the pleasure of the audience.

"What is it that makes Charley Chaplin the great artist he is? It is his genius at pantomime. A shrug of the shoulder, a hitch of the leg, a twirl of the cane; by these and many other methods he gets over to you the idea of the thing and you can draw your own conclusion as to just what he is thinking. That is the sort of thing that makes entertainment for all classes. Each one can do his thinking for himself. Chaplin would lose a lot of his art if explanatory words were put into his mouth.

"An occasional line of dialogue for contrast or to explain a situation might not be amiss. It would do away with subtitles, which are our great weakness in pictures as they are now constructed. But I think pictures were nearing such perfection that we would have dispensed largely with subheads in the near future.

"Sound effects undoubtedly will help many pictures. They would have helped 'The Big Parade.' I got together with Sid Grauman when we were to open it in Los Angeles and we devised some good backstage effects, but the sound did not exactly synchronize with the flashes of the machine guns and there was a slight weakness that will now be overcome by the sound devices.

"As a matter of fact I am hardly qualified to talk on sound pictures, as I have seen but few of them, having been in Europe for the past three months. I do not want to seem to lack progression, but I do love the art of motion pictures and I can't feel that art can be retained if the pictures are to carry continuous dialogue.

"I am firmly of the opinion that the motion picture industry would be best served if fewer pictures were produced and more concentration put on each one. That with sound effects is the solution of the problem of building better patronage. Then, too, I think that pictures should be produced in their proper locale; that the story should be built around the locale and that every locale should not be built in Hollywood."

Warner Bros. to Test Talkie Censor Rights

WARNER BROS. will start a friendly action in New York State in the fall to determine the legality of the ruling that the censors have jurisdiction over talking sequences in motion pictures. James R. Wingate, head of the commission is also anxious to have his status definitely decided in the matter.

The censor boards of New York, Pennsylvania and Ohio are at present passing upon dialogue, and a ruling in New York will probably be the basis for similar action in other states if it favors the motion picture producers.

Victor Talking Machine Co. to Establish Hollywood Plant

HOLLYWOOD, July 8.—The Victor Talking Machine Company, Camden, N. J., is to erect a $250,000 studio in Hollywood to meet the requirements of the company's division of synchronization of sound with motion pictures. H. L. Sommerer, in charge of the company's sound devices, is here and has leased a plot of ground between Orange Drive and Sycamore Ave., just off of Santa Monica boulevard, upon which will be erected the new plant. Special equipment is being assembled at the Camden plant which will be installed in the new Hollywood branch as soon as completed.

The Victor company has been working in close cooperation for some time with several of the major motion picture companies in the development of sound devices. George Hall, manager of the Victor branch factory at Oakland, Cal., and Sommerer have been busily engaged in surveying the situation and establishing the local plant to best serve the interests of the motion picture industry.

In reference to the establishment of the Victor development Mr. Sommerer said:

"The Victor company has been working in close cooperation for some time with the major motion picture producers in the development of sound synchronization with the exhibition of motion pictures, and for the past ten days Mr. Hall and myself have been surveying the city for the best location for our new plant.

"Because Hollywood is the acknowledged motion picture capital we felt that it was the logical location in which to establish a plant for the development of this branch of our service and believe the site we have chosen is particularly adapted to render efficient service because of its convenient location to the majority of the studios.

"Complete laboratories and manufacturing facilities with the necessary staff of experts will bring the Victor Talking Machine Co.'s thirty years' experience and technique in the development of sound recording and reproduction to the very door of its associates in the development of talking pictures."

Work on the new plant will start immediately upon completion of the plans. The site includes more than 30,000 square feet.

'King of Kings' Sound Reproduction Shows Film Interchangeable

THAT film is interchangeable on Movietone and Photophone apparatus with good results is evidenced by the showing of "The King of Kings" at the Rivoli Theatre in New York. The picture, synchronized with a musical score and sound effects under the Photophone process is being reproduced by Movietone apparatus and the results are satisfactory.

The writer has seen "The King of Kings" projected by both devices and was more impressed with Photophone, which seemed to more intensify the sound accompaniment. This however is explained by Movietone as being more the fault of the sound production, while by Photophone it is said the reproduction is inferior.

Under any circumstances there is little fault to be found with the reproduction of the sound, which would be considered almost perfect if heard exclusively on either machine.

Hays Says Sound Will Draw New Patrons

WILL H. HAYS, on his arrival in Hollywood, expressed enthusiasm over sound pictures and the possibilities that attach to them. He foresees great new audiences with the advent of the sound films. In discussing sound possibilities he said:

"Now the greatest personages will be heard as well as seen everywhere. Think what this means historically to posterity. Sound will be dramatized when such dramatization adds to the total dramatic value of the picture. Great new interest will be created. The motion picture always has brought the remotest outposts of civilization to Main street everywhere and this new feature is bound to add to the general interest in films."

Paramount Officials to Launch Talkies

Jesse L. Lasky, Paramount's first vice-president; B. P. Schulberg, associate producer, and Harry Goetz, treasurer of the Paramount corporation, arrived in Hollywood Wednesday, after a conference in New York on sound film plans. Paramount's sound program on the West Coast will be launched at once under the supervision of Mr. Lasky and Mr. Schulberg.

Accompanying the Paramount officials were John Monk Saunders and Fay Wray. Miss Wray has been definitely assigned to a leading role with Richard Arlen in "Dirigible," an air special based on Saunder's screen original.

MacLean Plans to Have Sound Accompaniment

Douglas MacLean's first feature picture under his contract with the Christie Film Company will have sound accompaniment, according to announcement by Al Christie, production head for the company. The picture will bear the title "The Carnation Kid."

Al Cohn's story has already been scenarized by Henry McCarthy.

Talking Sequences for Gloria Swanson

Not only will the music be synchronized on the film for Gloria Swanson's next United Artists Picture, but there will be talking sequences, according to a statement made by the Swanson unit. Voice tests are now being made at the studio in Hollywood, and the leading man will be chosen with suitable attention to his vocal ability.

The story will be directed by Eric von Stroheim and was also written by him. The production is tentatively titled "The Swamp."

Chamberlain Circuit to Install Devices

SO greatly enhanced is the value of the Shamokin and Mt. Carmel, Pa., theatres of the Chamberlain Amusement Enterprises, Inc., of the first named city, through the introduction of the Vitaphone and Movietone in the last few months, according to a statement published in a Shamokin newspaper, that the "talkies" devices are to be placed in all the theatres of the Chamberlain circuit.

The statement adds that the Shamokin and Mt. Carmel houses "were among the first one hundred progressive theatres of the United States to keep abreast of entertainment progress.

Vitaphone Makes Debut in New Orleans

Vitaphone added another triumph to its lengthy list of conquests when it made its New Orleans debut last week at the rebeautified Saenger Tudor theatre in Canal street. Interest was keyed to a high pitch through effective publicity and advertising and the public was eager for the first presentation of the "sound pictures."

The opening program was well chosen, bringing Conrad Nagel and Dolores Costello in "Glorious Betsy" as the feature, and four acts of Vitaphone vaudeville, featuring Mary Lewis, Van and Schenck, Waring's Pennsylvanians and George Jessel. The inaugural address by Vitaphone was by Will H. Hays.

So great was the success of the first week of the Vitaphone in New Orleans that the program was held over an extra week. It has been rumored in theatrical circles that both the New Saenger and Loew's State will install "sound picture" apparatus in the very near future.

Somma Circuit Houses Equip With Vitaphone

Two theatres of the Charles Somma Circuit of Virginia opened with Vitaphone on July 2, and three others of the circuit will play Vitaphone as soon as installations of equipment is completed.

The Somma theatres in which installations have been and are being made are the Bluebird in Richmond, Hippodrome, Richmond; Brookland, Richmond and the New Byrd theatre which opened with Vitaphone July 2. The Bluebird in Petersburg, Va., also opened with Vitaphone the same day. Service contracts with the Vitaphone Corporation for four acts a week in each of the five theatres have already been signed.

Sloman Finishing Filming of "Girl on the Barge"

Director Edward Sloman and the Universal company making "The Girl on the Barge" is rapidly nearing the end of photographic work on this feature, the first to be made in its entirety in the east for several years by this company.

The exterior canal and barge scenes were filmed along the Champlain Ship Canal. The interiors are being made this week at the Paramount Astoria studio.

Derelys Perdue Leading Lady in New "U" Serial

The leading feminine role opposite William Desmond in the new Universal serial, "The Mystery Rider," has been given Derelys Perdue, former Wampas baby star and now acting in Stern Bros. comedies. The Sterns, who have her under contract, are loaning her to the Universal studio for the summer. Sid Saylor, another of the Stern players, will be seen in "The Mystery Rider," also.

Bell Production Chief at Paramount Studio

MONTA BELL, director, becomes the production executive at the Paramount studio in Long Island, as the first step on the part of Paramount following a series of conferences which materialized plans for the production of sound films at the Astoria plant and on the coast. Jesse L. Lasky, first vice-president, has departed for California accompanied by B. P. Schulberg and Harry Goetz.

Bell arrived from Hollywood last Tuesday and took active charge of the filming and recording of several subjects which are scheduled to begin immediately at the Astoria studio. The program of new sound pictures takes in short sound novelties as well as features and the reproduction in talkie form of stage shows, it is said.

Cortellaphone Ready to Install Soon

Ed D. Turner, general manager of distribution for Cortellaphone, states that the company will be ready to make theatre installations within sixty days.

The Cortellaphone reproducer is at present a sound-on-disc device, but the same machine is adaptable to a sound-on-film attachment which will be installed later. The machine weighs less than 300 pounds and can be installed in any theatre at a cost of $500. The Cortellaphone reproducing device attaches to any standard projector.

The Cortellaphone will go into quantity production in ninety days, according to Turner, and the company will then be in position to supply the device to any number of theatres.

May McAvoy, Francis Join "The Terror"

May McAvoy and Alec Francis, who last appeared in "The Lion and the Mouse" for Warner Bros., are working together in another special now in the making at the Warner Studio. This is "The Terror," based on the stage play by Edgar Wallace which, when it reaches the screen, will have complete dialogue and sound effects on the Vitaphone.

In addition to Miss McAvoy and Mr. Francis "The Terror" will feature Louise Fazenda, Edward Everett Horton, Matthew Betz and Holmes Herbert. Roy Del Ruth is directing.

Publix Stage Units May Be Sound Releases

PUBLIX is giving serious consideration to the sound picture versions of its stage shows. If the experiment proves successful these films will in all probability be included in the regular Paramount program.

It is not likely that any of the present stage shows will be completely recorded, but highlights of each unit, including Paul Ash and his band, will be filmed with sound. A unit will be used for experimental purposes at the Paramount studio on Long Island as soon as the work of installing a sound-proof stage is completed.

Han-a-phone Franchise to Louis Bache

The franchise for the Han-a-phone has been purchased for Delaware, Maryland, District of Columbia and Virginia by Louis Bache, and the offices of the newly formed Han-a-phone Company will be located in the Mather building, Washington, D. C. Bache is president and William H. Mitchell is the manager of that company.

An installation of the Han-a-phone has been made in the State theatre, Baltimore, a neighborhood house of 2,500 seats, for trade demonstrations. Every Tuesday and Thursday these demonstrations are given for the trade.

Anita Page Enrolls for "Talkie" Course

Anita Page, Metro-Goldwyn-Mayer player, has enrolled as a co-ed at the Summer sessions of the University of Southern California for a course to improve her talking picture technique. She will attend college two hours each evening and will study under Dean Ray K. Immel, of the U. S. C. School of Speech, and Prof. W. B. MacDonald, of the dramatic department.

Miss Page was among the first to have her voice analyzed by the electrical voice dissection apparatus. Many other players are said to be contemplating the university course in talking picture technique.

Seven Vitaphone Shows in Production

Warner Bros. announce seven Vitaphone road shows in production at the coast studios at the present time. They are: "Noah's Ark," under the direction of Michael Curtiz; "The Redeeming Sin," with Dolores Costello and Conrad Nagel; Al Jolson in "The Singing Fool;" Fannie Brice in "My Man;" "The Home Towners," with Richard Bennett; "The Terror," with May McAvoy, Alec Francis, Louise Fazenda and Edward Everett Horton, and "Conquest," with Monte Blue.

Scenario Editor Here to Study Sound Problems

Chandler Sprague, editor-in-chief of the Fox West Coast Studios, has arrived in New York to study the question of how the introduction of sound will affect scenario writing. He will spend a month in the East with headquarters at the company's office.

The first of the all-dialogue films to benefit by this close attention will be Earl Derr Biggers' mystery novel, "Behind That Curtain," which Raoul Walsh will direct.

Public Library to Have Exhibit of Vitaphone

The Cleveland Public Library is soon to place on public view an exhibit on talking pictures. It will consist of descriptive stories of the development of Vitaphone, photographs of Western Electric equipment by means of which Vitaphone is produced and reproduced and actual Vitaphone records. The exhibit is being installed by Miss Ina Roberts, publicity director of the Cleveland Public Library.

Ziegfeld Considering Road Shows for Stage Attractions

FLORENZ Ziegfeld, Jr. is said to be seriously considering having all of his future shows photographed in color with sound effects and dialogue by the RCA Photophone. The Ziegfeld idea is said to be to give his stage shows only in New York, Chicago, Boston and Philadelphia. The rest of the country would see only the picture version.

Among the present shows said to be under consideration for synchronization are "Rosalie," "Three Musketeers" and the new version of the "Follies." The producer is said to be favorably impressed with recent talking pictures seen on Broadway.

"Talkies" Will Not Displace Silent Drama, Says Schenck

TALKING PICTURES will never displace the silent drama, in the opinion of Joseph M. Schenck, president of United Artists, who sailed for Europe on July 5th. Mr. Schenck urges the utmost care in the use of sound and dialogue. He says the latter should be used only where it will intensify the dramatic suspense, the dramatic situations or the action of the drama.

The statement made by Mr. Schenck follows in part:

"Many producers, excited by the success of some of the talking pictures, seem to lose their perspective and to assume that the talking picture will be the only sort of picture in a short time from now. Therefore they calculate that a mass of spoken words as a part of each screen production is to be recommended.

"But really there is no good reason for believing this. A little thought will show that sound effects must be used judiciously. The spoken word must be used even more carefully. In fact, it should be used only where it will intensify the dramatic suspense or the dramatic situations or the action of the drama. It is important to remember that the picture is still the foundation of screen entertainment, and sound only an accessory.

"Not all pictures can use the spoken word to advantage. Basically a motion picture is international in appeal, because visual picture entertainment is almost exclusively international in its expression. Peoples of every tongue and clime understand silent pictures. Music and sound effects are also international, because all peoples can hear as well as see, and there is very little difference in taste as to music and interpretive sounds.

"But the talking picture is limited in appeal to certain peoples of certain countries. The spoken word never has been international in its practicability. Even in English speaking countries only certain pictures will permit of spoken lines as an accessory. Even with these there will be only occasional instances of success. Talking pictures will never displace the silent drama from its supremacy, or affect the appeal of motion pictures with synchronized music and special sound effects.

"Forthcoming product for United Artists will have in every case, synchronized music. In some instances, wherever sound effects are adaptable, it will also have sound effects.

"U" to Produce First Musical Comedy Written for Screen

UNIVERSAL is preparing to launch two musical comedy talking pictures, both written especially for production in sound and dialogue. One of these is to be titled "The College Hero" and the other, "The Minstrel Show."

"The College Hero" will present a somewhat novel idea. It is the claim of Universal that it will be the first musical comedy ever written for the talkie screen. Some time ago Carl Laemmle, Jr., started writing a series of shorts which were widely shown as the "Collegiate" Series. They were full of the pep and dash of the college campus and they covered various lines of sport. The plan now is to combine about four of these stories into one and the story is now being prepared. The dialogue will be of the college type, with singing, dancing and sports combined.

The cast that will be used in this picture will be largely the same as that which appeared in the "Collegiate" series. Among those who will participate will probably be the following: George Lewis, Dorothy Gulliver, Eddie Phillips, Churchill Ross, Hayden Stevenson, Colette Merton and Lorayne Duval.

Joseph Cherniavsky has been at work for several weeks on appropriate music for the production and it is possible he will go to the coast to assist in the musical arrangement of numbers. It is likely the direction will be in the hands of Nat Ross.

"The Minstrel Show" is founded upon a composition purchased last week from George Rogan and Norman L. Sper, entitled, "The Mintrel Man." The idea of this production will be to present to the present generation all of the characteristic humor, minstrelsy and color of the old-time minstrel show.

:: "The Check-Up" ::

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who consider it "Fair"; the third, the number who consider it "Good"; and the fourth column, those who consider it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
COLUMBIA PICTURES						
Alias the Lone Wolf	—	3	32	4	71	5,831 Ft.
Blood Ship, The	—	—	26	9	78	6,843 Ft.
By Whose Hand	—	3	10	—	63	5,432 Ft.
College Hero, The	1	3	17	2	67	5,628 Ft.
Sally in Our Alley	—	1	15	—	68	5,892 Ft.
Warning, The	—	1	12	1	70	5,791 Ft.
F B O						
Arizona Nights	—	4	16	6	74	6,382 Ft.
Breed of Courage, The	—	3	9	—	63	4,910 Ft.
Chicago After Midnight	—	3	12	1	66	6,249 Ft.
Clancy's Kosher Wedding	—	2	17	2	70	5,701 Ft.
Coney Island	—	3	13	—	64	6,390 Ft.
Coward, The	2	2	12	—	60	5,093 Ft.
Freckles	—	1	10	—	67	6,131 Ft.
Gingham Girl, The	—	4	20	2	68	6,301 Ft.
Great Mail Robbery	—	2	19	3	71	6,507 Ft.
Harvester, The	—	10	15	2	61	7,045 Ft.
Hook and Ladder No. 9	—	4	9	—	61	5,240 Ft.
Jake the Plumber	—	2	9	—	65	5,186 Ft.
Judgment of the Hills	—	6	9	—	58	5,700 Ft.
Legionnaires in Paris	1	1	13	—	65	5,771 Ft.
Not for Publication	—	5	10	—	60	6,140 Ft.
Racing Romeo, The	1	2	13	—	63	5,992 Ft.
Shanghaied	—	3	13	—	64	5,999 Ft.
South Sea Love	1	1	13	—	65	6,388 Ft.
FIRST NATIONAL						
American Beauty	—	8	30	—	64	6,333 Ft.
Breakfast at Sunrise	1	6	20	2	64	6,042 Ft.
Burning Daylight	—	2	13	—	66	6,500 Ft.
Camille	1	5	38	14	74	8,692 Ft.
Crystal Cup, The	3	7	18	1	59	6,386 Ft.
Drop Kick	1	6	29	3	66	6,802 Ft.
Flying Romeos	—	4	7	—	59	6,184 Ft.
French Dressing	1	3	25	1	64	6,344 Ft.
Gorilla	1	8	29	6	68	7,133 Ft.
Gun Gospel	—	4	12	—	63	6,288 Ft.
Hard-Boiled Haggerty	2	6	32	—	63	7,443 Ft.
Heart of a Follies Girl	—	2	11	—	65	5,957 Ft.
Helen of Troy	3	9	18	6	63	7,694 Ft.
Her Wild Oat	—	9	27	7	69	6,118 Ft.
Home Made	1	1	10	—	63	6,524 Ft.
Ladies' Night in a Turkish Bath	—	4	16	—	64	6,592 Ft.
Life of Riley, The	—	4	33	2	68	6,720 Ft.
Little Shepherd of Kingdom Come	—	1	14	5	76	7,700 Ft.
Love Mart, The	—	4	33	2	68	7,388 Ft.
Mad Hour, The	—	5	11	—	61	6,625 Ft.
Man Crazy	1	4	24	2	66	5,542 Ft.
Noose, The	—	4	25	8	73	7,331 Ft.
No Place to Go	1	9	9	1	56	6,431 Ft.
Patent Leather Kid, The	—	4	31	19	78	11,412 Ft.
Poor Nut, The	—	8	16	2	63	6,897 Ft.
Red Raiders	—	2	20	—	67	6,214 Ft.
Rose of the Golden West	—	11	20	4	64	6,477 Ft.
Sailors' Wives	1	2	12	—	63	5,484 Ft.
Shepherd of the Hills, The	—	4	27	9	75	8,188 Ft.
Smile, Brother, Smile	—	5	26	2	67	6,669 Ft.
Stolen Bride, The	—	4	33	4	70	7,179 Ft.
Texas Steer, A	—	6	27	1	66	7,419 Ft.
Three's a Crowd	2	6	10	1	57	5,668 Ft.
Valley of the Giants	—	3	33	2	69	6,336 Ft.
Wagon Show, The	—	4	9	—	61	6,212 Ft.
Whip Woman, The	3	3	10	—	55	5,087 Ft.
Yellow Lily, The	—	2	13	1	68	7,187 Ft.
FOX						
Arizona Wildcat, The	—	3	17	—	66	4,665 Ft.
Blackjack	—	2	11	—	62	4,777 Ft.
Come to My House	1	4	12	—	60	5,430 Ft.
Dare Devil's Reward	—	1	9	1	70	4,987 Ft.
Don't Marry	—	—	10	—	70	5,708 Ft.
Dressed to Kill	—	6	14	2	65	6,566 Ft.
East Side, West Side	—	2	24	5	73	8,154 Ft.
Escape, The	—	2	10	—	65	5,109 Ft.
Gateway of the Moon, The	—	4	14	1	65	5,038 Ft.
Gay Retreat, The	—	1	25	9	77	5,524 Ft.
Girl in Every Port, A	—	2	11	2	70	5,882 Ft.
Hangman's House	—	—	14	1	72	6,518 Ft.
High School Hero, The	—	2	16	4	73	5,498 Ft.
Honor Bound	—	2	9	—	65	6,188 Ft.
Joy Girl, The	1	7	22	—	61	6,162 Ft.
Ladies Must Dress	—	3	14	2	68	5,599 Ft.
Loves of Carmen	2	8	30	9	69	8,538 Ft.
Paid to Love	—	5	17	1	65	6,888 Ft.
Pajamas	—	1	15	2	72	5,876 Ft.
Publicity Madness	1	7	15	—	59	5,893 Ft.
Seventh Heaven	—	4	52	40	81	8,500 Ft.
Sharpshooters	—	4	17	1	66	5,573 Ft.
Silk Legs	1	2	18	2	68	5,446 Ft.
Silver Valley	—	2	18	1	69	5,011 Ft.
Singed	1	4	6	—	55	5,790 Ft.
Soft Living	—	2	9	—	65	5,629 Ft.
Sunrise	—	2	10	1	68	8,729 Ft.
Tumbling River	—	4	18	2	68	4,675 Ft.
Two Girls Wanted	—	6	13	2	64	6,293 Ft.
Very Confidential	—	2	13	—	66	5,620 Ft.
What Price Glory	—	1	60	51	83	11,109 Ft.
Why Sailors Go Wrong	—	1	10	—	67	5,112 Ft.
Wizard, The	—	3	17	—	66	5,629 Ft.
Wolf Fangs	—	3	7	1	65	5,331 Ft.
METRO-GOLDWYN-MAYER						
Across to Singapore	—	1	13	5	76	6,806 Ft.
Actress, The	—	3	11	2	68	6,998 Ft.
Adam and Evil	—	6	26	—	64	6,667 Ft.
After Midnight	—	6	40	4	69	6,312 Ft.
Annie Laurie	—	9	30	4	67	8,730 Ft.
Baby Mine	5	6	19	1	57	5,139 Ft.
Becky	1	8	22	2	63	6,433 Ft.
Ben Hur	—	9	38	53	83	11,693 Ft.
Big City, The	—	4	22	3	69	6,838 Ft.
Big Parade, The	—	3	41	36	82	11,519 Ft.
Body and Soul	3	9	21	2	59	5,902 Ft.
Bringing Up Father	—	7	5	—	53	6,344 Ft.
Bugle Call, The	—	4	30	4	70	5,821 Ft.
Buttons	—	2	16	4	73	6,050 Ft.
Certain Young Man, A	—	4	6	—	58	5,482 Ft.
Circus Rookies	1	2	10	—	62	5,661 Ft.
Crowd, The	—	3	8	4	72	8,648 Ft.
Divine Woman, The	1	7	28	6	68	7,300 Ft.
Enemy, The	1	4	20	2	66	8,189 Ft.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
Fair Co-Ed The	—	—	38	12	77	6,408 Ft.
Foreign Devils	—	2	9	—	65	4,658 Ft.
Garden of Allah, The	2	10	34	8	65	8,200 Ft.
In Old Kentucky	—	9	28	3	66	6,646 Ft.
Latest From Paris, The	—	4	28	3	69	7,743 Ft.
Laugh, Clown, Laugh	—	2	20	—	67	7,045 Ft.
Law of the Range, The	—	2	10	—	65	5,393 Ft.
London After Midnight	2	7	34	9	70	5,687 Ft.
Love	—	—	10	1	73	7,365 Ft.
Lovelorn	1	10	13	1	57	5,950 Ft.
Man, Woman and Sin	4	11	30	5	62	6,280 Ft.
Mockery	3	10	31	3	62	5,957 Ft.
Patsy, The	—	3	19	4	71	7,289 Ft.
Quality Street	1	12	22	2	61	7,193 Ft.
Road to Romance, The	—	10	27	4	66	6,544 Ft.
Rose-Marie	—	4	25	—	66	7,745 Ft.
Smart Set, The	—	2	27	5	73	6,476 Ft.
Spoilers of the West	—	3	8	1	65	6,280 Ft.
Spring Fever	1	7	37	6	68	6,507 Ft.
Student Prince, The	—	3	28	17	79	9,563 Ft.
Tea for Three	—	5	16	—	63	5,273 Ft.
Thirteenth Hour, The	1	6	26	3	66	5,252 Ft.
West Point	—	1	32	13	78	8,134 Ft.
Wickedness Preferred	—	1	11	—	68	5,011 Ft.
PARAMOUNT						
Barbed Wire	—	2	31	5	72	6,951 Ft.
Beau Geste	3	6	34	19	74	9,879 Ft.
Beau Sabreur	4	9	24	5	62	6,704 Ft.
Chang	—	8	30	12	72	6,536 Ft.
City Gone Wild, The	—	8	18	2	64	5,408 Ft.
Doomsday	—	5	11	—	61	5,665 Ft.
Drag Net, The	—	—	14	6	79	7,720 Ft.
Easy Come, Easy Go	—	3	18	1	67	5,364 Ft.
Feel My Pulse	—	7	22	2	65	5,889 Ft.
Fifty-Fifty Girl, The	—	5	11	—	61	7,720 Ft.
Figures Don't Lie	—	2	29	4	72	5,386 Ft.
Fireman Save My Child	1	8	28	7	68	5,399 Ft.
Gay Defender, The	1	4	32	2	67	6,376 Ft.
Gentleman of Paris, A	—	7	27	3	67	6,017 Ft.
Gentlemen Prefer Blondes	1	10	23	6	66	6,871 Ft.
Get Your Man	—	2	33	6	73	5,889 Ft.
Honeymoon Hate	1	5	12	—	59	5,415 Ft.
Hula	—	1	38	14	77	5,862 Ft.
Jesse James	2	6	23	3	64	8,656 Ft.
Last Command, The	—	1	26	18	81	8,234 Ft.
Last Waltz, The	1	3	12	—	61	6,940 Ft.
Legion of the Condemned, The	—	1	27	10	77	7,415 Ft.
Love and Learn	—	3	19	2	69	5,737 Ft.
Madame Pompadour	1	8	20	—	60	7,180 Ft.
Metropolis	4	6	19	6	64	8,039 Ft.
Nevada	—	3	28	2	69	6,258 Ft.
Night of Mystery, A	—	5	22	3	68	5,741 Ft.
Now We're in the Air	—	8	37	9	71	5,798 Ft.
Old Ironsides	1	7	31	13	73	7,910 Ft.
One Woman to Another	2	5	12	1	59	4,551 Ft.
Open Range	—	3	22	—	66	5,599 Ft.
Partners in Crime	—	2	19	—	67	6,600 Ft.
Pioneer Scout, The	—	5	12	1	63	6,118 Ft.
Red Hair	—	1	22	12	79	6,331 Ft.
Rough Riders, The	5	6	50	7	67	9,443 Ft.
Running Wild	2	3	21	2	65	6,368 Ft.
Secret Hour, The	2	2	13	—	61	7,149 Ft.
Serenade	—	6	17	2	65	5,209 Ft.
Service for Ladies	1	6	18	6	68	6,170 Ft.
Shanghai Bound	1	7	34	6	68	5,515 Ft.
She's a Sheik	—	5	29	3	68	6,015 Ft.
Shootin' Irons	—	3	10	—	63	5,179 Ft.
Showdown, The	1	7	15	2	62	7,616 Ft.
Soft Cushions	1	6	14	1	60	6,838 Ft.
Something Always Happens	—	1	14	1	70	4,729 Ft.
Speedy	—	2	23	17	81	7,960 Ft.
Sporting Goods	—	4	25	2	68	5,951 Ft.
Spotlight, The	2	3	15	3	66	4,934 Ft.
Stark Love	2	1	14	—	62	6,203 Ft.
Street of Sin, The	—	2	18	3	71	6,218 Ft.
Swim, Girl, Swim	—	1	47	4	72	6,124 Ft.
Tell It to Sweeney	1	8	22	1	62	6,006 Ft.
Three Sinners	—	3	14	2	68	7,029 Ft.
Tillie's Punctured Romance	2	4	8	—	54	5,733 Ft.
Two Flaming Youths	—	—	15	4	76	5,319 Ft.
Under the Tonto Rim	—	3	12	2	68	5,991 Ft.
Underworld	—	6	36	13	74	7,643 Ft.
Way of All Flesh, The	—	2	36	23	80	8,486 Ft.
We're All Gamblers	—	11	25	1	62	5,935 Ft.
Wife Savers	1	8	18	3	63	5,413 Ft.
Woman on Trial, The	—	7	21	2	65	5,960 Ft.
PATHE-DE MILLE						
Angel of Broadway, The	2	4	13	1	61	6,555 Ft.
Blue Danube, The	—	1	9	1	79	6,589 Ft.
Chicago	—	5	16	4	69	9,992 Ft.
Country Doctor, The	—	1	23	3	72	7,500 Ft.
Dress Parade	—	5	27	4	69	6,599 Ft.
Fighting Eagle, The	—	2	20	1	69	8,002 Ft.
Forbidden Woman, The	—	7	16	4	67	6,568 Ft.
Girl in the Pullman	—	1	12	2	72	5,990 Ft.
Leopard Lady, The	1	3	13	—	62	6,650 Ft.
Let 'Er Go Gallagher	—	1	8	3	75	5,888 Ft.
Main Event, The	—	4	15	1	66	6,472 Ft.
Night Flyer, The	—	2	13	1	68	5,954 Ft.
On to Reno	—	3	9	1	65	5,494 Ft.
Rejuvenation of Aunt Mary	—	1	7	3	75	5,844 Ft.
Rush Hour, The	—	—	10	1	73	5,880 Ft.
Skyscraper, The	—	3	14	—	65	7,040 Ft.
Stand and Deliver	—	2	18	—	67	5,423 Ft.
Wise Wife, The	—	2	18	2	70	5,610 Ft.
Wreck of the Hesperus, The	—	3	16	2	69	6,447 Ft.
STATE RIGHTS						
Cruise of the Hellion, The	—	2	9	—	65	6,089 Ft.
Satin Woman, The	1	2	9	—	61	7,000 Ft.
TIFFANY-STAHL						
Lightning	—	—	9	3	78	6,049 Ft.
Streets of Shanghai	—	1	11	1	70	5,276 Ft.
Wild Geese	—	1	28	3	72	6,448 Ft.
UNITED ARTISTS						
Circus, The	—	4	24	27	81	6,700 Ft.
College	—	5	17	6	71	5,362 Ft.
Devil Dancer, The	—	5	19	6	71	6,765 Ft.
Dove, The	—	10	21	9	69	8,400 Ft.
Drums of Love	—	3	10	3	70	8,350 Ft.
Garden of Eden, The	—	—	13	3	76	7,558 Ft.
Gaucho, The	—	4	35	19	78	9,256 Ft.
Magic Flame, The	—	—	39	6	74	8,300 Ft.
My Best Girl	—	4	43	21	78	8,500 Ft.
Ramona	—	—	15	10	82	8,200 Ft.
Sadie Thompson	—	3	36	14	76	8,700 Ft.
Sorrell and Son	—	2	25	19	81	9,000 Ft.
Topsy and Eva	—	12	7	2	56	7,350 Ft.
Two Arabian Knights	—	1	27	16	80	8,250 Ft.
UNIVERSAL						
Alias the Deacon	1	4	14	—	61	6,869 Ft.
Back to God's Country	1	6	24	1	64	5,751 Ft.
Cat and the Canary, The	—	4	49	14	74	7,190 Ft.
Cheating Cheaters	—	3	17	—	66	5,623 Ft.
Chinese Parrot, The	1	10	18	5	64	7,304 Ft.
Cohens and the Kellys in Paris	—	2	22	11	78	7,481 Ft.
Finders Keepers	—	2	12	1	68	6,081 Ft.
Four Flusher, The	—	2	10	—	65	6,193 Ft.
Hero for a Night, A	—	1	15	2	72	5,711 Ft.
Irresistible Lover, The	—	3	16	1	67	6,958 Ft.
Les Miserables	—	4	26	3	69	7,713 Ft.
Lone Eagle, The	—	3	15	1	67	5,862 Ft.
Love Me and the World is Mine	—	3	8	—	62	6,813 Ft.
Man's Past, A	1	4	16	—	62	6,135 Ft.
On Your Toes	—	4	17	—	64	5,918 Ft.
Out All Night	1	2	20	2	68	6,170 Ft.
Painted Ponies	—	2	22	2	70	5,415 Ft.
Painting the Town	—	—	26	4	74	6,045 Ft.
Surrender	—	1	9	—	67	8,249 Ft.
That's My Daddy	—	4	12	3	68	6,073 Ft.
Thirteenth Juror, The	—	3	16	1	67	5,598 Ft.
We Americans	—	6	19	—	63	9,151 Ft.
WARNER BROS.						
Across the Atlantic	—	2	12	—	66	6,052 Ft.
Beware of Married Men	—	5	7	—	58	5,421 Ft.
College Widow, The	—	2	27	1	69	6,616 Ft.
Desired Woman, The	—	2	13	1	68	6,408 Ft.
Dog of the Regiment, A	—	1	12	—	68	5,003 Ft.
Fortune Hunter, The	—	1	10	1	70	6,638 Ft.
Girl From Chicago, The	—	5	16	—	63	5,978 Ft.
Good-Time Charley	—	4	12	2	67	6,302 Ft.
Ham and Eggs at the Front	—	4	9	1	64	5,613 Ft.
Jazz Singer, The	—	—	11	21	90	8,117 Ft.
Missing Link, The	—	5	22	3	68	6,485 Ft.
Old San Francisco	—	6	38	4	69	7,961 Ft.
One Round Hogan	—	1	23	—	69	6,375 Ft.
Tenderloin	—	1	11	7	79	7,782 Ft.
When a Man Loves	—	1	38	6	73	10,081 Ft.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

WANTED — Experienced theatre manager to locate in Pittsburgh , Pa. Attractive opportunity for ambitious and aggressive young man. Possibilities for advancement are unlimited. Write Box 363, care of Motion Picture News, 729 Seventh Ave.. New York City.

WANTED — A publicity man to connect with a Pittsburgh (Pa.) theatre. Want one with initiative and with original ideas. This is a real opportunity for the right man. Write Box 364, care of Motion Picture News, 729 Seventh Ave., New York City.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Union or nonunion. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chieago.

VITAPHONE - MOVIETONE Projectionist. 18 years' experience. Steady and reliable. Box 361, care of Motion Pieture News, 729 Seventh Ave., New York City.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

YOUNG MAN, five years' experience as moving picture theatre assistant manager desires position in that capacity or opportunity as manager of small house. Experienced publicity and ballyhoo man and in the compiling of programs, etc. Address Box 336, care of Motion Picture News.

For Sale

Slightly used Style W Wurlitzer Organette just like new. Gold Mine Butterkist Pop Corn Machine in good condition. Central Theatre. Fairbury, Ill.

Brand New veneer and spring cushion upholstered chairs at prices below faetory cost. Kindly state your requirements. C. G. Demel. 845 South State Street, Chicago, Ill.

FOR SALE — 700 seat neighborhood fireproof theatre, Buffalo, New York, $41,-000. For particulars David Krieger, 1346 Jefferson, Buffalo, New York.

748 shares of the capital stock of the J. G. Carlson Realty Co., Inc., representing all of the stock of that company excepting two Directors' qualifying shares The business is represented by a two-story business block at the N. W. corner of Main and Portege Streets, in Westfield, N. Y., containing the Grand Theatre (moving picture house) thirteen public rooms, a five-room apartment and four stores. The gross income is approximately $10,000 a year. This stock represents the owners equity and will be offered at public sale at 10 A. M. on July 30, 1928, at the office of the Grape Belt National Bank, Westfield, N. Y.

FOR SALE—700 fine upholstered opera chairs from first-class theatre, $2.75 per chair. Also 1,000 strong and durable veneer chairs at $1.10. Can be seen upon request. Box 425, care of Motion Picture News, 729 7th Ave., New York City.



A collection of five newspaper displays featuring presentations of "The Legion of the Condemned". The most effective is the display of the Arcade theatre, Jacksonville, Fla., which originally was 6¾ inches square and features a stock cut mortised for type box at bottom. Other ads shown were used by: Clemmer, Spokane; Southern, Columbus, Ga.; Aldine, Philadelphia, and the Olympia, New Haven.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Lively Production Current at Metropolitan Studio

Big Plant Now Houses 12 Units Engaged in Filming; Plans for Sound Equipment Installations Under Way

HOLLYWOOD, July 7.—Following the expiration on Pathe's lease of the Metropolitan Studios in Hollywood, which terminated June 30, the Christie Brothers, owners of Metropolitan, have again assumed active control of the large plant with Phil H. Ryan in charge of operations and management.

A large number of companies are at work at Metropolitan, headed by Harold Lloyd and Caddo companies, both of which are engaged on important productions. The Charles Hutchinson company is also engaged on important films, starting on its third feature picture, and Trem Carr Productions are in the midst of a large schedule. Other producing units which are centered at Metropolitan include Burton King Productions, First Division Pictures, Cliff Broughton, Batchelor Productions, Mascot Pictures, Vareo, Nat Spitzer, and part of the production of Anchor Films.

Plans are going forward rapidly for the new construction which will be undertaken for sound-stages and sound-recording equipment. Metropolitan will thus be the first of the so-called independent studios to be equipped for the making of sound pictures through the Western Electric System.

"Toots and Casper"

"Toots and Casper," those cartoon creations of Jimmy Murphy, will be played by Thelma Hill and Buddy Duncan in the series of two-reelers that Larry Darmour will produce for F B O release. The strip is now running in Hearst newspapers throughout the country. Production on "Happy Holidays," the first of the series, is now under way.

Mix's First FBO Western

Tom Mix' initial western under the auspices of the Joe Kennedy organization will be "Son of the Golden West." It was started at the Hollywood studio of the company last week. The story was written by George Pyper and is a tale of the Pony Express. Eugene J. Forde is to direct.

Rinty's Next

Rin-Tin-Tin's next starring vehicle will be "The Outlaw Dog," written by Robert Lord. Ross Lederman will direct the dog star. The initial scenes call for a location trip to the Big Tree country in northern California.

N. Y. Mayor at "Lilac Time" Coast Premiere

MASTER of ceremonies at the premiere showing of "Lilac Time," the First National special production, at the Carthay Circle in Los Angeles on July 17, will be Mayor James J. Walker of New York. He accepted the invitation to preside at the showing at a dinner given in his honor by Ned Marin, First National producer who entertained him at his recent visit to the Burbank studio.

An extensive exploitation and advertising campaign will back "Lilac Time," First National reports. The Eveready Hour of July 3 featured the theme song of the picture, "Jeannine, I Dream of Lilac Time," a composition of Nathaniel Shilkret. The song was broadcasted over Station WEAF and 19 other stations. The firm of Leo Feist is publishing the song and has already begun its activities to popularize it. The song will be tied up with chain stores as well as the retail music stores in key cities, it is said.

The eastern premiere of "Lilac Time" will occur at the Central Theatre in New York City on August 3.

Alone

For the first time in a long time, Jack Mulhall will be featured alone. When he assumes the leading role in "Applesauce," he will not have opposite him Dorothy Mackaill, his constant co-star for several seasons. He is now being teamed with her in "Waterfront," and is scheduled to act with her in one more production this season, "Children of the Ritz."

Camera Supervision

At the Burbank picture plant Syd Hickox will be in charge of the cameras on "Oh Kay," the new Colleen Moore vehicle. Incandescent lighting is being used entirely on this picture.

"Our Daily Bread"

"Our Daily Bread" will be F. W. Murnau's third picture for Fox Films. Chas. Farrell and Mary Duncan will have the leading roles and to permit their immediate work on them an unprecedented twist in the production schedule of the Fox studio has been made.

The two players will work in two specials at the same time. On August 10 they will stop work on "The River" to journey to the Oregon wheat fields, where they will spend a month making harvest scenes under Murnau's direction. That task completed, they will return to work on "The River," which will be completed before further scenes are taken for "Our Daily Bread."

FBO's Plant Active

Nine features are in the course of work at the FBO studio at the present time and three of them are Gold Bond productions. The nine are: "Son of the Golden West" and "Sinners in Love," started July 9; "The Chorus Kid," "Sally's Shoulders," "Singapore Mutiny," which was begun early this week; "Captain Careless," also begun this week; "The Trail of the Horse Thieves," and "Rough Ridin' Red," another of the films began this week. Leon d'Usseau expects to start "Fury of the Wild" momentarily.

Pathe Films in Work

At the Pathe Studios in Culver City, several new films have been placed into production and several have been finished. Last week "Show Folks" went into work at the same time that "Craig's Wife" and "Captain Swagger" were finished. On the 23rd, the "Annapolis" company returned to the studio to finish a few remaining scenes. "Sal of Singapore" went into production about June 10th. Two or three days later "Marked Money" joined the list of pictures now in work. In preparation and soon to enter the filming stage are "Geraldine," "Ned McCobb's Daughter" and "The Spieler." Irene Rich will star in the second and Jeanette Loff in the first.

Mack Sennett's studio is hard at work on new comedies—the "Handy Andy," "The Tired Business Man" and "The Taxi" series.

"The Swamp"

Camera work on "The Swamp," Gloria Swanson's next film to follow "Sadie Thompson," will begin on August 15 in Hollywood. Eric von Stroheim, who is to direct Miss Swanson in this story, his own, of Berlin and German East Africa, is nearly finished with the script. In this vehicle, the star will play an Irish girl named Queen Kelly. The role of the leading man, that of a German army officer, has not been filled as yet.

New Tuxedo Titled

The first Tuxedo comedy on Educational's program for 1928-29, recently completed at the Educational studios, has been titled "Wedded Sisters." Wallace Lupino and Betty Boyd have the principal roles, Lupino playing his first featured role in a two-reel comedy.

(Continued on following page)

Hollywood—*Continued*

"Sinners in Love"

The script of "Sinners in Love" has been finished and approved by Director Melford and camera work on this F B O special production is scheduled to begin shortly. The picture will be released as a Gold Bond; simultaneous with its release the story will be published in four issues of True Story Magazine, the September number to carry the first installment.

New T-S Color Classic

"A Tenderfoot Tourist," a new Tiffany-Stahl Color Classic short subject, is now being photographed under the supervision of Howard C. Brown in the Grand Canyon of Arizona. Jack Singelton and Dorothy Nourse are the leads and Mark Goldaine is the director. One of the scenes will be of a Hopi Indian dance.

Fox Finishes Five

Within the week five new pictures have been finished at the Fox studio, where production is well in advance of release dates. The newly completed quintet are: "Mother Knows Best," "Me, Gangster," "None but the Brave," "Prep and Pep" and "The River Pirate."

"Jimmy Valentine" in Work

"Alias Jimmy Valentine," the stage success in which H. B. Warner starred, is now in production at the M-G-M studio, where it is being made into a vehicle for William Haines, Jack Conway directing. The feminine lead is not yet chosen.

Bessie Barriscale Returns

One of the earliest of the screen stars and one of the most popular during the Ince regime, has returned to motion pictures. Bessie Barriscale has come back to play the role of Kitty Mayo, vaudeville trooper, in "Show Folks." Recently she was heard at the Hollywood Playhouse in the drama "Women Go On Forever."

On the Stella Way

Eva Von Berne, the young Viennese girl recently discovered by Irving Thalberg and Norma Shearer, is already on the way to stardom, M-G-M having chosen her to play opposite Jack Gilbert in "The Mask of the Devil." This is her first camera assignment and a prize role for a lass who not long ago was but the daughter of an Austrian army colonel. She has had no previous stage or screen experience.

"Outcasts" Seiter's Next

Director William Seiter will commence directing "Outcast" for First National upon the completion of his present picture, "Waterfront," and Corinne Griffith's present starring vehicle, "The Divine Lady."

"Revenge"

Final scenes for "Revenge," the gypsy story that will come to the screen via United Artists, starring Dolores Del Rio, are now in progress. It was adapted by Finis Fox from a short story by Konrad Bercovici, the gypsy author. Fox will continue adapting material for Miss Del Rio and will remain on the job in Hollywood while director and star of Carewe productions are in Europe.

Not Going Abroad

Carmel Myers is not going abroad, contrary to a persistent report that she has signed to go to England in connection with British Amalgamated pictures. Miss Myers is going to stay in Hollywood and will contribute her talents to two pictures for Gotham—"The Girl from the Argentine" and "A Modern Sappho."

Thrill Work

Although Buck Jones' first independent production, "The Big Hop," will not be a western, it will not lack thrills. Buck took his company to sea while making "The Big Hop," and the star made a parachute jump from a plane into the Pacific ocean with four other men. The plane, a big passenger ship, took off from Long Beach. Director James W. Horn and a camera crew were on board the boat twenty miles out. When the plane reached the ship Buck and the others jumped. They were picked up by speed boats.

Blanche Sweet

Blanche Sweet plans on resuming her picture work in Hollywood following her extended trip abroad during which time she played in one picture for British Films, Ltd., "The Woman in White."

Bess Meredyth in Accident

A fractured wrist and severe cuts around the face and throat have been the means of interrupting Bess Meredyth's work on "The Woman of Affairs," which she was adapting for Metro-Goldwyn-Mayer when an accident caused by a wild driver smashing into Miss Meredyth's car resulted in her painful injuries. Miss Meredyth was on the way to her beach home, where she expected to spend the week-end. Instead, she spent several days in the hospital.

Requiem

The film colony mourned the passing of Sidney C. Smith, 36, screen comedian, who succumbed in a private hospital on Gower street, following a beach party. Smith was one of the original "Hall Room Boys" of film fame and was recently featured in Christy comedies.

Ramon Novarro Returns

Ramon Novarro returned to Hollywood last Wednesday after a three months' tour of Europe with his family. While abroad Novarro visited Rex Ingram at his studio at Nice.

"Oh Kay" Done

Mervyn LeRoy directed the final scene for "Oh Kay," starring Colleen Moore, on Sunday, July 8, finishing the picture on schedule time.

Lubitsch Collaborating

Ernst Lubitsch, whose next production will be a John Barrymore vehicle for United Artists, is working with Hans Kraly, scenarist on "Conquest," an original which Director Lubitsch will start about the middle of September. Barrymore is reported to be elated over the prospect of the story, its author and director.

Submarine Story

Irvin Willat, handling the megaphone on "Into the Depths," a Columbia production, will direct some extraordinary spectacular scenes, including one depicting the ramming of a submarine by a cruiser.

Adapting

Dorothy Farnum, who is adapting "Adrienne Lecouvreur," for Metro-Goldwyn-Mayer, says this is one of the most charming stories she has brought to the screen. Fred Niblo will direct and it is believed that Greta Garbo will have the title role.

Complete Oral Scenes

For four consecutive days Roy Del Ruth and the entire company under his direction worked eighteen hours in order to complete the talking scenes in "The Terror," which Warner Brothers are producing as one of their big all-Vitaphone productions.

Fox Signs Young Director

Winfield Sheehan, vice-president of Fox, has been credited with the saying that "no director is any better than his current production." Sol M. Wurtzel, another vice-president of Fox Films, evidently is in accord with his chief's views on that subject for he has signed Raymond Canno upon the strength of that young director's contribution to the screen, "Life's Like That."

Keefe in Anchor Picture

Cornelius Keefe will play the featured male role in the screen production of James Oliver Curwood's story "Thunder God," which Charles Hunt is directing for Anchor productions.

Tryon in "Talkie"

Fred Newmeyer, who is slated to direct Glenn Tryon in "It Can Be Done," is making a thorough study of the Movietone synchronization device, as it is understood that Carl Laemmle intends using the "talkie" on this feature production.

New Underworld Film

Randall H. Fayne, whose "Collegian" special which Mack Sennett produced, brought him into prominence, is writing the scenario of "Romance of the Underworld," the Paul Armstrong play which will be picturized by Fox.

Finishes Script

Eve Unsell has just completed the screen version of "The Candle in the Wind," H. B. Warner's forthcoming vehicle for Warner Bros.

(*Continued on Page* 164)

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.

Creating Our Own Slogan

A well-known paint manufacturer created the slogan "You Can't Paint Your House With Applesauce" and we thought it just as appropriate to create a slogan of our own.

We have, off and on, since the appearance of the Manager's Round Table Club, been preaching that, in most cases, the days of "bunk," as applied to theatres, advertising and exploitation, are over. Theatre-goers, wherever they might be, are "show-wise" because they travel more often to the bigger cities, they drive there in their automobiles and they subscribe for the city papers. Don't let your own theatre suffer by comparison. For that is exactly what happens if you are in a rut in your shows, in the way you present them or the way you operate your house.

When the folks return from a visit to the larger cities and come to your theatre, don't let them walk away saying, "What a difference between this 'dump' and the So and So Theatre in Such and Such a town."

Entertainment Sold Like Anything Else

Pictures are entertainment. At least that's what the producers are always trying to tell us. And our contention is that entertainment must be sold with as good a form of salesmanship as any other item requiring the services of a salesman.

Look for the "big idea" that might be hiding away among the exploitation angles of the picture. Think over what the chances are for tying it into something local. Advertise it so that your prospective patrons will want to see it and not just come because they have no other place to "kill" a few hours. But don't misrepresent it. Better to starve on a picture than to pack them in on a lie. Because you will feel it for many a moon to come. So again we caution and say "You can't fill your house with bunk."

Ads Should Reflect Theatre Caliber

It is generally conceded that the time is past when a theatre can turn out any old piece of advertising matter, and expect to get results. In our opinion any advertising coming out of a theatre, should reflect the caliber of the theatre itself. It can hardly be called economy to distribute among prospective patrons a circular, poorly set up or printed on cheap stock. Investigation will disclose that the difference in cost between a cheap piece of advertising and a good piece of advertising is very small.

To those managers who like to use circulars or heralds as an advertising medium, we suggest that they use cuts or mats to liven up such advertising. Plain type set-up is not always eye-arresting, and a good cut might tend to make a person read it through instead of throwing it away.

Then there is the so-called "trick circular," which most certainly will be read if not worked too often. We used one some time ago, and from personal observation we found it was being read by practically everyone who got hold of it.

After all "good" advertising is not expensive because if it really is good, it is bound to bring back, in additional business, more than you paid for it, but keep in mind at all times that a herald or circular is used for the purpose of attracting patrons to your box-office, who might ordinarily not attend, and with such an idea in mind, make it both peppy and attractive.

Are You Invisible?

THIS is the age when we should be seen as well as heard. Don't crawl away into the cellar and do the disappearing act.

The Manager's Round Table Club was created so that exhibitors all over the world could exchange ideas and suggestions for improving business and theatre operation. But we want to see what you look like.

We are just as anxious to publish your picture as we are to print your story or "stunt"; so, please see that we receive your photo as soon as you can send it on.

Parking Tags at the Right Time

Manager Edward T. Zadra of the Lyric and Ramsdell Theatres in Manistee, Michigan in advertising "Beau Sabreur" hit upon the idea of a Red parking tag similar to those used by the Police Department of his town. It happened just about the same time as the Summer Parking regulation went into effect with the happy result that everyone who found the tag on their car was certain to read it. Mr. Zadra tells us that it increased business and created considerable comment.

What we particularly like about this "stunt" is that it can be used on any picture you care to work it with. This is another one of the "real" ideas that we are anxious to uncover, proving that the picture can be fitted to the idea and the idea to the picture.

Just a little portion of Mr. Zadra's most interesting letter read—"Have been religiously reading this section of Motion Picture News, and will be candid in stating, that I have profited by some of the suggestions submitted by members."

From Goldquist of Illinois

Here's an idea that F. C. Goldquist of the Web Theatre, Savanna, Illinois, worked and which appeals to us because it can also be used on any picture you want to try it on. Providing, of course, that the picture has some real merit.

He describes his idea as follows: "I sent up six day bombs at two minute intervals just before we opened the doors for the evening. Then from the roof of the theatre I sent up a small paper balloon with passes attached. I got two kids from the crowd, watching in the street, for my committee. They helped inflate the balloon, saw the passes attached and just before it went up I took two from the balloon and gave it to them. After it was in the air I told the kids to show their passes in the crowd and tell them they saw me put the others on the bag. This showed them there was no deception about it.

Quite a crowd chased the balloon several miles. It finally landed on the farther edge of a river and one brave lad did not hesitate about plunging in, swimming the stream and bringing in the passes."

In the smaller towns, particularly, this "stunt" will surely attract plenty of attention if handled right and that is why we are publishing it for the consideration of our Members.

Wodetsky in Full Charge of Miles

J. C. Wodetsky, manager of the Miles Theatre in Detroit was recently placed in complete charge of the entire proposition. He put his shoulder to the wheel and from recent reports has started to build up the theatre into a real business again. This gave him the opportunity of doing many things that previously he could not do

himself and he found that in actual practise, many of his ideas of theatre management were money saving and practical.

As Mr. Wodetsky is a member of the club, I want to wish him all the luck he deserves and we hope to hear more from, and about him.

Testimonials Keep on Coming in

Creating a new idea such as this Manager's Round Table Club is in itself a pretty large order for anyone to assume. But when the response is so great from every corner of the country, and when we receive so much encouragement, then the task becomes infinitely less difficult.

Fred ("Fritz") Putnam of the Strand Theatre, Port Arthur, Texas, was one of the first to see the advantages that membership in the Club offered and did not hesitate to express himself when sending in his application. Just a small bit from his letter says—"Hope you get many members in this Club as I am sure it will be a big success as it will be a big help to everyone." And every day continues to prove that Fred's idea was correct. The Club is a real success and the suggestions offered for the members' consideration have already proved business boosters to many of us.

Newspaper Tie-Ups Good Money Makers

Tie-ups with newspapers, when successfully put across have always proved a sure money-maker. Why not? It is conceded that the best medium to get to your theatre-goers is through the local papers. For this reason we liked the stunt put over by O. Fred Glass of McCook, Nebraska.

Mr. Glass worked his tie-up with a local aeroplane factory and the paper, and since there are so few of us with the makings of an aeroplane tie-up, we cannot honestly advocate "stunts" requiring same. If you can do so, all the better, but if not there is still the newspaper to work with and that in itself is good "dope." Mr. Glass tied up with every merchant in town on his idea and the paper co-operated 100 percent with the result that "The Legion of the Condemned" was a "whiz and did business." A special edition, distributed in all surrounding towns done the trick. Great stuff, Mr. Glass.

Cartoons of Racial Types Form Newspaper Game

A newspaper tie-up featuring "We Americans" and based on a series of cartoons showing various racial and national types proved a highly successful exploitation stunt for the Roosevelt Theatre, and stimulated reader interest in the Chicago Evening American.

The newspaper printed a series of sixteen pictures of various nationalities which the readers were to identify. When all sixteen were submitted, a letter of 100 words on which race has contributed most to America was to be sent to Rob Reel, of the American. Thirteen cash prizes, from $25.00 to $5.00 apiece, and fifty tickets to the Roosevelt were offered for the correct answers.

MANAGER'S ROUND TABLE CLUB

Offering exhibitors, everywhere, the opportunity of affiliating themselves with a modern organization of the industry's representative men who recognize the value of the Motion Picture News as:

1. The clearing house for business helps, box office problems and theatre operation.

2. Whose slogan is—"Use the News"

3. Whose better business qualities compel them to admit that the interchanging of ideas is the most progressive move in the industry.

To such men we extend the invitation to fill out the application blank below and send it to us together with your own photo.

CHARLES E. LEWIS
Chairman.

(APPLICATION BLANK)

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Key City Reports

New York City

INTENSE heat, a mid-week holiday and a general scampering off to cooler spots by all those fortunate enough to get away from a blistering city, took severe toll from some of the Broadway houses last week. Three specials called it an end on the street and moved out, and some of the weaker two-a-days took smart cracks on the chin which left them rather wobbly for the time. No particular highlights among any of them, excepting the Capitol, which can be credited with a better showing for a two-weeks' run than this house has had in a long time.

"The Cossacks," (M-G-M) with John Gilbert, is the picture which gave an excellent two-weeks' business to the Capitol—a good picture combined with the Gilbert pulling power did the trick. The Paramount did not do so well, in comparison with other weeks, but still managed to show a profit with "The Big Killing" (Par.) the week was fair. At the end of the week Tom Meighan's "Racket" came in and big business is looked for during the current week. There is some talk of putting talking parts in some of the effective dialogue in this one.

The Roxy again went along to a below average pace with "The Michigan Kid" (U) but trade is expected to pick up at this house with the advent of a stronger array of feature pictures. This week's newspapers carry an ad announcing a number of them which will shortly be shown.

The Strand continued to show the stronger attendance which has marked the change of policy in recent weeks. The picture, "The Wheel of Chance" (F.N.) and another talkie program again brought this house a week that no one can kick about. The Talkies are getting a good play on Broadway, as is evidenced by a consistent showing being made by "The Lion and the Mouse" (W.B.) at Warners. The one possible danger is over-feeding the public at the present stage of the game.

Three pictures, "Potemkin," "The Last Laugh" and "Shoulder Arms," a real bargain for the patrons of this theatre, failed to get anything but ordinary business at the Cameo and both the Rivoli and Rialto played to below average trade. "Uncle Tom's Cabin" (U) at the Rialto, eased out, after a mediocre two weeks, to let "The King of Kings" (Pathe-deMille) come in. "The Drag Net" (Par.) let go after a three-weeks' stay and this house took on Universal's "The Man Who Laughs."

Most everything among the specials took a decided drop with the exception of Paramount's "Wings" at the Criterion, where this popular aviation film continues to near its fifty-second week. Good business here in spite of the torrid weather. At the Astor, "The Trail of '98" (M-G-M) is still holding on after a month's stay, but is destined to go out in a few more weeks. The hot weather also took a sock at the Embassy where "The Tempest" (U.A.) is staying, and the public found the hot Fox film "Fazil" too hot for this season at the Gaiety. Some folks say that the title of this one is not so good. Don't know what it's all about or how to pronounce it. It probably will not be there much longer, and will be set in line with the rest of them to go into the Roxy. Another Fox picture, "The Red Dance," along with the Shaw Movietone reel, also took a slump for the week, but will undoubtedly stay on for a time.

Concerning the departed ones, "Dawn" left the Times Square after a run of a month and one-half, and the Hammerstein film, "The End of St. Petersburg," called it quits at Hammerstein's theatre. The latter made it five weeks in all.

Tampa

THE 4th was a surprise for the showmen of Tampa. None expected much of a matinee, with the hot weather calling for a "dip in the Gulf" and the beaches advertising their attractions. However, plenty of people decided in favor of the "cool and comfy" theatres and all houses enjoyed a good business, both matinee and night.

The Victory business held up fine this week. "If I Were Single" was the feature attraction, though the real card of the bill was Al Jolson in his singing Vitaphone act. Besides these two features there were three other Vitaphone acts, the Movietone News and three Movietone acts.

Colleen Moore, in "Happiness Ahead," did not come up to expectations at the Tampa. This former Tampa girl usually pulls better business. The heat may have been responsible for the slight slip from her former records. "A Certain Young Man" the feature of the last half, was well liked and held the business up to average.

The Strand had a satisfactory week. "The News Parade" and "The Hawk's Nest" were featured two days each and both pictures drew about average business.

"Why Sailors Go Wrong," used for three days and given a special lobby flash, pulled a little better than average.

Since the Franklin switched to four changes in the week they have been using two first runs and two second. The second runs have been pulling better than the firsts and this week they had three second runs and but one first. "The Showdown," "Hold 'Em, Yale," and "Speedy" were the second runs used last week and they gave the house very good business. "The Breed of Sunset" used but one day did about average.

Indianapolis

BUSINESS was unusually good in Indianapolis picture houses last week. July 4th holiday crowds and heavy morning rains swelled attendance at downtown houses, making a satisfactory week in all.

Clara Bow in "Ladies of the Mob" did satisfactory business at the Indiana. Charlie Davis' stage band in "Swanee Moon" and Stuart Barrie at the organ were other features.

Corrine Griffith in "The Garden of Eden" at the Palace drew heavily last week at the Loew house. Emil Seidel's stage band presented "Odds and Ends." Harry Fox has taken over Seidel's work as master of ceremonies, Seidel continuing as musical director.

The Circle did a good business with Arthur Lake in "Harold Teen." Dick Powell, master of ceremonies, continues popular in stage presentations. "Revue in Blue" was last week's show.

Will Rogers in "The Texas Steer" did good business at the Ohio, which closed Friday for installation of Vitaphone. Will reopen this fall.

Stock companies sold out several days last week but additional business failed to detract from movies. Neighborhood houses reported gain in business.

Milwaukee

BUSINESS in the downtown Milwaukee theatres was at a low ebb throughout the entire week, and the hot summer weather with its mid-week holiday no doubt was partly accountable for the poor results the box offices turned in. The summer season seems to be here to stay and only a break in the weather will help the theatre business.

The Wisconsin featured "Laugh, Clown, Laugh." A new stage director was also introduced at this week's showing which helped to swell business somewhat at this theatre. The picture drew fairly well.

"The Shepherd of the Hills" played to very mediocre houses at the Strand.

Very slim patronage was accorded the Merrill, where "Honor Bound" was the week's feature.

"Partners in Crime" at the Alhambra drew fairly well.

Business was a little more brisk at the vaudeville theatres.

The Orpheum enjoyed very good patronage with "Hold 'Em, Yale" as the photoplay feature.

The Riverside offered "Three-Ring Marriage."

"Tenderloin" was held over for a second week at the Garden and business continued to be unusually good.

Neighborhood theatres also experienced a slump in business.

The Milwaukee did fairly well with "Why Sailors Go Wrong."

"Harold Teen" was offered patrons of the Garfield and Uptown with fair results.

"Diamond Handcuffs" played at the Oriental, Tower and Modjeska to moderate houses.

Salt Lake City

THE first run theatres of this city report fairly good attendance records as a rule although the real summer weather seems to have set in.

The rather unusual photo play "Diamond Handcuffs" drew very satisfactory crowds at the Pantages theatre in conjunction with the regular vaudeville bill offered at this house.

"United States Smith" played to fairly crowded houses at the Capitol theatre, with the Fanchon & Marco stage presentation "Japa Knees," also proving to be a good drawing card here.

Clara Bow in "Ladies of the Mob," with Richard Arlen, went over very good at the Paramount Empress.

The Victory theatre, which is presenting the Vitaphone and Movietone in connection with the picture performances, reports that the present showing of "The Lion and the Mouse" is keeping pace with the record breaking run of "The Tenderloin" at this house a few weeks ago.

"My Lady's Lips," featuring Clara Bow, proved to be a very good drawing card at the American this past week.

The Gem theatre presented the second run of Harold Lloyd in "Speedy" to good sized houses.

Two second runs, namely "The Raider Emden" and Charlie Chaplin in "The Circus," were offered as a special holiday program at the Rialto theatre last week.

The State theatre featured Antonio Moreno in "Nameless Men" as their holiday program.

Alice Terry in "The Garden of Allah" did a very good business at the Tower, a suburban house

Portland.

A WEEK of cool weather, a series of pictures far above average, and a considerable increase in the population, due to the Fourth of July, brought up the receipts at all houses, although two of the pictures were running for second and third weeks.

Fildom's sensational love team, John Gilbert and Adoree, drew exceptionally well at the Portland in "The Cossacks," one of the most attractive of the summer shows. The stage offering "Pagodaland" was also given an ideal setting headed by Phil Lampkin and his band.

The Blue Mouse went into second week with "Lion and the Mouse" with no let-up in enthusiastic crowds, and from all indications the picture will continue to draw heavily for at least another two weeks.

Pantages featured "Chicken a la King," which many voted to be an exceptional picture on account of being partially burlesque, pantomime and straight comedy, the bill ending with Raymond Fagan and his 18 aristocrats of music. The cashiers were kept mighty busy annexing the sheckles for Alexander.

Especially appropriate for 4th of July week was "A Ship Comes In" at the Oriental as was also the patriotic musical offerings by Josef Srodka and orchestra. Glenn Shelley, organist, contributed "Spirit of America," and good business was enjoyed during the bulk of the week.

Billy Haines dropped in again with "Telling the World" and found a packed house to greet him. This reception, of course, was expected as Haines always registers well here. Sally Rand of screen fame flew up from California and headed the stage show, accompanied by a dozen boys in "Sally from Hollywood. Fox Movietone, headed by Al Smith, proved attractive.

The Columbia continues to show "Ramona" for the third and last week, and with Rosetti, a favorite with Portland audiences, made new friends with the novel introductory prologue "Pale Moon" and "Ramona."

Both Movietone and Vitaphone scored with good business at the Hollywood, the eastside suburban house. "Ladies Night in a Turkish Bath" drew only fairly well.

The Peoples and Rivoli, second run houses at 25c top, did good business with Emil Jannings in "The Last Command" and Clara Bow in "Kid Boots."

Cleveland

LAST week was the first week of continued hot weather, and the result was sadly evident at the box office. Business fell off everywhere, some places to the vanishing point. The houses with cooling plants installed suffered the least. Matinees downtown were not bad, due no doubt to the cooling devices, but the evenings were disastrous, except in a few instances.

"The Cossacks" did very well at the Stillman in spite of the continued heat. This picture was well liked, and both John Gilbert and Renee Adoree were hits. It is being held another week.

"Ladies of the Mob" brought out good summer attendance at the Allen. Clara Bow, a great favorite here, always draws well. In addition the story is interesting.

"The Big Killing," clever and amusing burlesque of Kentucky Mountain feuds, did fairly well at the State. The picture was favorably reviewed and well liked by those who saw it.

"The Port of Missing Girls" did well at the Cameo. A sensational picture, with a timely theme, it provoked considerable argument and held up well under the heat. It was held over for the second week.

"A Ship Comes In" a good character play, did just so-so at the Palace. The theme was too familiar to attract great interest.

"Chinatown Charlie" made a good showing at Keith's East 105th St. and was given high comedy honors by patrons and critics alike. Good audience comedy, was the unanimous verdict.

"A Thief in the Dark," shown at Keith's East 105th St. the last half of the week, was well liked, but failed to compete with the outdoor entertainments.

"Wings" made a record in Cleveland by completing a run of 13 consecutive weeks at the Colonial theatre at road show prices. Previously the record was held by "Way Down East" which played here for twelve weeks.

San Francisco

(Previous Week)

EXTRA pleasant weather, neither too cold nor too hot, during the past week, sent the San Franciscans to the Beach, which naturally affected the motion picture business. However, business was good for this time of year.

"Bringing Up Father," as shown at the Loew's Warfield theatre, together with presentation acts and the orchestra, was considered the outstanding show of the week. The house was crowded all week, both evenings and afternoons at every performance.

Business at the Granada theatre picked up considerably. "The Vanishing Pioneer" on the screen, a Publix Revue, and Frank Jenks with his band. Business has not been as good at this theatre at it should be during the past few months and it is thought that the band of Jenks helped to liven things up lately.

"The Four Sons" continued on the screen at the St. Francis theatre, drew well. The acting is boosted by all who see this picture and even though war pictures are not so popular here, this picture draws the crowds very well.

"The Lion and the Mouse," shown at the Embassy, while considered a very good picture, has not been drawing as well as contemplated.

"Hold 'Em Yale," shown on the screen together with vaudeville acts at the Golden Gate theatre, drew big crowds in the evenings. The same can be said of the Union Square theatre, which presented the pictures "Nameless Men" and "Freckles," together with vaudeville acts.

"The Crowd," shown at the Alexandria theatre, and "Good Morning, Judge," together with presentation acts shown at the Coliseum, well filled those theatres.

Los Angeles

THE interruption of a national holiday, resulting in numerous people leaving the city for the beaches and nearby resorts, apparently resulted in an undesirable effect upon motion picture houses throughout the city.

However, excellent business is reported at Loew's State, where the Metro-Goldwyn-Mayer picture, "The Cossacks," opened to good business and local newspapers report favorably upon the attraction.

"The Toilers," supplanted Charlie Chaplin in "The Circus," and at the United Artists Theatre beginning last Wednesday. The Chaplin attraction drew well.

At Warner Brothers Theatre in Hollywood, "Tenderloin," continues to draw crowds, and to sustain interest. It will close July 21.

The Metropolitan opened last week with "Telling the World," a Metro-Goldwyn-Mayer product, starring William Haines. Good business is reported.

"Lilac Time," which will succeed "Fazil," at The Carthay Circle, will open July 16 and advance publicity is already current on the event. Mayor James Walker, of New York, will act as master of ceremonies.

Grauman's Chinese continues dark and as yet no definite date of re-opening has been announced.

Albany

THE summer slump is on at the motion picture theatres in Albany and Troy. With the mercury in the nineties, the theatres could not stand up under the heat of last week and win the crowds. Fourth of July was as hot as they come and this, together with a program of racing on the Hudson River, with fireworks at night, left the theatres in a stranded condition over the holiday. Many of the exhibitors, however, say that they have had a good spring and that they are now prepared to take things a bit easy and shape their program for the fall and winter.

The Leland, in Albany, with "Don't Marry," played to just fair business throughout the week, although managing to keep on the right hand side of the ledger.

The Mark Strand, with "Circus Rookies" and Vitaphone presentations, got by to ordinary business.

The Clinton Square, using "The Clown" and "For Ladies Only," held up fairly good, although it should be considered that the house is a small one.

The same may be said of "Sally of the Scandals" at the Mark Ritz.

Joseph Saperstein handling Harmanus-Bleecker Hall in Albany, and coupling his picture program with numerous side issues as drawing cards, stating that business was off, added that he had no kick coming.

Proctor's Grand, in Albany, used Lew Tellegen, the motion picture star, and found it a paying venture. These personal appearances will be continued with more or less frequency throughout the summer.

Albany's neighborhood houses, with one or two exceptions, are finding the going rather hard.

In the neighboring city of Troy, "Drums of Love" went over just fairly well for the first half of the week at the Troy, while "Detectives," the latter part, fell down.

The Lincoln used double features for the last of the week, this being the first time this had been tried this summer. The double features for the price of one appeared to appeal to a considerable extent. The two features were "Bachelor's Paradise" and "The Matinee Idol." The first of the week was given over to "Fools for Luck" and ran to fair business.

Proctor's Troy Theatre used Elliot Dexter in a personal appearance and played to good houses.

Pittsburgh

LOEW'S PENN had a big week. William Haines in "Telling the World," going over in fine style. Stage presentation, "Xylophonia," beautifully dressed and well-trained talent. Overture with M-G-M's Technicolor "The Flag" was prettily done. This house consistently does the biggest business in town, and this week was away above average.

The Stanley had a fairly good week with Milton Sills' "The Hawk's Nest," this one getting good writeups in the papers. The stage presentation, "Eight Bells," according to the Sun-Telegraph was "good on account of its brevity."

The Davis had an average week with "A Thief in the Dark" and five Keith acts, headed by Wagner's Big Side Show. The house closes for the summer with the end of this show.

At the Liberty, Beery-Hatton brought more than average business with "The Big Killing." This team is a real "draw" here. The Liberty discontinues stage attractions this week and is substituting two-reel comedies. Which is all for the better, inasmuch as the majority of the acts which played this house did not click.

The Alhambra did but fair with Norma Shearer in "The Actress."

Harrisburg, Pa.

HEAVY rains on the Fourth of July turned many persons away from the outdoor attractions arranged for the holiday to the material benefit of the theatres, and the result was that the first week in July, despite extreme though seasonable heat, was far from disappointing to the picture houses as viewed from the box office angle.

Especially at Loew's Regent, where the principal attraction all weeek was William Haines in "Telling the World," was the attendance exceptionally large. This play gained in popularity as the week progressed, due to the fact that it was so favorably talked about following the early performances. The show also had additional appeal to Harrisburgers for the reason that the book was written by Dale Van Every, a former Harrisburg newspaperman. Manager McCarthy, of the Regent, emphasized this fact in his advertisements.

Tom Mix, in "Daredevils's Reward," brought a good slice of the week's business to the Colonial, and Thomas Meighan, in "The Racket," drew considerably more than average July crowds to the Victoria.

At the State the film attraction the first half of he week was "The Sporting Age," with Belle Bennett, while on the last three days the screen feature was Rex Bell in 'Wild West Romances."

The Broad Street Theatre had good success with a double bill consisting of Bob Reeves in "Fighting Luck," and Creighton Hale in "Thumbs Down," while the Royal offered Tom Tyler and his pals in "The Phantom of the Range."

Bob Custer, in "Fighting Hombre," pleased the patrons of the Capitol, while "Shanghaied" drew average hot weather crowds to the Grand.

The National offered Ken Maynard in "Gun Gospel," and the Russell scored with Buck Jones in "The Branded Sombrero."

Kansas City

DESPITE a good lineup of pictures the attendance at Kansas City first run houses dropped again last week as the temperature soared above the 100 mark on several days in the streets.

At Loew's Midland, Emil Jannings in "The Street of Sin" drew fair crowds, which is more than can be said of business at the Newman, which was showing "The Vanishing Pioneer," featuring Jack Holt, or Tom Mix in "Painted Post" at the Pantages, although the latter drew better than the former.

At the Mainstreet Richard Barthelmess in "The Wheel of Chance" did a fair business, but not up to the usual standard, while the Liberty theatre, which was showing "The Road to Ruin," was forced to close its doors indefinitely because of poor business.

Nothing unusual in the way of exploitation was used by any of the houses, who employed only the ordinary newspaper advertising space.

Cincinnati

OLD Sol, who was on the job constantly and unmercifully during the major portion of last week, dealt the exhibitors a solar plexus blow in the box-office receipts. Business was poor, and how! Even the Independence Day holiday failed to bring in the regulars, who preferred the vast open spaces of the local amusement parks, all of which did a thriving business.

The most satisfactory returns are reported from the Albee, where Clara Bow regaled the customers with "Ladies of the Mob," and where a six-act vaudeville performance, headlined by Nan Halperin, held sway. The gross, however, was not up to normal.

Milton Sills, in "The Hawk's Nest," at the Lyric, had only a fair week, despite the fact that he is considerable of a favorite with local audiences.

The Capitol, with "Hold 'Em, Yale," together with Vitaphone and Movietone features, had a rather sluggish attendance, as compared with the normal receipts for this house.

Keith's, with Billie Dove in "The Play Girl," while on the black side of the ledger for the week, had quite a struggle to remain there.

"The Heart of a Follies Girl," at the Strand, didn't do a land-office business, nor did the Family, with "Buck Privates," for the first half, and "Brass Knuckles," for the remainder of the week.

The local critics were rather liberal with their "panning" of most of the week's attractions, especially decrying the tactics of the exhibitors in the quality of the pictures which they offered for summer entertainment, and while this should not, ordinarily, cause a decided depression, it, no doubt, had some weight, although the exceptionally torrid spell of weather made it decidedly uncomfortable in the theatres, even bearing in mind the usual "20 degrees cooler on the inside" signs.

Minneapolis

SWELTERING weather struck Minneapolis last week and the theatres which were without refrigerating systems, including some of the neighborhood houses, found business off color.

The Minnesota, after establishing a house record with Paul Whiteman the previous week, saw the crowds dwindle some, but nevertheless Clara Bow in "Ladies of the Mob" proved a pretty good business-getter. "Hula Blues," a Publix unit show, was the stage attraction.

John Gilbert in "The Cossacks" was panned pretty badly by the critics, but the State found the Gilbert name, plus a cool house, a good hot weather drawing card.

"Road to Ruin," which had run two weeks at the Strand, held over for an additional two days, and then the Strand closed up.

Pantages was fortunate in having a Tom Mix picture for the week. "Painted Post" undoubtedly helped to counteract the influence of the awful weather.

The Lyric did only a fair business with "The Big Killing," and the same can be said for Lon Chaney in "Laugh Clown Laugh," a second run picture at the Grand.

"If I Were Single" was the picture at the Hennepin-Orpheum, but the big drawing card was Jeanne Eagels, who appeared in person.

The neighborhood houses, as a rule, found the going hard, except in occasional spots where an unusually big picture was being shown. Fourth of July, of course, saw a general exodus from the city, and the day was generally a tough one, theatrically speaking. The N. E. A. convention brought about 5,000 educators into town, and that lifted the general level of business slightly.

Des Moines

"THE VANISHING PIONEER" showing at the Capitol Theatre did a satisfactory business although the heat wave arrived in full force. The cool theatre drew in patrons who do not usually attend. Jack Holt is generally well liked and the audience reaction was good.

"Harold Teen" at the Strand got a splendid reception. Everybody liked it and said so. The "Our Gang" comedy in which the kids do some inventing got plenty of laughs.

At the Des Moines the Vitaphone showed some of the novel stunts which can be done with "The Lion and the Mouse." There was some criticism of the picture as drama and the Vitaphone effects can be improved. It drew well for the week.





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Seattle

WITH "Harold Teen" on the screen and Fanchon - Marco's "Diving Venus Idea" on the stage, the Fifth Avenue theatre chalked up one of the biggest weeks in the history of summer season show business in this territory. It was a bill that pleased in every regard, even to the orchestra concert arranged by Hermie King, master of ceremonies, which was the highlight of the stage presentation. A very good week, building every day of the engagement.

Second in the running came "Ladies of the Mob" at the Seattle theatre, in which Clara Bow again demonstrated her title as one of the strongest drawing cards on the screen today. The audience seemingly liked this new type of Bow film, too. The Publix stage show "Pagoda Land" was well received. A week above the average of past weeks at this house.

"The Lion and the Mouse" opened the first week of a long run engagement at Hamrick's Blue Mouse theatre to very strong business. It was widely advanced and heavily advertised, and is doing a fine box office business—the best in many weeks. Vitaphone and Movietone attractions form a strong supporting program.

Just as strong as were these three major attractions, the remainder of the first run films in downtown houses were almost equally as weak.

"The Whip Woman" at the Columbia was a very mediocre box office film, and business was noticeably off.

"The House of Scandal" at the Embassy was an average attraction only.

"Alias the Deacon" at the Orpheum and "Hangman's House" at Pantages were just fair films, used to bolster up fair vaudeville programs.

The United Artists theatre, reopening under a "25c. at any time" policy after having been dark for several weeks, played "Burning Daylight." The picture was put on without a day's advance advertising, and considering everything, did fairly well. This 25c. policy bids fair to work out in a resultful way for this house, if judgment in booking is used.

Dallas

EXTREMELY hot weather failed to keep patrons away from the Dallas theatres the past week and receipts went up at practically all first run houses. Good publicity helped turn the trick aided by good pictures.

At the Melba, "Telling The World," with William Haines proved a good draw and business was good. An unusually good lobby display and good publicity gave a boost and the picture proved to be the most popular one of the week.

The Majestic had a good week with "Love Hungry," starring Lois Moran and Lawrence Gray and Interstate vaudeville. The picture was an improvement over those shown the last two weeks and comment was good.

"Happiness Ahead," with Coleen Moore and Edmund Lowe checked off a good week for the Palace. Matinees were unusually good and the early matinees generally produced a full house. The night business was off some but the totals for the week were very satisfactory. Lou Forbes the stage band leader is given the credit for building up the afternoon performances.

The Capitol showed an increase over last week with "Steamboat Bill," starring Buster Keaton and Ernest Torrence and they turned the patrons homeward with a satisfied feeling. Buster Keaton has his fans in Dallas and a Keaton Show is a good bet.

"Vamping Venus," with Louise Fazenda, Charles Murray and Thelma Todd brought average business to the Old Mill. The Old Mill seems to have an average business rut which it is not anxious to get out of as the past weeks show that they are getting a black figure each month and of an appreciative size.

"The Road to Romance," starring Ramon Novarro and "Hold 'Em Yale," with Rod La Rocque filled the house at The Arcadia, the aristocrat of the Dallas suburban houses. It is customary for the Arcadia to fill them up every night as this theatre has more than filled the wishes of it's owners since being erected several months past.

Baltimore

BETWEEN the terrifically hot weather and the Fourth of July holiday coming during the same week beginning Monday, July 2, business at the first-run moving picture houses here with the exception of Loew's Century and Valencia and Warners' Metropolitan, was extremely poor.

"The Cossacks," co-starring John Gilbert and Renee Adoree, played to excellent business during the entire week at Loew's Valencia while "Telling the World," starring William Haines, with Anita Page in her first movie role proved an extraordinarily fine attraction at Loew's Century, with a stage presentation act headed by Ted Claire and his orchestra.

"The Lion and the Mouse," co-starring Lionel Barrymore and May McAvoy, went over good during its third week at Warners' Metropolitan where it was presented with Sound, music and dialogue and other Vitaphone presentations.

"His Tiger Lily,"—starring Adolphe Menjou, with Evelyn Brent in the leading feminine part, proved only a fair patron puller at the Stanley with Graduation Days, a presentation act on the same bill headed by Buddy Page and the stage band.

Business at the Keith-Albee Hippodrome was poor despite that "Skinner's Big Idea," with Bryant Washburn, was the feature film on the same bill with five acts of Keith-Albee family time vaudeville.

At the Keith-Albee New Garden theatre, "Alex the Great," starring Richard Skeets Gallagher, proved only a fairly entertaining picture with Gallagher doing his best work to date. Business was only fair during the week with Charles Ray heading the vaudeville of six high class acts. People gave Ray a big hand but his act was very weak.

The Little Theatre, 250 seats, did very poorly during its second week with "Kriemhild's Revenge," a UFA production

Atlanta

KEITH'S Georgia literally walked away with business last week playing Gilda Gray in "The Devil Dancer." The SRO sign took its place at the first performance and held it steadily throughout the week. As the fourth of July came in this week, all records were smashed for this theatre. A good vaudeville program aided materially.

The other houses reached only a fair peak.

"The Escape," with Virginia Valli, plus the Eviston-Napier stock company presenting "Little Nellie Kelly" drew well, considering the average of all houses for the week.

Loew's Grand came next with "Mademoiselle from Armentieres," claiming sizeable houses.

The surprise of the week was the poor drawing power Colleen Moore proved to be in "Happiness Ahead," showing at the Howard. It was a flat week for this house, even on the holiday.

The Rialto with "Their Hour" enjoyed very good business, while the Metropolitan with Milton Sills in "Burning Daylight" came out fairly well.

Three westerners held the Tudor at a steady gate and the New Alamo with three second runs and "Pretty Clothes" and "Royal American" continued with good business.

St. Louis, Mo.

WITH Old Sol getting into Mid-Summer form the airdomes and other outdoor amusement places of St. Louis and vicinity had a real good play during the week ending on July 6.

The first run houses equipped with modern cooling systems were also desirable spots in which to spend an hour or so with the temperature above the 90 degree mark, and such houses as the Ambassador's, Loew's State, Missouri, Grand Opera House and St. Louis had an increase in what may be termed casual callers—persons who were not so desirous of seeing the entire show as they were to cool off.

The Municipal Opera in Forest Park after being handicapped by the coolest and wettest June since 1873 came back very strong beginning the week ending on July 1 by piling up the third best attendance record in its ten year's history and followed the week just closed with a total attendance and receipts mark that will come very close to the record for all times.

The neighborhood airdomes had fairly good business the past week although still somewhat below what should be expected at this season. The cheaper priced down town houses had good business on the extremely hot days.

At Skouras Brothers Ambassador the film attraction was Clara Bow in "Ladies of the Mob." She does her part well, if you like that sort of picture.

"The Actress" was on view at the Loew's State with Norma Shearer in the role of Rose Trelawney. It is a delightful picture and proved a popular attraction during a very hot week.

"Wheel of Chance" was on the screen at the Missouri Theatre Grand and Lucas avenue. In it Richard Barthelmess plays the dual role of twin brothers. Harry Nie in the P.D. was so enthusiastic about this one he predicted it will be listed among the year's ten best.

"A Ship Comes In" was on the screen of the St. Louis Theatre and was well received.

"The Lion and the Mouse" the Vitaphone talkie continued its successful run at the Grand Central Theatre.

Los Angeles

(Previous Week)

THEATRE business in Los Angeles could be characterized as not up to standard during the past week, due, perhaps, to a number of legitimate stage attractions at various playhouses which seem to have been interfering with patronage of the motion picture houses.

The attraction at Warner Brothers' theatre leads as a box office bet and "Tenderloin," with Vitaphone accompaniment, in its second week continues to hold the attention of all people connected with the motion picture industry. Capacity business is reported for every performance and during the first week, the theatre showed to sixty thousand patrons.

Grauman's Chinese is dark and no announcement has been made as to the next attraction. However, announcement is current that the house is being equipped for talking pictures and that the next feature to play there will undoubtedly be one with sound accompaniment.

"Fazil" at the Carthay Circle, closes this week after four weeks' run. Business held up moderately. "Lilac Time," with Colleen Moore, a First National attraction, will take ts place.

At the United Artists, Charley Chaplin in "The Circus" is doing good business.

Fair business is reported for "The Hawk's Nest," the attraction for the week at Loew's

Only fair business is reported for the Metropolitan, where Clara Bow showed for the week in "Ladies of the Mob."

Opinions on Pictures

The Racket

Fine Entertainment in This Melodrama

(Reviewed by Laurence Reid)

IT'S been a dog's age since Thomas Meighan has had such a good picture as this silent version of a very successful Broadway hit. One can even go so far as to say that it is an improvement on the original. That's how well it's done—and also how capable the screen is in capturing detail and incident that cannot be expressed on the stage. It is skilfully acted and directed with an eye upon story progress, action and suspense, as well as characterization.

The play was perfect meat for the movies. And the director hasn't missed a thing. He's enlarged on it to make it more atmospheric. And the idea itself is so common with the folks who read the newspapers (gangsters and bootleggers simply eat up space) that it should strike a popular fancy everywhere.

Here we have the conflict of an honest cop and a powerful crook, a conflict which is always good for a story provided it is colored with realistic detail. This "The Racket" had in abundance. The locale is Chicago and the cop for interfering too much with the Organization is transferred to an outlying precinct. His menace vows to get him. And it's a battle to the death eventually when the racketeer is bumped off. The camera captures some fine incident.

Meighan is excellent as the officer. No better type could have been selected. And Louis Wolheim as the big racketeer also makes a good impression. Other roles are neatly taken care of by Marie Prevost, Richard Gallagher and George Stone.

Drawing Power: Source of picture. Title and star. For any house. **Exploitation Angles:** Feature title and fact that play was prominent hit. Bill as true picture of big city life. Tell that Meighan has best picture in months. Feature Louis Wolheim and Marie Prevost.

THEME: Melodrama of police officer who vows to get man and succeeds even when the cards are stacked against him.

Produced by Caddo. **Distributed** by Paramount. **Length,** 7,646 feet. **Released,** June 30, 1928. **The Cast:** Thomas Meighan, Louis Wolheim, Marie Prevost, George Stone, Richard Gallagher, Lee Moran, John Darrow. **Director,** Lewis Milestone.

The Actress

Fair Enough Offering—Has Its Moments of Interest

(Reviewed by Laurence Reid)

THEY'VE taken an old one here for the screen—the picture being a version of Pinero's famous play, "Trelawney of the Wells," and did a fair enough job of it. The piece goes costume and arouses interest through the gowns sported in another age (call it the gay nineties or staid eighties). There will probably be many who will find more appeal from the costumes and settings than they will from the story. It isn't so new and it has served the movies under various guises for several years.

Norma Shearer plays the title role, that of the coy Rose Trelawney, who falls in love with a scion of aristocracy and proceeds to invite scandal in his household. The part gives the star good opportunity to be whimsical, playful and sentimental. It also gives her the opportunity to dress up in hoop-skirts, pantalettes, etc.

It's no great shakes as a story and builds along a solitary groove straight to its finish. But it throws out some sparkle on its journey. There are some poignant touches in the romance—and these find the star at her best. The humor is quaint as furnished by O. P. Heggie, one of the most-seasoned troupers of the stage. Ralph Forbes has the romantic role and does fairly well by it. He should practice overcoming his stare.

Drawing Power: Title and popularity of star and leading man. Suitable for high class houses. **Exploitation Angles:** Bill as story of actress who scandalizes society. Feature star in her hoopskirts, etc. Use plenty of stills. Play up Ralph Forbes, who has become extremely popular.

THEME: Romantic drama of actress who falls in love with artistocratic youth and scandalizes his household.

Produced and distributed by Metro-Goldwyn-Mayer. **Length,** 6,998 feet. **Released,** April 28, 1928. **The Cast:** Norma Shearer, O. P. Heggie, Ralph Forbes, Roy D'Arcy, Owen Moore. **Director,** Sydney Franklin.

How to Handle Women

Light, But Fast Moving Comedy—Good for Summer

(Reviewed by Laurence Reid)

THERE'S not much to it which is sufficient reason why it should prove popular with those whose summertime war cry is—"Gee, it's hot!" The heat should pass unnoticed when Glenn Tryon starts his antics in the role of a country boy about to tackle the big city.

One may be astonished to find the youth so adept at selling himself, but the astonishment will be quickly forgotten in the rush of gags and hokum. Our hero meets the girl friend aboard a city-bound train, and the romantic opportunity established, he seizes the business opportunity when he encounters a Prince trying to wheedle a loan from American bankers. The royal visitor from a peanut-growing country is refused the loan. So the young rustic plants his personality with the Prince in the position to making peanuts popular.

There is your plot. The loud pedal note in this farce is thumped when the villian (one can be found in any Prince's entourage) tries to queer him with the girl.

Its denouement uncovers the hero fleeing from arrest for posing as a bogus Prince. Eventually his pursuers surprise him when offering him the job of publicity.

There are a goodly number of laughs here and Glenn Tryon rates well as a light comedian. Marian Nixon as the girl friend is charming, and the others are O. K.

Drawing Power: Title and zippy quality picture. Suitable for summer trade anywhere. **Exploitation Angles:** Tease the title and feature star as comedy find. Tie up with peanut distributing campaign.

Theme: Farce-comedy of youth who shows 'em how to sell peanuts.

Produced and distributed by Universal. **Length,** 5,591 feet. **Released,** Oct. 14, 1928. **The Cast:** Glenn Tryon, Marion Nixon, Raymond Keane, Robert T. Haines, Bull Montana, Cesare Gravina, Leo White, Violet La Plante, Mario Carillo. **Director,** William J. Craft.

"Listen Children"

(Educational—One Reel)

HAM HAMILTON, of the gentle expression, exaggerated walk and the purely dumb manner, is still very much in the parade of comedians. Though, for the most part, the comedy consists in the situations that arise rather than in Ham's efforts to amuse, it is still a fact that whatever bit of funmaking is delved into by the big comedian is rendered effective as rib-tickling matter. Ham is "there."

Ham's monicker is Everstrong Beardsley and he is an instructor at a military academy for children. The children just dote on him because of his dumb ways. They (there are almost a score of them) use him as the butt of their jokes. The figures of the little tots make the comedy doubly appealing and Ham is ably abetted by their presence. He very considerately gives them the limelight whenever possible.

In this comedy you will find some funny stuff. One of the gags, way above the average, shows the comedian riding an automobile minus every portion of the wheels except the hubs. The other has Jack Miller unconsciously trailing behind him a cannon pointed at the upper extremity of his body.

Norman Taurog deserves most of the praise for the ideas and their execution as he both wrote and directed the comedy. The players, who were photographed by Leonard Smith, include, besides Hamilton and Miller, Jackie Levine and Al Thompson.—RAYMOND GANLY.

"Hard Work"

(Educational—One Reel)

THIS Cameo has its moments of fun ladled out with a great deal of generosity and to a greater extent than is generally the case with a one-reel comedy. There are some effective gags, some funmaking from the three leads and a noticeable zip and dash vitalizing its length. In short: a good comedy.

Wallace Lupino is seen as the perspiring husband and victim of all the "hard work" that is called for in the picture. Betty Boyd is his pretty young helpmate and little Jackie Levine his troublesome son. These three attempt to clean up a farmhouse and what fun there is develops from their exertions in this behalf and their endeavors to undo the havoc their young son wreaks on their work. A good time is had by all looking at this little laugh express.

Jules White is credited with the direction and Jay Turner with the photography.—RAYMOND GANLY.

Newsreel Resume

Paramount

The reception of New York to Miss Earhart and her fellow aviators led the events recounted in Paramount News No. 99. Bathing scenes at Coney Island, the unsuccesstul attempt of Germany's rocket car, an army blimp fleet in manoeuvres, the president at vacation home, the two Italian aces who flew from Rome to South America, and the Arctic search for Nobile survivors are the other important items. The Grand Prix at Paris and a vast flock of pigeons at Rome were additional bits.

Mexico's new president, athletes competing for places on the U. S. Olympic team, impressive display of England's air power, the arrival of the Southern Cross in Australia and a speedy power boat race on the Mississippi were some of the interesting sights offered in No. 100. Included also were scenes of ranch dwellers in pilgrimage to open range lands, Gene Tunney, John D. Rockefeller, Sr., Al Smith and Senator Robinson, and the world's largest plane in test flights in England.

Pathe

The president's successful fishing activities at Brule, the German rocket car in disaster and rescue parties leaving Spitzbergen to aid missing Nobile fliers were the highlights of Pathe News No. 57. There were also on hand views of Gov. Smith, swift race dogs at Tia Juana, and a tryout of a fast boat in England.

The Democratic nominees at Albany, the Bremen fliers in Germany, final U. S. tryouts for the Olympics, the Pope, England's giant 20-ton bomber, Gene Tunney, and yachts sailing from New York on race to Spain were the stories in No. 58.

Kinograms

Miss Earhart and her companions in New York, the Prince of Wales reviewing old English regiment, fast dogs breaking records at Mexican race track, Secretary Wilbur visiting the Brooklyn Navy Yard, the unsuccessful spin of the rocket car, and a graphic account of an auto spill in England in which one of the occupants was killed were on view in Kinogram No. 5411. Some fine shots of a horse race also played a part in the reel.

The Southern Cross in Australia, England's gigantic air display, yachts starting their race to Spain where the final trials were held were the principal picture accounts in No. 5412. Other scenes told of ceremonies in France honoring memory of girl heroine, the annual pony and donkey show of London's costers, and Mexican motorcycle cops showing their prowess.

M-G-M

The president fishing, Miss Earhart in New York, a picture record of Nobile's Arctic disaster, rocket car exploding, and the record crowd at the Grand Prix in Paris were some of the shots in Vol. I No. 94 of M-G-M News. Included also were the women's Olympic tryouts, canoeists shooting a waterfall, and pigeons in race from Rome.

Tunney and Heeney in training, Britain's mammoth airplane, Helen Wills, thousands at Coney Island, the Pacific fliers warmly welcomed in San Francisco, French riding cadets in spectacular drills, daredevil going over the Niagara Falls inside a rubber ball, and the U. S. athletes battling for a place on the Olympic team were in No. 95.

International

The Grand Prix in France, President Coolidge's fishing prowess, pictures of General Nobile's disastrous Polar flight, racing greyhounds at Tia Juana, girl athletes in final Olympic trials, Miss Earhart in New York, and the feat of young daredevil in Oregon who plunges over 184-foot falls in a frail canoe made up International News No. 54.

Helen Wills, England's huge airship, the crowded beaches of Coney Island, yachts sailing for Spain, the Lincoln Handicap, crews fighting for right to be on the U. S. Olympic team, Tunney and Heeney, the newest girls' styles in pajamas, star athletes in record-breaking tryouts, and nervy girl in dangerous "slide for life" were on display in No. 55.

Fox

The two Italian aviators who flew from their native land to Brazil, President Coolidge celebrating his birthday at Wisconsin camp, picking the girl athletes for the Olympics, yachts begin their race in Spain, German rocket car in wreck, Governor Smith, daring canoeist in daring drop over Oregon falls, and the Grand Prix at Paris were the highlights of Fox News No. 82.

"Ride 'Em Cowboy"
(Pathe—One Reel)

PAUL TERRY uses a comedy take-off on the old Western train robbery gag, to supply the fun in this animated cartoon. The release is good and up to standard.

The Fable story this time opens on Milton Mouse's wedding day, and the happy Milt is seen riding jauntily along to collect his bride. The pair hie themselves to the Justice of Peace, where they are knotted, and then board a fast flyer for their honeymoon, taking with them the good steed Horace. As the crack express speeds through the mountain wilderness, two daring bandits stage a holdup and kidnap Milton's spouse. Milt and Horace set out in hot pursuit, and finally with the aid of Horace's trusty heels the outlaws are beaten into submission, and happiness restored to the newlyweds.——GEORGE J. REDDY.

"The Huntsman"
(Pathe—One Reel)

ALTHOUGH this Aesop Fable offering does not feature anything new in animated "gags," it is in keeping with the usual Paul Terry style of good filler entertainment, and will draw the chuckles.

Old Farmer Al goes wild game hunting, and instead of shooting his first jungle customer, a disabled lion, he befriends the beast. After many adventures with monkeys, squirrels and a bear, the farmer encounters a nasty wild hog. Al screams for help and the lion comes to his rescue. The lion and the hog wage a battle inside a cave, from which Leo emerges the victor. Al fades out of the picture on the back of his rescuer.—GEORGE J. REDDY.

"Leaping Luck"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

ONE of those downright nutty comedies in which almost every one is crazy, this Mermaid bids fair to win the grins and chuckles. So goofy are the events that there is no doubt of its ability to arouse and satisfy the universal urge to laugh. Monty Collins and George Daffy are the co-starring team working fast and furiously and getting in laugh results in a generous measure. At times, though, their gags are of mummified visage, as in the latter half of the comedy where, instead of the old studio lions running about the scenery terrifying everyone in sight, you have several crocodiles providing the terror.

Collins is a gob and Davis a marine. They cut up a bit aboard ship, some good laughs being the result, but then their scene of action is submerged in a regular studio atmosphere of dark and mysterious caverns, crocodile dens, the hidden temple of some fanatical sect. The boys land on a mysterious isle to search for the survivors of a missing yacht and they fall into the hands of the islanders. The rest is a regular rigmarole, a hodge-podge of slapstick, vaudeville falls. Crude but effective.

Beauteous Estelle Bradley is seen as the fair captive of the islanders. Other supporting players are Ray Turner and Philip Sleeman. Stephen Roberts did the directing and Dwight Warren cranked the cameras.

"He Tried to Please"
(Educational—One Reel)

HAND this Cameo a rich bouquet of creditable adjectives. It deserves them. Nice comedy all the way through, fast action, excellent trouping, a fine fun flavor—many are the virtues of this little number. They tapped the barrel of humor and made a good job of it.

The versatile Monty Collins is the starring player and pretty Lucille Hutton is the girl. These two play the roles of man and wife—a young couple preparing a dinner for expected guests. Their temperamental cook having quit, they are hard put to do culinary work. Everything goes wrong and hubby's and wifie's nerves become sadly frayed. Monty's heroic efforts to prepare the meal show that young comedian as clever and competent and steadily enlargening his bag of tricks.

Harry Sweet directed and Jack Lloyd is the only supporting player. Sweet, responsible for some of the best Cameos recently produced, has fashioned very well indeed.—RAYMOND GANLY.

"Conquering the Colorado"
(Educational—Two Reels)

EXCERPTS from the film record of a successful expedition along the length of the Colorado River make of this Hodge-Podge number a very enjoyable ten minutes or so. Described as "the world's most dangerous river," the pictures of the turbulent stream give every assurance as to the truth of this statement. The Colorado sweeps forward wildly and unchecked, a dangerous death-dealing stream whose more than 600 rapids and thousands of jagged rocks projecting in mid stream offer every hindrance to those who would successfully navigate it. Some of the pictures were taken from the shore and others from the boat itself. These latter shots show the momentum of the river, its wicked speed and overwhelming strength.

The expedition, whose adventures are caught here, is that of Clyde L. Eddy. His party launched their three ships at Needles, Utah, and after 758 perilous miles, finished successfully at Needles, Cal. It is an adventure to travel along with them via the camera.

An exceptional short and one of the best from the Lyman H. Howe Studios.—RAYMOND GANLY.

Regional News from Correspondents

Central Penn

NOTWITHSTANDING much unemployment in the hard coal mining regions of Pennsylvania during the past winter and spring, the Chamberlain Amusement Enterprises, Inc., of Shamokin controlling a big chain of theatres in the anthracite belt, was able to announce on July 5, that for the fifty-eighth successive time quarterly dividend checks were mailed to the shareholders of the corporation, on the seven per cent profits-participating preferred stock. For a period of more than fourteen years the Chamberlain corporation had maintained these dividends without a break. Among the security holders are scores who hold shares that were issued at the time of incorporation.

J. M. Blanchard, of Sunbury, Pa., manager of the Strand theatre in that city and director of all the Comerford theatres in the Sunbury-Selinsgrove district, had a perilous experience in an airplane while supervising the taking of motion pictures of the Susquehanna River Valley, recently. Mr. Blanchard, accompanied by Lloyd Hause, cameraman and assistant manager of the Capitol Theatre, Pottsville, and an air pilot, Alexander, of Sunbury, after several hours devoted to taking pictures from the air, was caught in a cloudburst. The plane barely escaped being wrecked when making a forced landing on an island in the river. Only the skill of the pilot prevented disaster.

In a crash of automobiles in Reading, Pa., on July 1st, Floyd Benjamin Ingram, screen and stage actor and director for two years of the Orpheum stock company, of that city, was killed instantly and his wife and two other persons were seriously injured. Mr. Ingram, whose home was in Alameda, Cal., had been in the theatrical business for fifteen years, and had played in stock in many Eastern cities. He went to Reading as director of the Orpheum Players in December, 1926.

Motion picture theatre owners of Pennsylvania view with satisfaction the action of the mayors of at least three cities who have banned the holding of marathon dancing contests, which constitute a source of serious competition with the theatres in some sections. Mayor T. L. Blair, of Oil City, turned down two requests for permits for the holding of "Bunion Derbies" in his city, and a like number of similar requests were quashed by Mayor C. O. Morris, of Kittanning. The mayor of Leechburg likewise refused to sanction the marathons.

The Hippodrome building, 608-610 Hamilton street, Allentown, where one of the pioneer motion picture theatres in that city was established more than a score of years ago by the late George Bennethum, of Reading, as a part of the big chain of theatres he established in Eastern and Central Pennsylvania, was sold on July 5 to Thomas E. Ritter, president of the Second National Bank. The purchase was made through M. A. Reinsmith, real estate dealer, for the Hamilton Realty Company. The building is forty feet wide by 170 feet deep and while the purchase price was not divulged it is understood to have been about $5,000 or $6,000 a front foot.

George J. Veach, head of the Vemark Corporation which is erecting the new $750,000 Colonel Drake theatre in Oil City, announces that it is probable it will be ready for opening on July 25th Elaborate ceremonies are being planned. The house, which is declared to be one of the most artistic in Pennsylvania, was designed by W. H. Lee, Philadelphia architect. Kuehule Inc., of Philadelphia, have the contract for the decorative painting which is being done under the supervision of Ralph D. Patterson. The furnishings, hangings and scenic effects were designed under the personal supervision of Mr. Veach.

Arthur Miller, who for some time has been building supervisor of the Hollywood theatre, Pottsville, has been promoted to the post of manager to succeed I. Henry Kahan, who resigned recently to become manager of the new Anthony Wayne Theatre, Philadelphia. The Hollywood is controlled by L. Pizor director of the Shugars Estate theatres.

A source of competition to the picture theatres of Allentown was removed on July 7 when the Roberson-Smith Players closed a twenty-four week period of stock shows in the Lyric theatre. It had been the intention of the company originally to prolong its season throughout the summer.

W. O. Heckman, manager of the Hippodrome theatre, York, one of the Appell chain houses, announces plans to spend $25,000 in improving the building. The interior is to be rebuilt, redecorated and refurnished throughout. New Carpets and tapestries will be provided and modern folding theatre chairs installed. There will be a rearrangement of the lighting fixtures and the front of the building will be repainted and redecorated.

R. A. Steele, of Carlisle, who recently sold the Strand theatre there to the Comerford chain, spent the Fourth of July in Chambersburg where he formerly owned the Rosedale theatre which he sold a year or so ago to Luke Gring. He was accompanied on the trip by his son, Robert whom the Comerford interests have retained as manager of the Carlisle Strand.

The Ezra F. Griffin Post, Grand Army of the Republic, of Scranton, passed a resolution thanking M. E. Comerford, head of the Comerford chain of theatres, for courtesies extended to the Civil War veterans during the recent encampment of the Pennsylvania Department of the G. A. R. held in Scranton.

Announcement is made that Movietone performances will be held on Wednesdays and Thursdays of each week at the Grand Theatre, Hazleton. The Grand, which is a part of the Comerford chain, has for some months been equipped with the Vitaphone device.

The Rialto and Carlton theatres, Pleasantville, have been taken over by the Pleasantville Amusement Company, headed by John Specht, and of which Isadore Epstein is secretary-treasurer.

The Bijou Dream Theatre, Milton, was taken over on July 1st, by the Comerford chain of Scranton, who acquired it from the Pappas Brothers, who will continue, however, to have a financial interest in the new corporation which the Comerfords have formed to operate the house. The Pappas will manage the theatre, which seats 1,000 and is the larger of Milton's two picture houses.

Leo Geist, of Shamokin, graduate of the American Conservatory of Music, in Chicago, became organist of the Majestic theatre, Tamaqua, on June 11th.

Pittsburgh

FIRE, of undetermined origin, completely destroyed the Cameo theatre building in downtown Pittsburgh, early in the morning of July 4th. The fire originated on the third floor of the building, which was an old six-story structure. The Cameo, a 900-seat theatre, owned by Universal, had recently given up first run showings and turned to the policy of grind runs with daily change. Rowland Lee Barton, manager of the house, has been instructed to stay on the job until further notice, but no information regarding amount of the damages, or as to whether the house will be rebuilt were forthcoming from Universal.

The Cameraphone theatre in East Liberty, a first run house playing week stands, is changing its policy temporarily. The house will run new attractions each day, and has booked only the best productions released during the past year.

Pittsburgh film men and theatre owners are planning a golf tournament to be held at the Shannopin Country Club on July 27th. This will be the first tournament ever held by the local film folk. Already twenty-five entrants are in line.

Stanley S. Neal, general manager of the Theatre Ad Mat Service, Uniontown, was a recent visitor to Pittsburgh's film row.

Dick Liebert, organist at Loew's Penn theatre, Pittsburgh, scored a big hit the week of July 2nd, when he offered the popular number, "Ramona," played in the nature of various imitations, as follows: as a church organist would render it; as a merry-go-round organ; a German Band; Calliope and Music Box. The imitations were surprisingly realistic.

The new 2,000-seat Drake theatre at Oil City, Pa., is rapidly nearing completion and its opening is expected soon, although the date has not as yet been set. Mike Marks, veteran theatre man, is head of the project, and associated with him is Foster McCullough.

W. A. Burkley is the most recent addition to the sales force of the local Educational exchange.

Harry Schuermann has announced his plans to build a theatre at Stroudsburg, Pa. Construction work will commence in the near future.

J. C. Fishman, general manager of the Standard Film Exchanges, the home office of which is located in Cleveland, recently paid a visit to the company's Pittsburgh branch.

Stanley is closing the Davis theatre, combination downtown house for the summer months.

Victor J. Morris, manager of Loew's Orpheum theatre in Boston, left for California last week, where he will spend a few weeks' vacation.

Prior to leaving, Mr. Morris was tendered a dinner and presented with a traveling trunk by many of his intimate business associates of this city.

Albany

ALEC HERMAN, former exchange manager in Albany, and who of late has been covering the territory between Syracuse and Buffalo for First National, has now gone with the Universal exchange in Pittsburgh, and will cover territory out of the smokey city. He has been succeeded in the Syracuse-Buffalo territory of First National, by H. C. Bissell.

After a closing of several months, the Hudson theatre in Albany, was reopened last week by Louis Benton, of Ballston Spa, who will now divide his time between his theatres in Albany, Ballston and Troy.

C. R. Halligan, who recently became local representative for Columbia, has just purchased a new automobile in which to cover the territory. His company will open an exchange in Albany in September.

The vacation period is on full blast at practically all of the exchanges in Albany. Helen Schleiger, of the Pathe exchange, left last week for Lake Champlain, but not liking the resort upon her arrival, switched to Lake Bomoseen, where she is spending a week or two.

The Alhambra, owned and operated by Harry G. Lux, and located in Utica, closed on July 9, and will remain so while daylight saving is in effect in that city. A. A. Steele has notified the exchanges that he has closed his theatre in Oriskany for the summer. St. Mary's in Massena has also closed temporarily.

Charles Stombaugh, local manager for Pathe, not only brought in a batch of business last Saturday, but also reported a most enjoyable week motoring through the Catskills and calling on the exhibitors in all of the summer resort towns. Ben Smith, who has just gone with the Tiffany branch, made a wide swing of the state. Sterling Wilson, local manager for Tiffany, covered the Hudson river valley towns during the week.

Among the exhibitors along Albany's film row during the past week were John Augello, of the Family theatre in Utica; Vincent Daniels, of the Lyric, Utica; and Chris Marx, owner of the Rialto and Highland in the same city. Although the three are competitors, they drove to Albany in the same car and appeared like one big family. Mrs. Virginia F. Winne, of Cherry Valley, was also in town booking for her house. Exhibitor Herbst, of Philmont, journeyed to Albany, as well as A. T. Mallory, of the Starr in Corinth, and not forgetting exhibitors Darby, of New Hartford, and Flynn, of Munnsville. And last, but not least, was Lew Fischer, of Fort Edward.

G. Francis Lupien, of Ogdensburg, has joined the orchestra at the Strand theatre in that city, and will preside at the organ until fall, when he will enter the Eastman School of Music at Rochester.

Losing money each week over a considerable period, R. C. Lockwood, of Moira, has decided to permanently close his theatre.

The Grand, in Watervliet, which has been owned and operated by George Tetrault, has been acquired by Fred Elliott, of Albany, one of the pioneer exhibitors of the capital city, but who has not been active of late. It is understood that Mr. Elliott bought the theatre from an investment standpoint.

William Benton, behind the wheel of a brand new car, spent a portion of the Fourth with his family at Saratoga Lake. Mr. Benton operates the Congress in Saratoga Springs, as well as houses in a number of northern New York towns, and reported business as being satisfactory.

Donald Ives, assistant manager of the Troy theatre, is now on his vacation. Before leaving Mr. Ives purchased a new car and is now touring the state.

Schine interests are said to be back of a move made last week in Potsdam which resulted in Roy C. Clark securing an option on the Town Hall, which has been closed for some time, following an inspection by state officials. The Schines operate a chain of houses throughout northern New York, and have been anxious to enter Potsdam.

Few of the film boys were back in town on the Fourth this year, the majority remaining out on the road and returning the last of the week.

There was a rumor along film row during the past week to the effect that the Schines of Gloversville were negotiating with Louis Buettner, of Cohoes, for his two theatres in that city as well as one in Hudson Falls.

Manley Mattice, owner of the Novelty in Middleburg, was in Albany during the week, booking pictures for the next few months to come.

Mr. and Mrs. Jacob Rosenthal, of Troy, the former being owner of the Rose theatre, announced the engagement last week, of their daughter, Cecelia, to Jack Green, who is connected with a Troy firm of jewelers. The engagement was announced at a dinner party given at one of the Albany hotels. Miss Rosenthal has been serving as cashier at her father's theatre.

Elliott Dexter is appearing in person at the Proctor houses in Albany, Troy and Schenectady, presenting two scenes from pictures in which he has appeared on the screen.

George Wright, a former film salesman, filed papers last week incorporating his orange juice business in Albany. Herman Vineberg also incorporated his Arbor theatre in Albany.

Several film row men are planning to motor to New York city on the night of July 21 and attend the baseball game there the following day. The group will include Abe VanDusen, booker at the F B O exchange.

Ben Stern, manager of the Lincoln in Troy, was the second person in that city to cast his vote for Al Smith in a presidential straw vote conducted by a newspaper. Mayor Burns was the first.

After four weeks of almost steady rain, many of the larger motion picture theatres in Albany and Troy could open umbrella stores from the dozens that have been left by patrons and unclaimed.

With the termination of a theatre war that has existed for several months in Kingston between Reade's house and Harry Lazarus, operating another theatre, Mr. Lazarus, who formerly owned the Pine Hills theatre in Albany, will become resident manager for a new operating company in Kingston. The Broadway theatre was completed a year ago by Mr. Lazarus at a cost of about $300,000, while Mr. Reade remodeled his house at a cost of about $200,000.

Indianapolis

THE Ohio theatre, operated by Skouras-Publix, closed down last Friday night for installation of Vitaphone. Management announced the downtown house will reopen on Labor Day with the new type entertainment. Many changes are contemplated in connection with the remodeling of the theatre, and the screen's biggest productions will be offered at popular prices for extended engagements beginning on Labor Day.

Harry Fox, musical comedy star, opened the past Saturday at Loew's Palace as master of ceremonies. His recent appearance in an act scored such a hit that Mort Harris engaged him. He replaces Emil Seidel who continues as musical director. Seidel will be seen on the stage at the piano more frequently with the advent of Fox.

Associated Theatre Owners of Indiana board of directors met in monthly session the past Tuesday to discuss the new buying season. President Charles R. Metzger presided.

A heavy rain storm here July 4th caused water to back up into the Irving theatre, 5507 E. Washington St., during show time. The audience was forced to sit with their feet in the air for some time while the flooded floor was drained.

Frank Rembusch, Unaffiliated Independent group national secretary, last week broadcast an invitation to attend a convention at Port Arthur, Canada, July 12. The delegation was to have assembled July 10th at Duluth and proceed under steam to Port Arthur.

Levy and Goldberg circuit has taken over the Jefferson at Huntington, from Hunter and Johnson of Lafayette. The house is reported doing nice business.

Helen Brown, Associated Theatre owners secretary, was in Anderson recently conferring with exhibitors and discussing their problems.

The Associated Theatre Owners of Indiana board of arbitration, composed of five exhibitors, met last Monday to take up claims of exhibitors. The board consists of R. Schmidt, chairman, Stratford, Indianapolis; B. D. Cockrill, Princess, Newcastle; Walter Easley, K. of P., Greensburg; Paul Melloy, Strand at Shelbyville, and O. I. Demaree, Franklin Opera House.

M. F. Conley, of the Conley House, Frankfort, was seriously injured in an automobile accident and will be confined to his bed some time.

William Turner, has purchased the Illinois theatre, from Goulden and Feldman. Turner recently acquired the Broad Ripple theatre from Carl Osterheld.

Mrs. F. Featherstone, owner of the Apollo at Anderson, announced that the house which burned to the ground last week will not be rebuilt.

Manager Wallace Allen, of the Pallace, has returned from a wedding trip through the east. He and Miss Julia Strauss, of New York, were married recently in New York.

Edwin C. Wright, Greenville, Ohio attorney, has sold the Union Grand theatre building, at Union City, to Mr. and Mrs. J. C. Ramshe, Springfield, Ohio. Kenneth C. Sink continues as manager.

The Lark theatre at Brazil has reopened following installation of a Kilgan pipe organ and remodeling.

South East

A HIGHLIGHT in the social functions on Atlanta's film row this past week was a picinc dinner given by the personnel of Universal's office at Idlewood on Monday evening, honoring Ben Y. Cammack, manager, C. T. Jordan, special representative, and R. B. Williams, district manager.

H. H. Harris has announced the opening of his new theatre, the Jackson, at Jackson, Ga. The new house is a credit to the town and represents the modern comfortable small house with up-to-date equipment.

Paul Burger, recently elected assistant to Al Lichtman, general manager of distribution for United Artists, paid a visit last Saturday to the company's Atlanta office.

A sales meeting of Universal's southern branch managers was held in the company's Atlanta office on July 7, presided over by Ralph B. Williams, district manager.

Robert E. Hicks has succeeded Ernest Morrison as manager of the Howard Theatre, Atlanta. He arrived in Atlanta Sunday night and put in three busy days with Mr. Morrison before the latter left for St. Louis en route to his new post in Dallas, where he will be manager of the Palace theatre and assistant to District Manager John J. Friedl.

Coming from the Worth Theatre, Ft. Worth, Texas, where he was publicity director and assistant to Manager Ray Jones, Mr. Hicks is thoroughly conversant with Publix policies and the operation of de luxe theatres.

Misses Marion Watkins and Catherine Featherstone have joined United Artists' Atlanta personnel.

Paul Stevens, of Universal's staff is away from his office on a vacation.

H. B. Cagle, of Birmingham, Ala., long prominent in theatrical circles in the Muscle Shoals district, but now actively engaged in contracting and transportation work in Decatur, Ala., suffered a severe accident the past week when he was knocked down by a truck. He was badly bruised and shaken up.

Miss Fannie Groodinsky, secretary to Manager Ben Y. Cammack, of Universal, is also on the vacation list.

J. H. Butner, Educational's Atlanta branch manager, spent several days in Jacksonville last week.

C. B. Ellis, manager of F B O's Jacksonville office, was a recent visitor to the company's Atlanta office.

Ed Brown, booker for Sparks Enterprise, with offices in Atlanta, left last Monday for New York where he will spend his vacation.

C. A. Clegg, manager of First National's Atlanta branch, has returned from a week's trip to South Georgia.

P. C. Bryan, manager of Fox' Atlanta office, made a trip to Gadsden, Ala., recently.

Jim Young, veteran salesman along Atlanta's film row, has joined the sales force of Tiffany-Stahl.

H. R. Rhodes, booker and office manager for Liberty, spent a week in Virginia, enjoying a much needed rest and vacation.

John W. Mangham, Jr., Atlanta branch manager for Liberty, spent last Thursday in Tennessee.

Jimmie Greenleaf, well known on film row having been connceted with Universal's Atlanta exchange until recently, has joined the sales force of Liberty Specialty.

Recent exhibitor callers along Atlanta's film row included: R. C. Wells, Opera House, Newberry, S. C., A. J. Lovelady, Capital theatre, Ball Ground, Ga., C. H. Carney, New theatre, LaFayette, Ala., L. Stein, Palace theatre, Valdosta, Ga., H. Simon, of the Skydome theatre, Miami, Fla., A. W. Maxey, Royal theatre, Summerville, Ga., Paul Stein, Douglas theatre, Macon, Ga., P. M. Wise, Strand theatre, Winder, Ga.

R. R. "Doc" Miller has been appointed manager of the Edwards and Sarasota theatre, at Sarasota, Fla., succeeding George Hoffman, resigned.

Frank Rogers, one of E. J. Sparks' assistants, spent a few days in Jacksonville last week.

Jess Clark, district supervisor for Publix, spent July 4th in Jacksonville.

All the film exchanges in Jacksonville closed for the Fourth of July, most of the employees going to the beach.

The American Legion had a program of auto races at Jacksonville Beach on the Fourth, which attracted a record crowd. Theatres there suffered a drop in attendance because of the two-day holiday given to employees of businesses holding membership in the Retail Merchants Association, and other establishments. Thursday is ordinarily a half-holiday and the merchants decided to add the extra half-day, many persons taking this opportunity to go out of town.

W. A. Krause, manager of the Empress, Jacksonville, has returned from a two weeks' vacation. Locke Crumley, of the Republic, looked after the Empress while Mr. Krause was away.

Brantley Warren, who has been away at school, is again on duty at the Empress theatre as assistant to Manager Krause. He was with the Empress and Rialto theatres last Summer.

"Joyland" is the name given the new amusement park on Clearwater Beach, Fla., which opened with a bang on the 4th. This beach pulls more cars from Tampa than any other Gulf resort.

The Movie Operators of Greater Tampa gave a moonlight excursion on the steamer City of Fort Myers last Monday evening. Tickets included dancing and refreshments.

Harry Griffin, city manager of the Spark's houses in St. Petersburg, visited Tampa the past week. Mr. Griffin announced they are remodeling the Rex theatre, which is located down near the new Million Dollar Pier. All new equipment is installed, as well as upholstered chairs and the sound device for synchronized pictures. The house will be ready early in the fall and will be re-named "The Cameo." The equipment taken from the Rex is being hauled to Largo and this little city will again have a picture show.

Joseph Evans has been engaged by General Manager John B. Carroll, to hold down the mighty Wurlitzer at the Tampa. Evans not only plays the organ, but he leads the chorus in the singing lessons with illustrated slides.

Peninsular Theatres, Inc., which is the name of the corporation operating the theatres of E. J. Sparks and his associates in Florida, have taken over the Universal houses in this state at a price reported to exceed $670,000.

According to the reports, this purchase will give Peninsular two houses in St. Augustine, two in De Land, four in Orlando, two in Fort Myers, and one each in Winter Park, Kissimmee, Bradenton, Sarasota, Plant City and Arcadia.

N. V. Darley, manager of the Rivoli in Ybor City, Fla., left for Alabama last week, called there by the illness of his sister.

E. J. Sparks, accompanied by Mrs. Sparks, left last Friday for New York, preparatory to sailing for Europe for their annual vacation abroad. Mr. Sparks has been quite busy recently with the details of the transfer to him of Universal's theatre holdings in Florida.

South West

A. H. EMENHISEAR opened his new Victoria theatre, at Oklahoma City July 3rd, to capacity business. The new theatre cost $200,000 and seats 1,500.

The Liberty theatre, at Webb City, Okla., was destroyed by a cyclone recently.

George Coleman will erect a new theatre at Miami, Okla., in near future.

The New theatre, at Gillette, Ark., was recently destroyed by fire.

B. Walker has purchased the Cozy theatre, at Afton, Okla.

Bertha Barrett has acquired the Washington theatre, at Atoka, Okla.

Jim Warren has purchased the Dixie theatre at Huntsville, Ark.

Mr. Hartzig will open the Joy theatre at Huntsville, Ark.

J. C. Collins has opened his new Channing theatre, at Channing, Texas.

The Empress theatre at Roff, Okla., has been closed permanently.

The doors of the New theatre at Kenowa, Okla., were closed last week.

The Royal at Watts, Okla., has closed for indefinite period.

It is reported that Tiffany-Stahl will open an exchange in Oklahoma City.

Fire recently destroyed the Queen theatre at Lenoke.

According to rumor Albert Warren is planning to erect a theatre at Arkansas Pass, Texas.

Paul Scott will erect a house, the Variety, at Dallas, Texas, soon.

C. E. Alexander has purchased the Electric theatre at Mulberry, Okla.

Tom H. Boland, manager of the Empress theatre, Oklahoma City, returned last week from the Democratic National Convention at Houston.

Art Lewis has been added to the sales staff of First National.

Miss Marker, of Fox, has gone to Kinsley, Kans., for a visit with friends and relatives.

R. B. McComb is building a theatre at Chickasha, Okla.

The Jackson theatre, Pawhuska, Okla., is to be remodeled and redecorated and a new organ installed.

EMPIRE FILM VAULTS, INC.

MODERATE PRICE FILM STORAGE

1 to 10 Containers	$ .75	Over 100 Containers	$ .35
11 to 50 "	.50	Cases per month	2.00
51 to 100 "	.40	Cases per month over 10 cases	1.75

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Seattle

WITH the resignation last week of D. C. Millward as Northwest manager of Tiffany-Stahl Productions, Inc., that company has opened its own distributing branches in Seattle and Portland in conjunction with their national exchange system. The Seattle office, located in the new film row at 2417 Second Avenue, is under the management of James R. Beale, with Frank Quiett as booker and Miss Jean Barbour as cashier. In Portland, Charles R. Beale is manager and Gertrude Faber booker and cashier.

J. H. Nyland, for the last four months assistant manager of the Portland Theatre in Portland, Oregon, arrived here last week and is now occupying the same position at the Publix Seattle Theatre, working with Manager Al J. Levin. Mr. Nyland succeeds Bernard Hynes as assistant manager of the Seattle, Mr. Hynes having been transferred to the same position at the Fifth Avenue Theatre.

Waldo Ives, spent a few days on film row last week and announced that he is taking over the active management of the Lincoln and Mission Theatres in Mount Vernon, Washington. He has put his Empire Theatre in Anacortes, the first house in his chain, under the management of Clinton Wineholt, former manager of Jensen-Von-Herberg's Venetian Theatre in this city. E. W. Keller, former manager of the Mount Vernon houses, is leaving the Ives organization.

Advertisements inserted in Seattle newspapers this week advise the theatregoing public that the Embassy Theatre, owned and operated by Joe Danz, is now a full union house, and is entitled to the patronage of the public who sympathize with the union cause. The ad is apparently paid for by the operators', musicians' and stagehands' unions. The Embassy is the downtown first-run house that has been the subject of so many dynamite bomb attacks in recent months.

Harry Lustig, district manager of Warner Brothers, spent a short time in this city recently with Manager Carl Stearn of the local exchange. He arrived from California and then took his departure for Salt Lake City and Denver.

Herschel Stuart, division manager of West Coast Theatres, Inc., had as his guests for a few days last week Messrs. Jack Mansfield and Bud Lollier of the West Coast home offices. Mr. Mansfield is assistant to the president of the company. The trio spent several days around the West Coast houses in Seattle and neighboring towns and cities.

Patricia Lynch, daughter of Mrs. R. Lynch, secretary of the Northwest Film Board of Trade of Seattle, has been appointed as secretary of the Portland Film Board. She was formerly in the same office in Indianapolis, having learned the business originally from her mother in this city.

A new policy of 25c admission all morning and afternoon has been put in vogue at Universal's Columbia Theatre in this city for the summer months by Manager Ted Gamble and Supervisor Mike Newman. It is in line with the summer opening at 10 a. m., also instituted at the Columbia last week. The house's night prices remain at 50c, after 6 p. m.

H. M. Glanfield, film salesman of this territory, has joined the sales staff of the local Fox exchange, succeeding Percy Hurst. Mr. Glanfield was most recently connected with the sales division of the Electrical Products Corporation, in this city.

Percy Hurst, mentioned above, in turn has accepted the position of manager of Jack Lannon's Greater Features Exchanges in this city. Mr. Lannon will henceforth spend his time travelling between his several exchanges in the Northwest territory.

L. K. Brin, former independent exchange operator and the first Warner Brothers franchise holder in the Pacific Northwest, returned from his new home in Milwaukee for a few days of rest and recreation last week. At present Mr. Brin operates the Garden and Orpheum Theatres in Milwaukee.

Les Theuerkauf, manager of the local Pathe exchange, accompanied by Arthur Gollofon and Art Adamson of his staff, has returned from Portland, after an all-Northwest conference with Portland Pathe officials.

Another new group is located in film row—this time a combination of offices. Included in the new quarters at 2422 First Avenue are George Endert, theatre advisor; Harry Black and Paul Aust, sign and rental specialists; and the G & H. Distributing Company. The latter company is composed of Charlie Harden, former United Artists exchange manager, and Louis Goldsmith, owner of the Society Theatre, a neighborhood house. They plan to distribute selected State Rights films in the Northwest territory.

Les Davis, manager of the Portland branch of First National, who spent several weeks in that same capacity in this city a few months ago, returned the past week for a business conference with Mike Newman, head of the Universal Chain Theatres in the Washington and Oregon territories.

Jimmy Beale, new manager of Tiffany-Stahl, announced the appointment of Bert Wilkes to the sales staff of the local exchange.

H. W. Bruen, former owner and manager of a chain of suburban houses in this city, and now a retired citizen who spends most of his time in California, paid Seattle a visit of a week recently.

New York & New Jersey

RAY LeSTRANGE, who recently resigned from his managerial duties at the Tivoli Theatre, Brooklyn, to accept a position as general manager of the Northwestern Theatre Circuit, is at present touring the Mid-West in search of new theatres and sites.

While LeStrange has about three months' work between Washington and Pittsburgh, it is reported that he is also acting as sectional publicity manager for Governor Alfred E. Smith. This latter assignment having been tendered LeStrange by Franklin D. Roosevelt, campaign manager for the Governor.

Ray, as he is known along New York's film curb, is the son of the late "Mike." LeStrange, once famous Brooklyn National League catcher.

The former Pantheon Theatre, located on Burnside avenue, the Bronx, which has been extensively remodeled, was opened recently under the new name of the Kelton, and will in the future be managed by J. Brandon.

July 7th marked the date of closing by the A. H. Schwartz circuit for the summer of their Albermarl Theatre in Brooklyn.

After a several weeks' vacation, spent at Kenoza Lake, New York, and other points, last week found Mr. and Mrs. Edward Seider and Mr. and Mrs. Sid White back again in the city. Seider is a member of the Seider and Moley Theatrical Enterprises headquartered in the offices of Prudential Film Distributers, and Sid White acts as master of ceremonies for the above-mentioned company's presentations.

Leon Greenfield, owner of the Court Theatre, Brooklyn, on July 9th inaugurated in this house a two-day a week opening policy. A heavy slump in business is undoubtedly the reason for the move.

J. Michaels, operator of the Windsor-Terrace Theatre in Brooklyn, is also running his house on a short week basis, opening only three days—Friday, Saturday and Sunday. Mr. Michaels at this writing is away on his honeymoon.

Mr. Blum, manager of the Rugby Theatre, departed the early part of the week for a vacation tour of Canada. He is expected to be gone about two or three weeks.

Owner Rosenweig of the Adelphi Theatre across the river, has shut the doors of his show place for the remainder of the hot weather season.

Another summer closing reported was that of William Brandt's Empress Theatre, Empire Boulevard, Brooklyn, which occurred with the last performance on July 8th.

The Flora Theatre, 201 Atlantic avenue, Brooklyn, scheduled to open Saturday, July 14th, was formerly known as the Eden. The building, which underwent a change of ownership some time ago and was then closed, has been completely renovated by the new owners. Robert Justry will handle the management of the house.

Julius Joelson has temporarily darkened his Ritz Theatre, 180th street, the Bronx.

The Loew Corporation has discontinued operation of their Manor Theatre, Coney Island avenue, Brooklyn, and also the Avalon on Kings Highway. It is believed these theatres will be reopened by the Loew people early in the fall.

Frank Desomma has taken over the booking and management of the Victory Theatre, 13th avenue, Brooklyn. This is the third picture house to come under the banner of Desomma, the others being the Park Palace, Park avenue, and the Alhambra, 15th avenue.

A. Orkin, owner of the Hillside Theatre, Hillside, N. J., closed the theatre for the present, but will probably reopen the last week in August.

Mark Block recently acquired the ownership of the Lyric theatre, Market street, Newark, N. J., formerly a burlesque house, but which is now being operated on a straight picture policy. Mr. Block is also owner of the State Theatre, Woodbridge, and the Hawthorne at Hawthorne, N. J.

J. Celler, general manager for the Schmuckler Circuit, left last week on his annual vacation. Just where Mr. Celler will spend his holiday has not been learned.

Word was received to the effect that F. Rosac has resigned as manager of the Senate Theatre, 74th street and 18th avenue, Brooklyn.

The Bijou Theatre, Rockaway Point, Long Island, was opened recently with J. Demcio as manager.

Minneapolis

A NUMBER of leading sales executives happened into Minneapolis about the same time the last week or so. Dave Chatkin, an executive of Publix, was one of the first to arrive. Harvey Day, special representative for Educational and in charge of sales for Kinogram news, and A. H. Fischer, manager of the Minneapolis M-G-M branch for many years and now in charge of the middle west division for Columbia Pictures, were here at the same time. G. A. Durlam, general manager for Story Pictures, Inc., spent a week lining up distribution of his company's product and arranging a tie-up with the various educational leaders in the territory. Other executives in the city were Lee Marcus, general sales manager for FBO; Lon Young, of Chesterfield Pictures, and John Ludwig, head of the Ludwig Film company, Milwaukee; the Premier exchange, Minneapolis and owner of a circuit of theatres in Wisconsin.

The lease of the Auditorium at Laurel, Neb., has been purchased by E. C. Arehart, formerly operator of a theatre at Stickney, S. D.

The New Eagle theatre at Montevideo, Minn., which has been completely remodeled and redecorated, was recently opened by the McCarthy Bros. A Bennett organ was also installed.

W. F. McKallor has been succeeded as manager of the F & R houses in Austin, Minn., by K. E. Lindstaedt, who was formerly assistant manager of the F & R Chautcau Dodge at Rochester, Minn.

H. J. Douglas has sold the Rialto theatre at Dickinson, N. D., to W. H. Johnson, for many years a film salesman out of Minneapolis.

The new theatre at Adrian, Minn., has been opened by Carrigan & Fischenich.

The Capitol theatre at Lakota, N. D., has been sold to W. W. Arnold by A. B. O'Toole

The management of the Grand theatre at Enderlin, Minn., has been taken over by Mrs. Esther McCarthy, who will operate it in connection with the McCarthy house at Casselton, N. D.

It is reported that R. C. Wilson, of the Grand, at Staples, Minn., has purchased the lease of the opposition house, the Palace, from Al Ashenbrenner.

The Minneapolis Tribune has joined with Publix in an "opportunity" contest, which is intended to find amateur talent for the Publix circuit. The contest is open to all unmarried non-professional girls between the ages of 18 and 26. Primarily the quest is for a personality singer, but dancers or instrumentalists will be permitted to compete. The 28 leaders will be given a chance to appear in two performances at the Minnesota theatre, while the winner will be given a four weeks contract at $75 a week, and options will be taken on her services for a tour of the Publix circuit for one year at $125 a week.

Both the Vitaphone and Movietone may be installed in the Minneapolis Pantages, according to advices received from Alexander Pantages by E. C. Bostick, manager. Work on installation will probably start within 60 days.

The dance marathon which closed recently in Minneapolis attracted some 100,000 persons during the fortnight it was in progress, and profits were estimated at well over $50,000. Many managers blamed the marathon for a general slump in business. Now St. Paul exhibitors have something to worry about, as a dance marathon is being planned for the Saintly City, and that means competition at a time when the theatres can least afford it. The Seventh Street, junior Orpheum house in Minneapolis, has already succumbed to the summer lethargy and closed its doors.

Finkelstein & Ruben have discontinued the practice of extending the preview courtesy to critics. This practice has been observed for six or seven years, but under the new policy the critics will have to see the pictures in the theatres or not at all.

According to latest reports the large expansion program announced by Finkelstein and Ruben has been indefinitely postponed. It is generally considered that poor business is the cause.

One hundred and forty-two citizens of Maynard, Minn., have petitioned the city council to hold a special election on the Sunday show question. The ordinance against Sunday pictures was recently repealed by the council.

Bill Poning has been promoted to take the place of Miss Lorene Chambers as assistant manager of the Minneapolis Columbia exchange. Miss Chambers, who has held that position ever since the exchange was established, has resigned to go with Foto Art Productions at San Antonio, Texas. Marian Steinfeldt, formerly with Pantages, has been added to the Columbia staff as branch cashier.

Cleveland

CLEVELAND was in the grip of a continued hot spell last week with the result that business was off in all theatres. Only those houses which are equipped with cooling systems succeeded in drawing audiences. William Haynes, manager of the Allen theatre, uses a good stunt effectively to impress upon the public the fact that his house can offer cool weather in the summertime.

This stunt is to invite the public into his lobby to cool off from the heat on the street. People take advantage of the offer and stand around in the lobby looking at the announcements and the pictures. While cooling off, they are learning what the future attractions at the Allen will be. Many are intrigued into buying tickets and going into the theatre to enjoy more cool breezes. Manager Haynes used this stunt last summer with great success. And it's going over just as big this summer.

L. W. McEacherin, formerly at the Paramount theatre in Atlanta, has arrived here to assist William Haynes in the management of the Allen theatre. Paul Kemery continues with the organization as treasurer.

Regis Duddy is the newly appointed assistant manager at Keith's Palace. He took over the job last Monday, succeeding David Nolan who resigned. Frank Hines is manager.

Hilda Smucker, of the Loew organization, is recuperating after an appendix operation which was performed last week.

Martin Printz is back at the Circle again. He just returned from a two months' trip abroad.

Frank Drew, local M-G-M exchange manager, has closed a contract with the Dipson Zimmerman circuit to serve all of their 165 houses with M-G-M product during the coming year. The Ohio houses belonging to this circuit are located in Steubenville, East Liverpool, Bellaire, Bridgeport, Salem, Toronto, Lansing and Elyria. The John Harris circuit of Pittsburgh has also signed up for M-G-M pictures.

Vitaphone and Movietone are being installed in the Allen theatre. It is expected that the installation will be completed before the end of July. The Stillman, State, and Circle, all Loew houses, are also equipped for talking movies. Fred Desberg, general manager of the Loew circuit, intimated that more installations will be made in other houses shortly.

Chester Loewe has been appointed manager of the Cincinnati branch of Independent Pictures distributors in Ohio.

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Booklet

Ferry from New London to Montauk

BERNHARD LUNDBERG, Manager

Winter Resort:
Hotel Lincoln, Miami Beach, Florida



Des Moines

THE Des Moines Film Board Picnic and Golf tournament proved a huge success with over one hundred fifty exhibitors, film men of Iowa and their families present at this mid-summer get-together.

Harry Frankel, manager for F B O, announced the winners in the golf tournament of which he took charge, assisting E. J. Tilton, manager for First National, and W. E. Banford, of Metro-Goldwyn-Mayer, who were also members of the committee for golf entries and prizes. Jimmy Wynn, president of the Film Board for his second year, also lent his experience toward putting across this golf meet in good shape.

Winner of the golf tournament this year was L. F. Wolcott, exhibitor at Eldorsa, Iowa, who won his way through to the lead in a meet that was characterized by thorough good sportsmanship throughout. The runner up in the first flight was Mr. Graham, of Knoxville.

Winners in the second flight were Robbins, salesman for Paramount, and E. J. Tilton, manager for First National. In the third section, Curry, of the Paramount office, was winner, with Tillsworth, of Pathe, as runner up. In the next flight, Peckham, of Columbia, took the lead, with Pratt, of First National, runner up. Turgeon, of Metro-Goldwyn-Mayer, won in the fifth flight, and Seymour, of F B O, placed for that office. In the sixth flight F. G. Stearnes, exhibitor at Croydon, took the lead, with Herman, of Metro-Goldwyn-Mayer, as runner up.

Milton Frankel won the first consolation section, while E. E. Morris, of Eagle Grove, won in the second consolation by default. W. E. Banford, manager for Metro-Goldwyn-Mayer, won the third consolation flight by default. Prizes in money were awarded the winners.

Others who were prominent players in the match were Mr. Dunsmoor, of Marshalltown, Carpentier, of East Moline, Dutton, of Manchester, and Curtis, of Redfield.

In the ladies tournament Miss Peterson, of Hampton, won the championship, while Mrs. Herman, whose husband is with Metro-Goldwyn-Mayer, was runner up. Mrs. E. J. Tilton, wife of the manager of the First National office was winner of the consolation.

The golf tournament and picnic were held at Grandview, with the first elimination matches in the golf tournament played off on the first day, and the picnic and get-together on the second day.

The Opera House at Arlington, Iowa, owned by Joseph Peters, was sold last week. The new owner is C. C. Roquet who took possession on July 1st. The Opera House has been run by Mr. Peters for the past four or five years. Mr. Peters has not announced what his future plans will be. He had no competition house at Arlington.

The Legion Theatre at Ladora, owned by B. J. Tyler, has closed for the hot weather.

The front of the theatre will be torn out to add a canopy over the sidewalk and a larger lobby. The roof will be raised to allow for putting in a balcony in the house and the seating capacity will be increased from 300 to 700. The stage is to have full equipment to take care of any kind of program. Mr. Pettit now shows on six days of the week but right after his theatre opens up again he plans to try out the Sunday show sentiment.

The Iowa Theatre at Winterset, of which A. B. Pettit is owner, is to be remodelled and repaired. Changes planned will make it one of the most attractive of modern houses. Mr. Pettit plans to spend $1200 on the theatre which will be closed for several months.

E. J. Miller, Iowa theatre broker, recently spent a short vacation with his wife and daughter, Jane, at Bloomfield, Iowa.

Vacation notes show that Dorotha Waugh, biller for MGM, and George Stephenson, poster clerk, are away. Edna Dwyer, contract clerk is leaving soon for a two-weeks holiday to visit friends.

St. Peters Brothers at Correctionville, Iowa, have been making big improvements in their theatre which add much to the appearance of this house. The lobby and foyer are completely changed by the addition of French doors while new drapes have been added in the arched doorways which are new effects. The interior of the theatre has been redecorated, the exterior coating was renewed and new drapes have been added to the stage and sidewalls. The repairs will be completed in a short time.

Allen Frankel, son of Harry Frankel, manager for FBO, is ill at present.

Jimmy Ellard who has been master of ceremonies at the Capitol Theatre in DesMoines for almost twelve months, is now at the Publix house at Denver. Jay Mills of Chicago is now at the Capitol.

Francis Mahoney, an employee of the Plaza Theatre in Fort Dodge, has bought the Pokadot Theatre there. He purchased the house from Smith and Goodman.

Harry Frankel who is partner with George Weigman in the Strand Theatre in Boone, has leased several amusement concessions in River Park at Boone to Mr. Weigman.

Oky Goodman was recently made manager of the Strand Theatre at Fort Dodge. He was formerly manager of the Pokadot at Fort Dodge which was recently sold to Francis Mahoney.

W. H. Davis has been appointed cashier of the Paramount office with the transferring of L. A. Wagner to another office. Mr. Davis was formerly cashier with Metro Goldwyn Mayer.

Ethel Frette who was selected in a contest at the Orpheum Theatre in DesMoines as Miss Iowa in a national beauty contest, was succeeded as cashier of the DesMoines Theatre, by Gladys Martin, formerly cashier of the Pokadot at Fort Dodge.

Cedar Rapids will witness the opening of a large theatre this month. Thomas Waugh formerly manager of the Strand at Fort Dodge, will be manager of the house which has been leased to A. H. Blank. Report has it that the new theatre is to be called the Capitol or the Riviera.

Iowa houses report good business for the year on an average. The hot weather at present seems to have little effect on the box office.

Dallas

THE Palace has completed the installation of Movietone and Vitaphone equipment, and will be offered to the public for the first time on July 28th, when "Warming Up," with Richard Dix will be shown.

A. Haydn Mason, former managing director of the Palace theatre, has accepted the position of sales manager with The Texas Signal Corporation, and is one of the directors of the organization. Mr. Mason is well known in this section and his new position offers many opportunities.

Benny Piermont, of the General Electric Co., is in Dallas supervising installation of sound devices in local theatres.

The Pantages Theatre, in Dallas, will soon offer second run synchronized pictures and will be the first theatre to take this step in this part of the country. W. J. Underwood and others recently acquired the theatre from R. J. Stinnett, the present managing director of the Capitol theatre. Second run synchronized pictures will be a good bet in Dallas and should prove to be a financially sound idea.

Jake Elder, of the Publix organization, is back in Dallas after a trip to Little Rock, Oklahoma City and Denver.

The Texas Exhibitors awarded the July Blue Ribbon Award to "Telling the World," starring William Haines. This picture is a M-G-M release and was shown at the Melba the past week and proved to be a money maker.

Ray Stinnett and bride have returned from their honeymoon and Ray is again to be found at the Capitol. While in New York Mr. Stinnett made a contract with Universal to furnish all of the pictures for the Capitol theatre in Dallas and his Cleburne theatres.

The censoring of films in Dallas is not a past art as has just been proven by the banning of three pictures within a week's time. The pictures were "Partners in Crime," which was to have been opened at the Palace on Saturday, "Walking Back," which was billed at the Capitol, and the Vitaphone short, "The Foreigner," which was to have been shown at the Melba. The picture "Walking Back" was censored on the grounds of objectionable sex morality. "Partners in Crime," because the burlesque on law enforcement was objectionable, and the Vitaphone short "The Foreigner" because it treated George Washington in too light a vein.

The Sterling theatre, at Dayton, Texas, which has been closed for the past two months for extensive remodeling and repairs has reopened.

H. Ford Taylor is remodeling a structure in San Saba to be used for his next theatrical venture. Mr. Taylor recently disposed of his holdings at Brady, Texas.

O. A. Englebrecht is now in charge of the Monarch theatre at Georgetown, Texas.

Otto Schmidt is erecting a theatre at Mason, Texas, which will have a seating capacity of 450, and is expected to be ready for opening Sept. 1.

The Webb Theatre Corporation is erecting a new theatre at Odell, Texas.

Dave Ablowich, of Greenville, Texas, has purchased the Colonial Theatre of that place, which at the present time is leased to Dent. No change of operations have been announced.

Baltimore

WITH the complaint that Baltimoreans are not supporters of artistic stage productions but at the same time thanking that group that had supported their efforts here, the Knopf-Farnsworth Repertoire Company which had been presenting shows at the Auditorium, closed and disbanded Saturday night, July 7.

Mr. Knopf is in Europe and Mr. Farnsworth gave the players his personal checks for their services and their week's notice. The Knopf-Farnsworth lease on the theatre has fifteen months to go yet, it is said, and their bonds under it is $5,000.

This makes all the legitimate houses here closed and all burlesques except the Embassy. Three first-run theatres are closed also, but the Rivoli will reopen on July 21. The Rivoli now has Movietone, RCA-Photophone and a non-synchronizing device.

Due to illness, Joe Oulahan, Paramount salesman, had to be absent from work for about ten days recently.

Only two pages, instead of three, were used for the Movie Section of the Sunday Sun here beginning Sunday, July 8. This has been caused by the decrease in advertising space, it is thought, and because several first-run theatres have closed for the summer.

The Idle Hour theatre, operated by Herman A. Blum, has been repainted and presents a new spick and span appearance.

Delema Wilson, formerly cashier at the Rivoli theatre, has become employed as cashier at Loew's Century theatre here.

Ten theatres of the Frank R. Durkee Theatrical interests here; three of the Associated Theatres Company and two operated by Gaertner Brothers, are having Vitaphone mechanism installed for the coming season.

The Goodtime theatre, a neighborhood house of 400 seats, is to be enlarged by the owner, Mrs. Mae Byrum, and the seating capacity will be increased to 1,000 persons.

Arrangements for the celebration of the 200th anniversary of the settlement of Fells' Point, Maryland, is being made by the East Baltimore Business Men's Association in co-operation with the Broadway theatre, operated by the Associated Theatres Company, J. Louis Rome general manager. The affair is arranged for the first week in September.

Miss Laurine Back, daughter of Samuel Back, manager of the Rialto theatre, who conducts the Lea-Back dance studio in Baltimore, is now in Europe studying new dance steps which she will introduce to Baltimore next season. She is expected to return here in October.

The New Broadway Garden and Alhambra theatres have been taken over by Sam Soltz of the Howard theatre, and he will continue to operate them as motion pictures houses.

Henson and Decker have sold the Opera House of Charlestown, W. Va., to Jake Goldenberg, of Baltimore, who has taken over its management.

A visit to the Mathias P. Moller Organ Plant in Hagerstown, Md., was made by thirty members of the Harrisburg Organists' Association recently and after they were conducted through the plant were entertained at a banquet at the Hotel Dagmar in that city by the organ manufacturer. Many members of the organists' association play in the theatres of Harrisburg.

The marriage of Harley Davidson and Miss Aliah Vaught, of Rural Retreat, Va., took place recently at the bride's home in that city. They will make a trip to Montreal, Canada, to visit parents of the groom for their honeymoon.

Denver

RAYART PICTURES, Inc., of Denver, and Excellent Pictures, Inc., also of Denver, have both joined the membership of the Denver Film Board of Trade, effective July 1, 1928. This makes a membership of 100 per cent as far as distributing companies located in Denver are concerned. Rayart is operated under the management of Fred P. Brown and the Excellent branch office will be managed by E. J. Drucker, both well known film men in this district.

A semi-annual election of officers of the Denver Film Board of Trade was held at the last meeting resulting in all officers of the immediate preceding term being held over for another six months. The present officers are: President, R. J. Garland, Metro - Goldwyn-Mayer; vice-president, Sidney D. Weisbaum, FBO Pictures Corp.; secretary and treasurer, Duke W. Dunbar. The members of the Arbitration Board are Leonard Levand, Palace theatre, Denver; Sam H. Horner, Hollywood theatre, Aurora, Colo.; F. H. Ricketson, Consolidated Theatres, Inc., representing exhibitors, and Sam Henley, Paramount; Eugene Gerbase, Columbia Pictures Corp., and R. J. Garlan, M-G-M, representing exchanges.

A fire occurred in the projection booth of the Rex theatre, Basin, Wyo., last Thursday night, causing damage to the projection machines and the burning of a print. The operator immediately jumped out of the booth, closed all openings and allowed the fire to burn itself out. The theatre was closed for two days pending repairs to the projection equipment. Mrs. W. R. Logan is the owner and manager.



Esther Ralston's beauty is seen in "The Sawdust Paradise," Paramount

The new Kiva theatre of Durango, Colo., celebrated its grand opening on June 23rd under the management of Edwin C. Bluck, one of the veteran exhibitors of the Denver territory. The theatre has a seating capacity of 580. The name of the theatre was borrowed from the Hopi Indians and means "assembly place."

L. Weir, home office representative for Pathe Exchange, Inc., spent two days in Denver the past week, visiting A. G. Edwards, local branch manager for Pathe.

Eugene Gerbase, manager of the new Columbia Pictures Corporation branch office in Denver, returned from a long sales trip up in Wyoming last Sunday. Actual distribution is planned to take place by this new office about September 1, 1928, when the new product will be ready for release.

Sid Weisbaum, FBO representative, left recently for a visit with Fred Lind, manager of the branch office in Salt Lake City. He will be gone for a week or ten days.

H. L. Morrow, owner of the W. O. W. theatre of Grand Valley, Colo., spent last week end visiting exchanges in Denver.

Hugh Brady, district manager for Paramount in Denver and Salt Lake City, arrived back in Denver from the Utah city last Thursday morning at 2 a. m., after driving straight through from Salt Lake, where he left the morning before at 5 a. m.

During the recent convention of International Police Chiefs in Colorado Springs, Colo., a picture entitled "Underworld," and starring George Bancroft, was shown by courtesy of S. R. Kent of Paramount and Carl E. Milliken of the Hays office. The picture was well received and appreciated by those in attendance.

Fred P. Brown, manager of Rayart in Denver, left for New York City last Sunday for a seven weeks' vacation.

San Francisco

A ONE-STORY concrete theatre building to have a seating capacity of 400 is to be erected in Pleasanton for the Lincoln Theatre Company at a cost of $15,000.

The Redding Market Street theatres, both owned by the Northern California Theatres Company were taken over on July 2nd by the T. & D. Jr., Enterprises.

There was a reception for Conrad Veidt, Hollywood motion picture star who arrived here recently, tendered him by officials of the Universal Film Company, under the direction of W. J. Heineman, local exchange manager in San Francisco.

Frank Jenkins, assistant manager of the Union Square theatre, last week uncorked a surprise to the local motion picture world by announcing his wedding to Miss Lauretta Stewart.

Kansas City

THE heat wave and the motor car scored their first knockout of the season in Kansas City with the closing of the Liberty theatre, first run downtown house, last Saturday. The Liberty, which was managed by Samuel Carver, is the second oldest first run house in Kansas City. The Liberty, while having a cooling system, did not have the modern equipment with which to combat the intensive heat which has prevailed in the last two weeks.

Negotiations for the Grubel Brothers theatrical properties with a national theatrical syndicate, involving a total of $1,500,000, has become known in Kansas City and admitted by the parties interested, although details are being withheld. When the plans, which are said to be nearing completion, are announced it will mean a new theatre for Kansas City, Kansas, costing approximately $200,000, and the "re-vamping" of the Electric theatre, owned by Grubel Brothers in Kansas City, Kansas, for combined vaudeville and first run pictures. The deal includes theatres in Kansas City, Kas.; Joplin, Mo.; Springfield, Mo.; and St. Joseph, Mo. Under the proposed plan it will mean that Kansas City, Kansas, will be on a national vaudeville circuit, something it never has had, despite the fact that the city has a population of 125,000.

Edward J. Grubel, president of the Electric Theatre Co., and Frank C. Grubel, his brother, reported the deal had been under consideration several months, but they said they were not at liberty to divulge the name of the theatrical circuit involved. Under the proposed plans the Grubels may maintain part interest and continue management of the houses, but under different standards from which they are now operated.

The new theatre, the Grubel brothers said, would be on one of three sites between Seventh and Tenth streets on Minnesota avenue. The house, it is said, would be the first theatre in Kansas City, Kansas, to be equipped for talking pictures, that feature alone costing approximately $20,000. For many years the Electric has been the only large first run house in Kansas City, Kansas.

Joe Rosenberg, Kansas City booking agent, won the first prize of $75 for obtaining the most new members for the M. P. T. O. Kansas-Missouri over a period starting last winter and ending last week. He obtained thirty members. William Bradford of the Metro-Goldwyn-Mayer exchange was second with fifteen new members. His prize was $50.

Strange things happen in front of the box office of a theatre as well as in the scenarios of a film.

Just twenty years ago Mr. and Mrs. H. Wagner opened the Bijou theatre in Lamar, Mo. It was then that James Gregory, a citizen, bought the first ticket. The other day the theatre was sold to A. J. Simmons and Thomas Edwards. When the house was opened twenty years ago the picture was "A Voyage Around the Stars." Oddly enough, on the closing night last week that same picture was selected as the closing picture for Mr. and Mrs. Wagner. Then came the coincidence. The last person to buy a ticket to see the picture was the same James Gregory, who had seen it twenty years previous.

Max Meyer has joined the Pathe sales force and is covering Western Kansas. Robert Waterman, cashier at the Fox exchange, is back at his desk again after a two week's vacation. Tommy Thompson, booker for United Artists, departed for a three weeks vacation last Monday. He will motor to California.

A. H. McLaughlin, division manager for Tiffany-Stahl Productions; Sam Forbstein, former manager of the Royal theatre, Kansas City, and who has been on the West Coast for the last two years; H. G. Rosebaum, home office representative for Warner Bros., and C. E. Dickinson, owner of the Waldo theatre, Union Star, Mo., were Kansas City visitors.

Salt Lake City

MANAGER TONY HARTFORD, of the Universal branch here, has promised the employees of this exchange that each Monday evening $1 would be awarded to the employee who makes the best suggestion regarding the improvement of the efficiency of the office during their meetings held at this time.

A new salesman has been added to the Paramount-Famous-Lasky organization here in the person of C. H. Watson, who has been transferred from Denver, and is now covering the Idaho territory.

L. C. Wingham, Metro-Goldwyn-Mayer exchange manager, left for the state of Montana the past week and all of the sales representatives from this branch are at present making their respective territories.

Al O'Keefe, local Pathe exchange manager, is making a short trip into the northern part of Utah. Lon Hoss is sending in some good contracts from the southern section of Utah. Jack Connors is reported to be busy in the Idaho territory and George Hayes is also working Idaho for Pathe.

The National Theatre Supply Company, here, recently installed a Simplex Projection and a Da-Lite screen at the Cozy theatre of Duschene, Utah, owned and operated by O. A. Halstead.

Melvin Brown has purchased a new generator for use on his circuit of houses in Southern Utah.

Manager O. Wog, of the local Paramount - Famous - Lasky exchange, returned the past week from a sales trip into Montana.

District Manager H. W. Braly, of the Paramount-Famous-Lasky Corporation is still in this city, visiting the local office, but will leave soon for Denver.

Steve Cline, accessory manager for Universal, won a cash prize recently for being one of the leading five accessory managers in the United States.

John Rugar of the American, Egyptian and Orpheum theatres of Park City spent some time in Salt Lake recently.

District Manager Ben F. Rosenberg is still located at the local Fox office.

Mr. and Mrs. J. H. Burt and two small daughters have been renewing acquaintances along the local exchange mart. Burt is a former exchange man of Twin Falls, Idaho, and also of Nebraska.

A. L. Stallings, of Richfield, Utah, was also seen along the row. Stallings has just returned from a seven weeks' vacation, during which time he visited from New York to Georgia.

Manager "Hap" Fredericks is making the entire Idaho territory and expects to be in this section for the next eight weeks.

Word has been received at the local Rayart Pictures Corporation exchange from the Denver office that Fred P. Brown has left for a two months' trip to New York City.

Manager James R. Keitz, of the local Rayart exchange, is now spending three weeks' in the Idaho branch.

George Ricou, director of the Opera Comique in Paris and prominent in French governmental circles, paid Salt Lake City a brief visit recently, accompanied by Mme. Ricou.

According to announcement, the Salt Lake council of the Parent-Teachers' Association, through their officers, indorsed the picture "The Road to Ruin," which was shown at a special preview at the Fox film exchange here last week The City Judge and Judge of the Juvenile court, with representatives from the police departments and newspapers representatives, were present at this special showing.

Portland

FAR northern visitors passed through Portland last week when Dad and Ma Spickett, who operate the Palace theatre at Juneau, Alaska, returned home after a short sojourn in California. Incidentally they took back with them a Kalaeidaphone, as they too expect to do some synchronizing for the native motion picture fans.

J. S. Waller is now operating the Villa theatre in Portland.

Vete Stewart, salesman for First National, reports that business is in the up grade in all parts of Montana. Vete's report followed visits to such pioneer exhibitors as Manager Taylor Symons, of the Wilma, and Harry Turner, of The Bluebird at Butte. At Whitefish he called on L. J. Sissell, of the Orpheum and at Kootenai he met W. F. Krenitz, of the Liberty.

According to Manager Jeffress, who takes care of West Coast interests in Butte, both Vitaphone and Movietone are going over big in the mineral city.

F. J. Kock, of the Electrical Research Products, Inc., and assistants, are spending several weeks here installing "The Talkies" at the popular Portland theatre, which shortly will be added to the other attractions at the big house.

Canada

A GIGANTIC beautification scheme for Ottawa, the Canadian capital, as prepared and recently announced by the Town Planning Commission under Government auspices, calls for a number of spectacular features. One of these is a large National theatre for the presentation of all forms of entertainment. It is to be erected in conjunction with the National Art Gallery on a site overlooking the Ottawa River. The equipment will include that for the presentation of moving pictures. The chairman of the Town Planning Commission is Nolan Cauchon, Ottawa.

Following re-arrangement of Keith-Albee interests, and the extensive broadening of those interests, J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, has made a number of trips to New York City for important conferences at the headquarters of the organization.

Charles Schulberg, member of a family of famous moving picture men on the Pacific Coast, has been appointed manager of the Regent theatre, Vancouver, B. C., in succession to W. J. Coles.

Bert Grant, 46 Woodycrest Avenue, Toronto, is erecting an $80,000 moving picture theatre on Oakwood Avenue, in the North-West section of the city. Plans were drawn by Harry D. Martin and Son.

Plans have been completed by Ross and Macdonald, 1 Belmont Street, Montreal, for the construction of a large stage, completely equipped, in the Palace theatre, Montreal, one of the greatest theatres in the Dominion. Other important alterations are also projected. George Rotsky is the manager of the Palace.

A historic building in Orillia, Ontario, has been purchased by a syndicate of Toronto theatre men from the owner, Mrs. Robert Mainer, for $12,500. The structure is the Princess theatre, one of the oldest cinemas in the Dominion.

The building, which is of brick construction, was erected 50 years ago by the late Robert Mainer and was used as a hardware store and tinshop by him until 1911 when he converted it into a theatre. The new owners have arranged to remodel and enlarge the house and will continue its operation with modern facilities.

N. L. Nathanson, of Toronto, managing director of Famous Players Canadian Corp., has concluded a tour of inspection of the company's many theatres in Western Canada through to the Pacific Coast. Along with other officials of the company, he attended the convention of Western theatre managers at Banff, July 5, 6 and 7.

The Standard theatre, Spadina avenue and Dundas street, Toronto, erected only four years ago, has been sold by Louis Rotenberg to Mrs. Rosie Axler for $57,900. The theatre, which is of brown brick, has a seating capacity of 3,000.

Charles Langlois, St. Jerome, Quebec, is the owner of a new steel and concrete moving picture theatre, which is being erected at St. George's street and the Market, Montreal, at a cost of $40,000. The new amusement house has a frontage of 53 feet and a depth of 91 feet. The plans were drawn by U. Benoit, architect, 71A St. James street, Montreal.



Buffalo Bill, Jr., star of Pathe western vehicles

Calvin Winter and His Capitolians Orchestra are conducting a musical tour of the world as a special orchestral feature at the Capitol theatre, Vancouver, B. C. Each week music appropriate to one country is selected for the musical program. Manager W. P. Wilson, finds that the series has made a big hit with the crowds.

The man who is believed to have held up the Loew's theatre, Montreal, grabbing a cash box containing $2,240 from the doorman and cashier, was arrested in the theatre exactly two weeks after the crime was committed.

The accused gave the name of Jack Russell, aged, 28, but declared that he had no fixed address. When searched he was found to have 13 diamond rings in his possession for which he could not give any account. Russell had been under surveillance because he fitted with the description by the theatre employees. He was again recognized as he entered the theatre and the arrest followed.

Major Joseph Graham, of Regina, Sask., has leased the Playhouse theatre, Market street East, Winnipeg, Man., a long established motion picture house. The policy will be to offer a film program with a guest soloist and orchestra.

For some time the Playhouse had been under the direction of John T. Fiddes, a veteran exhibitor well-known in Montreal and other cities.

Cincinnati

WHEN J. T. Hibbert, manager of the Bijou theatre, and H. L. Binder, manager of the Orpheum, at Xenia, Ohio, opened their theatres on Sunday for the first time in the city's history, they were arrested on warrants which were sworn out at the instance of the Women's Christian Temperance Union, who delegated two patrolmen to attend the Sunday performances to obtain necessary evidence.

The exhibitors contend that their houses were opened in compliance to an insistent public demand, and to meet competition from nearby cities where Sunday performances are maintained. Prior to the action taken by the feminine "antis," ministers of two local churches appealed to the City Commission to interfere, but were informed that that body had no jurisdiction. The exhibitors say they will fight the case to a finish.

Lou Snitzer, manager of the Eagle theatre, Hamilton, Ohio, is the first exhibitor in this region to install a Photophone. He is featuring it under the name of the Eagletone.

During July and August, the Ritz theatre, Mansfield, Ohio, will be closed from 5:30 P. M. to 7:30 P. M. each day except Saturdays and Sundays, when the performances will run continuously

The Dixie Amusement Co., Rossford, Ohio, has been incorporated, with a capital of $75,000 in preferred stock, and 1,000 shares of no par. The incorporators are Walter Kotowicz, Paul Kotowicz and William F. Miller.

The Rialto theatre, Hamilton, Ohio, which is presided over by John A. Schwalm, has added the letters WRK to the huge electric sign atop the theatre. Schwalm has established a radio broadcasting station on the third floor.

San Diego

CONSTRUCTION has been started on the erection of a two-story theatre, office and bank building at the northwest corner of 29th street and University avenue, of Spanish type of architecture. The theatre, to have a capacity of 1,300, will be under lease to the West Coast Theatres, Inc., now operating the New California, Cabrillo and Fairmount here.

J. Hardwick Smith, formerly organist at the Granada theatre in San Francisco, has taken the position of organist at the Granada theatre, a suburban film house located in La Jolla.

H. L. Hartman, manager of the local West Coast houses, recently conducted a special advertising campaign, in a tie-up with the representatives of a well-known automobile, in the course of which, running over a number of weeks, serial coupons were issued to all patrons, concluding with the award of a handsome car to the holder of the lucky slip. During the weeks of the contest a short reel was run at each show depicting the process of making and assembling an automobile. On the night of the award the New California was packed to its capacity, and the announcement was broadcast over KGB, one of San Diego's radio stations.

Harry and Solomon Trustman have sold the U. S. theatre at 755 Fifth avenue to William W. Wise and D. J. O'Brien.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost in the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Say It With Sables	Bushman-Livingston-Chadwick.. July 13		
Scarlet Woman, The	De Putti		
Virgin Lips	Borden-Boles July 25		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	
Count Me Out	Barney Helium	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeeous	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat In Futuritzy	"Sullivan Cartoon"	June	24	1 reel	
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	
Leaping Luck	Davis-Collins	July	29	2 reels	
Listen Children	Lloyd Hamilton	July	22	2 reels	
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaming Romeo	Lupino Lane	July	29	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 26
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 11
Inspiration	George Walsh	May	10	6600 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroads	Hulette-Hamilton		
Into No Man's Land	Santschi-Blythe June 15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease July 10	6700 feet	

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame in the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tylor-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Driftin' Sands	Bob Steele	Jan.	1	4770 feet	

Title	Star	Rel.	Date	Length	Reviewed
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Hor Summer Hero	Thompson-Trevor-Blana	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 18
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	18	5186 feet	Nov. 4
Judgment of the Hills	Vaill-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nolson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	Sept. 4 '26
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey'a Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey'a Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rahl, Rahl Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, The	Tyler-Clair		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper		
Dog Law	Ranger (Dog)		
Down Our Way	Vaili-Caldwell-Darro		
Gang War	Borden-Pickford		
Eagle'a Talons, The	Tom Tyler		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Keiton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Aug.	19		
Big Noise, The	Conklin-Hardy-White	Mar.	25	7400 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6
Canyon of Adventure	Maynard-Faire	April	22	5800 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	15	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6819 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6184 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Eilers-Burke-Knapp	July	22	7989 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	8	8288 feet	Mar. 10
Happiness Ahead	Colleen Moore	June	24	7100 feet	June 23
Harold Teen	Lake-Brian-White	May	27	7500 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Her Wild Oat	Moore-Kent	Dec.	25	8118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	8524 feet	May 28
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	8592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	8	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	8712 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7331 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11412 feet	Aug. 28, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drow	Sept.	4	6214 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6669 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast			7534 feet	June
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	May	27	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6338 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	8212 feet	June 2
Wheel of Chance	Barthelmess-Basquette	June	10	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen		
Divine Lady, The	Griffith-Varconi		
Glorious Trail, The	Maynard-McConnell		
Hard Rocks	Sills-Todd		
Head Man, The	Murray-Reed-Young	July 29	
Heart to Heart	Astor-Hughes	July 1	
Lilac Time	Moore-Cooper		Mar. 24
Night Watch, The	Dove-Reed		
Oh Kay	Moore-Gray	Aug. 12	
Out of the Ruins	Barthelmess-Nixon		
Phantom City, The	Maynard-McConnell		
Whip, The	Mackaill-Nilsson-Forbes		
Wright Idea, The	Hines-Lorraine	July 8	
Waterfront	Mackaill-Mulhall	Aug. 5	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Plastered in Paris	Cohen-Pennick	Oct.	1		
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	
Road House	Barrymore-Alba	July	22		
Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10
Shame (re-issue)	John Glibert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 26
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
Street Angel, The	Gaynor, Farrell	Aug.	19	9221 feet	
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
At the Ball Game (Movietone)	Joe Cook				
Bridge at Midnight, The (Movietone)	Mary Duncan				
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T. Hill	Jan.	1	2 reels	
In a Music Shoppe (Movietone)	Special Cast				
Interview, The (Movietone)	Clarke-McCullough				
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Aides, The	Varsity	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love is Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
They're Coming to Get Me (M'tone)	Chick Sales				
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Treasurer's Report, The (Movietone)	Robert Benchley				
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell				
Dry Martini	Gran-Astor-Moore	Dec.	17		
Farmer's Daughter, The	Beebe-Burke	July	8		
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Terry	Oct.	8		
None But the Brave	Phipps-Morton-Knapp	June	24		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River, The	Farrell-Duncan				
River Pirate, The	McLaglen-Moran	Aug.	26		

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A.	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Head of the Family, The		July			
Man Higher Up	Buchman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 16, '26
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 16
Circus Rookies	Dane-Arthur	Mar.	31	5661 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23		June 23
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane-Arthur	June			
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman, The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	18		
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Matsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	19		
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 22
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June			
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	6262 feet	
Under the Black Eagle	Flash-M. Dey-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Cherley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matlesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufa Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddites	May	5	1 reel	
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 26
Tokens of Manhood	Ufa Oddities	June	6	1 reel	May 26
Virgin Queen, The	Stanley-Dwan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle		
Bellamy Trial, The	Joy-Bronson		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Gray		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford		
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Napoleon	Special Cast		
Our Dancing Daughters	Crawford-Brown-Sebastian		
Show People	Davies-Haines		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
War in the Dark	Garbo-Nagel		
While the City Sleeps	Chaney-Page		
White Shadows of the South Seas	Blue-Torres		June 16
Wind, The	Gish-Hanson		

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6536 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5230 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 26
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	16	6263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmenati	Dec.	3	5415 feet	Feb. 11
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Coopor-Wray	Mar.	10	7415 feet	Mer. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
Manificent Flirt, The	Florence Vidor	June	2		
Neveda	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Monjou-Brent	April	7	5741 feet	April 21
Now We're In the Air	Beery-Hetton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Boery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mer. 10
Partners in Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jen. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mer. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	June 16
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31

Title	Star	Rel.	Date	Length	Reviewed
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Monjou-Carver-Basquetto	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlon	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Ludon-Blano	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Loglon, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Helt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8
We're All Gamblers	Meighan-Millnor	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice In Movieland	Novelty	June	23	2 reels	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	16	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post			2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Have Ears	Madge Kennedy			2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
First Kiss, The	Wray-Cooper		
Fleet's In, The	Bow-Hall		
Forgotten Faces	Brian-Brook		
Hot News	Daniels-Hamilton	July 14	
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Loves of An Actress, The	Negri-Cooper	Aug. 11	
Mating Call, The	Meighan-Brent-Adoree		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct. 6	9819 feet
Quick Lunch	Fields-Conklin		
Sawdust Paradise, The	Ralston-Howes		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Sophomore	Rogers-Conklin-Brian		
Warming Up	Richard Dix		
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Strohein-Wray	Aug. 14	
Wings	Bow-Rogers	12 reels	Aug. 26 '27
Woman From Moscow, The	Negri-Kerry		

PATHE
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5586 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbiddon Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weopah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.		13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Phyllis Haver	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Bottlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportnight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Fiying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan. 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan. 14
Mark or the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23

Title	Star	Rel.	Date	Length	Reviewed
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Godless Girl, The	Basquette-Prevost		10720 feet
Love Over Night	La Rocque-Loff	Sept. 16	
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
Power	Boyd-Logan	Oct. 21	
Red Mark, The	von Seyffertitz	Aug. 26	7937 feet
Sin Town	Allen-Fair	Jan. 20	
Yellow Contraband	Leo Maloney	Oct. 29	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April 15		5600 feet	
Golden Shackles	Bonner-Withers	Mar. 15		5600 feet	
Out of the Past	O'Malley-L. Rich	Sept. 26		5700 feet	
Out With the Tide	Dwan-Landis	June 22		5700 feet	
Web of Fate, The	Lillian Rich	Nov. 7		5800 feet	
Wilful Youth	Harlan-Murphy	Dec. 19		5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July 15			
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5316 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug. 1			
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke or 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug. 15			
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Sister of Eve		Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	April		8500 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matleson-Hale	Zakoro	April		5800 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Little Wild Girl, The	Lee-Landis	Hercules				
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The		Amkimo				
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Cigarette Maker's Romance	P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Sorial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Washker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Lookout Girl, The		Quality Dist.	Sept.		
House of Shame, The		Chesterfield			

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 26
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cavalier, The	Bedford-R. Talmadge				
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer				
Ghetto, The	George Jessel				
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Marriage of Tomorrow	Miller-Gray				
Naughty Duchess, The	Warner-Southern				
Tollers, The	Ralston-Fairbanks, Jr.				

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5751 feet	Aug. 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	

Title	Ster	Rel.	Date	Length	Reviewed
Guardians of the Wild	Rex (horso)-Porrin	Sept. 18		4868 foot	
Harvest of Hate, The	Rex (horse)-Perrin	April 14		4719 feet	
Hes Anybody Here Seen Kelly?	Lovo-T. Moore	Sept. 18		6243 feet	
Hero For a Night, A	Tryon-Miller	Dec. 18		5711 feet	Dec. 2
Home, James	La Plante-Dolanoy	Sept. 2		6307 foot	
Hot Heels	Tryon-Miller	May 13		5874 foot	
Hound of Silver Creek	Dynamite (dog)	May 20		4095 feet	
How to Handle Womon	Tryon-Nixon	Oct. 14		5591 feet	
Irresistible Lover, The	Kerry-Moran	Dec. 4		6958 feet	Sept. 18
Jazz Mad	Horsholt-Nixon-Lewis	Sept. 30		6832 foet	
Les Misorebles	Special Cest	Oct. 30		7713 foet	
Lone Eegle, The	Keane-Kent	Sept. 18		5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar. 4		6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June 3		4120 feet	
Man's Past, A	Veidt-Bedford	Dec. 25		6135 feet	Sept. 16
Man Who Laughs, Tho	Veidt-Philbin	Nov. 4		10185 feet	
Man, Woman and Wife	Kerry-Starke-Nixon	Dec. 30		6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct. 21		6030 feet	July 7
Midnight Rose	De Putti-Harlen	Feb. 26		5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept. 23			
One Glorious Scrap	Fred Humes	Nov. 20		4172 feet	
On Your Toes	Denny-Worth	Nov. 27		5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept. 4		6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept. 25		5416 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb. 26		4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov. 11		5907 foot	
Put 'Em Up	Fred Humes	Mar. 11		4200 feet	
Quick Triggers	Fred Humes	July 15		4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan. 29		5382 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb. 19		6172 feet	Dec. 20
Silk Stockings	La Plante-Harron	Oct. 2		6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov. 6		4393 feet	
Small Bachelor, The	Kent-Beranger	Nov. 6		6218 feet	
Stop That Man	Lake-Kent	Mar. 11		5389 feet	April 28
Straight Shootin'	Ted Wells	Oct. 16		4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar. 4		8249 feet	Mar. 10
Tenth Avenue	Haver-Varconi	Aug. 5		6370 feet	
Thanks For Buggy Ride	La Plante-Tryon	April 1		6179 feet	Feb. 4
Thet's My Daddy	Denny-Kent	Feb. 5		6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov. 13		5598 feet	Dec. 19
Thirteen Washington Square	Hersholt-Joyce	April 8		6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept. 4		4136 feet	July 11
Thunder Riders, The	Ted Wells	April 8		4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar. 18		5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18		4616 feet	
Uncle Tom's Cabin	Special Cast	Sept. 2		10600 feet	
We Americans	Sidney-Miller-Lewis	May 6		9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov. 27		5192 feet	
Wild West Show, The	Gibson-Gulliver	May 20		5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct. 2		4167 feet	
Won in the Clouds	Al Wilson	April 22		4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb. 20		1 reel	April 7
All Balled Up	Charles Puffy	Feb. 27		2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June 16		2 reels	May 19
Any Old Count	"The Gumps"	Jan. 23		2 reels	
Back to Nature	Arthur Lake	Feb. 27		1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan. 14		2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar. 24		2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhall	May 2		2 reels	April 7
Big Game George	Sid Saylor	July 18		2 reels	
Boss of the Rancho	Bob Curwood	Jan. 7		2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb. 4		2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar. 19		1 reel	April 7
Buckskin Days	Newton House	Feb. 18		2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner snd Dog	June 27		2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan. 11		2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar. 14		2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb. 8		2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17		2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May 23		2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug. 15		2 reels	
By Correspondence	Arthur Lake	Jan. 30		1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July 14		2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan. 9		2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July 11		2 reels	
Cloud Buster, The	"The Gumps"	Feb. 6		2 reels	Jen. 21
Code of the Mounted, The	Jack Perrin	May 5		2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov. 7		2 reels	
Crushed Hats	Sid Saylor	Jan. 30	'29	2 reels	
Dangerous Trail, The	Jack Perrin	June 2		2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan. 18		2 reels	Dec. 31
Diamond Master, The		April 8,	'29	10 episodes	
Fighting Destiny	Fred Gilman	May 19		2 reels	April 21
Fighting Kid, The	Newton House	June 9		2 reels	May 19
Fish Stories	Young-La Salle	Nov. 21		2 reels	
Fox Chase, The	Oswald Cartoon	June 25		1 reel	May 26
Frame-Up Man, The	Bob Curwood	May 26		2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhalll	June 13		2 reels	May 19
Gauge of Battle, The	Fred Gilman	April 21		2 reels	Mar. 24
George Meets George	Sid Saylor	June 20		2 reels	
George's False Alarm	Sid Saylor	Feb. 29		2 reels	Feb. 4
George's School Daze	Sid Saylor	May 30		2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug. 18		2 reels	
Gold Claim, The	Bob Curwood	July 21		2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 19		2 reels	
Handicapped				1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar. 26		10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9		1 reel	
Her Haunted Heritage	Ben Hall	July 2		1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhalll	April 4		2 reels	Mar. 17
Hidden Money	Bob Curwood	April 26		2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25		2 reels	
High Up	Oswald Cartoon	Aug. 6		1 reel	
His In Laws	Charles Puffy	Mar. 12		2 reels	Feb. 18
Hollywood or Bust	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan. 29		2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhalll	Jan. 4		2 reels	Dec. 16
Hungry Hoboes	Oswald Cartoon	May 14		1 reel	April 21
Indoor Golf	Long-Adams-Layman-McPhalll	Mar. 7		2 reels	Feb. 11
Iron Code, The	Jack Perrin	June 30		2 reels	May 26
Jackson Comes Home	Bob Curwood			2 reels	
Just Wait	Young-La Salle	Sept. 26		2 reels	
King of Shebas	Arthur Lake	Aug. 13		1 reel	
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9	'29	2 reels	
Look Pleasant	Sid Saylor	Nov. 10		2 reels	
Looters, The	Bob Curwood	Mar. 3		2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10		2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15		2 reels	Jan. 28
Married Bachelors	Charles Puffy	April 9		2 reels	Mar. 17
McGinis vs. Jonses		Aug. 8		2 reels	
Mistakes Will Happen	Ben Hall	Feb. 13		1 reel	Jan. 21
Monoy! Monoy! Money!	Ben Hall	May 7		1 reel	April 14
Mystery Rider, The (Serial)	William Desmond				
Neck n' Nock	Oswald Cartoon	Jan. 23		1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2		2 reels	Dec. 16
Newlyweds' Anniversary		Aug. 6		2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31		2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2		2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhalll	April 2		2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhalll	June 4		2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5		2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhalll	May 7		2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23	'29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28		2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 28		2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhalll	Feb. 8		2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhalll	Mar. 5		2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3		2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21		2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon			1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 8		1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23		1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20		2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30		1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar. 31		2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11		1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13		2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11		2 reels	
Reel Life	Long-Adams-Layman-McPhalll	July 4		2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18		1 reel	Mar. 24
Ride For Help, The	Newton House	July 7		2 reels	
Riders of the Woods	Edmund Cobb			2 reels	
Riding Gold	Newton House	Jan. 21		2 reels	
Ring Leader, The	Jack Perrin	April 7		2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26		1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mer. 5		1 reel	April 7
Royin' Romance	Newton House	Aug. 4		2 reels	
Rubber Necks	Sid Saylor	Spet. 12		2 reels	
Ruse, The	Jack Perrin	Aug. 25		2 reels	
Sagebrush Sadie	Oswald Cartoon	April 2		1 reel	May 5
Sailor George	Sid Saylor	May 9		2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2	'29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16		1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3		10 episodes	
Sealed Orders	Jack Perrin	Feb. 11		2 reels	Jan. 28
Shooting the Bull	Young-La Salle	Oct. 24		2 reels	
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16		2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12		1 reel	
Some Babies	Charles Puffy	Mar. 26		2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2		1 reel	Dec. 14
Son of the Frontier, A	Newton House	April 14		2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan. 16		1 reel	Dec. 30
Special Edition	Ben Hall	April 9		1 reel	Mar. 17
Speed Sheik, The	Arthur Lake	June 18		1 reel	May 20
Start Something	Long-Adams-Laymon-McPhalll	Feb. 1		2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21		1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5		1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18		2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9		1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12		12 episodes	
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14		2 reels	
That's That	Trimble-Turner and Dog	April 11		2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21		2 reels	
Tricky Trickster, The	Ben Hall	June 4		1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25		2 reels	Jan. 28
Untamed, The	Newton House	May 12		2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23		2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16		10 episodes	
Watch George	Sid Saylor	Mar. 28		2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12		2 reels	
What a Party	C. King-C. Doherty	Feb. 22		2 reels	Feb. 4
When George Hops	Sid Saylor	April 25		2 reels	Mar. 31
When George Meets George	Sid Saylor	June 20		2 reels	May 19
Whose Wife	King-Doherty	June 6		2 reels	May 12
Winged Hoofs	Newton House	Mar. 17		2 reels	Feb.25
Winning Five, The	Lewis-Gulliver-Phillips	Sept. 26		2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jen. 2		2 reels	
Wolves of the Range	Fred Gilman	Jan. 28		2 reels	
Woman Chasers	C. King-C. Doherty	May 16		2 reels	
Yukon Gold	Jack Perrin	July 28		2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
Brides Will Be Brides	Laura La Plante		
Broadway			
Children of the Sun	Special Cast		
Clear the Decks	Reginald Denny	Dec. 23	
Clearning the Trail	Gibson-Culliver	Oct. 7	
Cloud Dodger, The	Al Wilson	Sept. 30	4227 feet
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, Th3	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibson	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Fallen Angels	Kerry-Starke		
Gate Crasher, The	Glenn Tryon		
Girl on the Barge, The	Hersholt-O'Neil-McGregor		
Give and Take	Sidney-Hersholt	Dec. 2	
Hero of the Circus	Special Cast	Feb. 24	
Hoofbeats of Vegeance	Rex (horse)-Perrin	June 16	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet
Kid's Clever, The	Glenn-Tryon		
Last Warning, The	Laura LaPlante		
Lonesome	Tryon-Kent		
Man Disturber, The	Reginald-Denny		
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Phantom Fingers	Cody-Thompson	June 2	
Play Goes On	Veidt-Nolan		
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4	
Red Lops	Nixon-Rogers		6947 feet
Show Boat	Rubens-Fitzroy-J. Schildkrant		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, The	Al Wilson	Jan. 13	
Stool Pigeon, The			
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan. 7		6400 feet	Jan. 14
College	Buster Keaton	July 29		5800 feet	Sept. 23

Title	Star	Length	Reviewed
Devil Dancer, The	Gray-Brook	Nov. 19 ... 7000 feet	Dec. 30
Dove, The	Talmadge-Roland	Jan. 7 ... 9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar 31 ... 8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb. 4 ... 7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan. 1 ... 9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug. 14 ... 7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Oct. 31 ... 7460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb. 11 ... 7552 feet	Feb. 4
Sadie Thomoson	Swanson-L. Barrymore	Jan. 7 ... 8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec. 2 ... 9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April ... 7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug. ... 9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept. 23 ... 7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug. ... 8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Awakening, The	Banky-Byron				
Battle of the Sexes, The	Bennett-Hersholt-O'Neill				
Hell's Angels	Lyon-Hall-Nissen			(about) 7 reels	
Love Song, The	Boyd-Velez				
Revenge	Dolores Del Rio				
Woman Disputed, The	Talmadge-Roland				

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr	Oct.	15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8
Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	

Title	Star	Rel.	Date	Length	Reviewed
Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20
One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 17
Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8
Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Caught in the Fog	McAvoy-Nagle				
Conquest (Vita.)	Blue-Warner-Wilson				
Glorious Betsy (Vita.)	D. Costello-Nagle			6800 feet	May 5
Home Towners, The (Vita.)	Richard Bennett				
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
Lights of New York, The (Vita.)	Coctello-Landis-Brockwell				
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr				May 26
Little Wild Cat, The	Ferris-Hall-Dawson				
Midnight Taxi, The	Moreno-Costello				
My Man (Vita)	Fanny Brice				
Noah's Ark (Vita.)	D. Costello-O'Brien				
No Questions Asked	Ferris-Collier, Jr.				
Singing Fool, The (Vita.)	Jolson-Bronson				
State Street Sadie	Loy-Nagle				
Tenderloin (Vita.)	D. Costello-Nagle			6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton				
Women They Talk About	I. Rich-Ferris-Collier, Jr.				

Hollywood—*Continued*

Snell Renews Contract

The contract of Earle Snell, staff writer of Universal's scenario department, has been renewed for another long period. As a reward for his continuous two years' service, which is longer than that of any other of Universal's contract writers, Snell is also being given three weeks vacation.

For the past year Snell has been specializing in stories for Reginald Denny, including the original "On Your Toes," and the continuities of "That's My Daddy," and Denny's current starring vehicle, "The Man Disturber."

10 M-G-M Films in Work

Ten pictures are in various degrees of production at the M-G-M Culver City studio. They are: "A Little Angel," starring Norma Shearer; "West of Zanzibar," with Lon Chaney; "The Mask of the Devil," featuring Jack Gilbert; "War in the Dark," with Greta Garbo; "A Single Man," co-starring Lew Cody and Aileen Pringle; "Excess Baggage," with William Haines; "The Cameraman," featuring Buster Keaton; "Her Cardboard Lover," with Marion Davies; "Morgan's Last Raid," a new Tim McCoy vehicle; "Brotherly Love," co-featuring Karl Dane and George K. Arthur.

Seiter and LeRoy

William A. Seiter has been assigned the direction of Corinne Griffith in "Outcast," on which preliminary work has already been started by First National.

Mervyn LeRoy, youthful director, will again direct Alice White, this time in "Bluffers," her second feature vehicle of the year.

Cameras

A battery of 38 cameras were concentrated on the naval battle scenes of the First National special, "The Divine Lady," when the celluloid version of the famous Battle of Trafalgar was enacted under the direction of Frank Lloyd. The numerous cameras included electrically automatic machines stationed in different ships of the English and French fleets.

Additions to Cast

"Beautiful But Dumb" (Tiffany-Stahl)—Harvey Clark.

"The Rainbow" (Tiffany-Stahl)—Harvey Clark.

"Sins of the Father" (Paramount)—Zasu Pitts, Jean Arthur, Jack Luden, Matthew Betz.

"Sinners in Love" (FBO)—Olive Borden, Huntley Gordon, Seena Owen.

"Son of the Golden West" (FBO)—Sharon Lynn.

"The Outlaw Dog" (Warner Bros.)—Evelyn Pierce, Matty Kemp, Philo McCullough, Tom Dugan, Allen Cavin, Grover Liggon.

"Moran of the Marines" (Paramount)—Roscoe Karns.

"The Fleet's In" (Paramount)—Dan Wolheim, Richard Carle, Joseph W. Girard, Nina Byron.

"Alias Jimmy Valentine" (M-G-M)—Karl Dane, Tully Marshall, Lionel Barrymore.

"The Mask of the Devil" (M-G-M)—Eva Von Berne (as the feminine lead).

"A Single Man" (M-G-M)—Marceline Day, Edward Nugent, Kathlyn Williams, Aileen Manning, Ruth Holly, Robert Bolder.

"West of Zanzibar" (M-G-M)—Fred Gambold, Warner Baxter.

New untitled Laurel-Hardy comedy (M-G-M)—Thelma Hill.

"Do Your Duty" (First National)—Lucien Prival.

"Hard Rock" (First National)—Yola d'Avril.

"Take Me Home" (Paramount)—John W. Johnstone, Ernie Wood, Doris Hill, Marcia Hariss, Yvonne Howell, Janet MacLeod, Joe E. Brown.

Born in Canada

John S. Robertson, one of the foremost directors of motion pictures, was born in London, Ontario, Canada. He began his successful stage career with two years in stock and after becoming a star and matinee idol was forced, by ill health, to refrain from constant traveling. However, it appears that his temporary misfortune was a blessing in disguise, for only because of his inability to continue on the road, did the actor seek an engagement which would permit him to locate permanently. He sought a directorial assignment and got it. Gradually, his talent in directing developed with the growth of the industry and today he is unquestionably a permanent success as the long list of box office successes to his credit illustrate.

Josephine Lovette, in private life, Mrs. John S. Robertson, is eminently successful as a writer as her husband is a director and practically all of the adaptations for photoplay productions assigned him, have been prepared for the screen by her. Among John S. Robertson's outstanding successes are "Dr. Jekyl and Mr. Hyde," "Annie Laurie," "Captain Salvation," "Classmates," "Shore Leave" and score of others.

* * *

More than twenty years ago, Robert F. Hill, born in Port Rohen, Ontario, Canada, started his professional career which eventually landed him as a director of motion pictures, in the somewhat lowly capacity of dresser for Vaughn Glazer. Glazer, at that time, was star of a stock company. Seven years later, Robert F. Hill was Glazer's stage manager and an actor of importance in his company and during all these years Bob had spent his spare time writing. He was ambitious to write plays and stories. He did—and succeeded in marketing many of his wares and his talent in this line served to introduce him into the production end of motion pictures wherein he has become a director of prominence. It was Robert F. Hill who wrote and directed "The Adventures of Tarzan," and he was the author, also, of "Almost a Husband." Others to his credit are "Water, Water, Everywhere," "Jubilo," "Upstairs," and "Doctors Disagree." He directed such photoplays as "Robinson Crusoe," "The Radio King," "The Social Buccaneer," "Jack o' Clubs," "Crooked Alley," "The Dangerous Blonde," and many others, including "Blake of Scotland Yard," and "Silks and Saddles." Bob Hill is conceded as a permanent fixture at Universal Studios. Except for a contract with Pathe, which separated him from his studio home several months, he has been with Universal consistently.

For your Protection

To insure exhibitors the highest possible screen quality, Eastman Positive Film is made identifiable. The words "Eastman Kodak" are stencilled in black letters at short intervals in the transparent film margin.

Specify prints on Eastman Film —look for the identifying words in the margin—and get the film that always carries quality through to the screen.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

CUT-OUTS SELL TICKETS!

Metro-Goldwyn-Mayer designs its posters so you can use them to display out front—











M-G-M has some brand new, smashing poster ideas on its wonder line-up for '28-'29. Big pictures backed by Big promotion efforts means big receipts!

TRAVELLING film folk
TELL us that
ALL over the country
ONE sees more
POSTER cut-outs on
M-G-M pictures than on
ANY company's films
M-G-M believes in promotion
AND gives its exhibitor friends
THE right kind of materials
TO help sell tickets!

METRO-GOLDWYN-MAYER

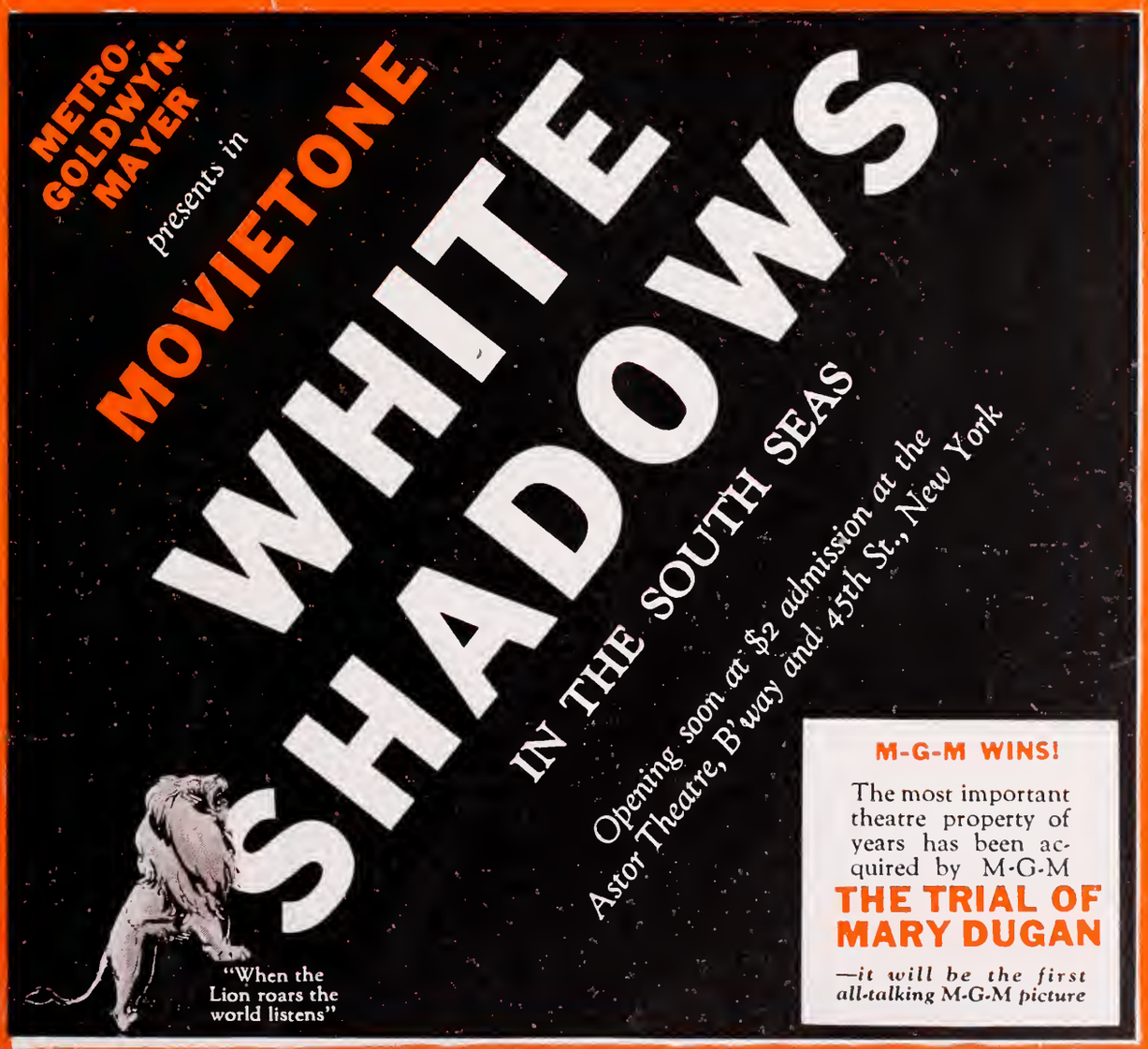
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July 21, 1928

Motion Picture News

Reg. U. S. Patent Office



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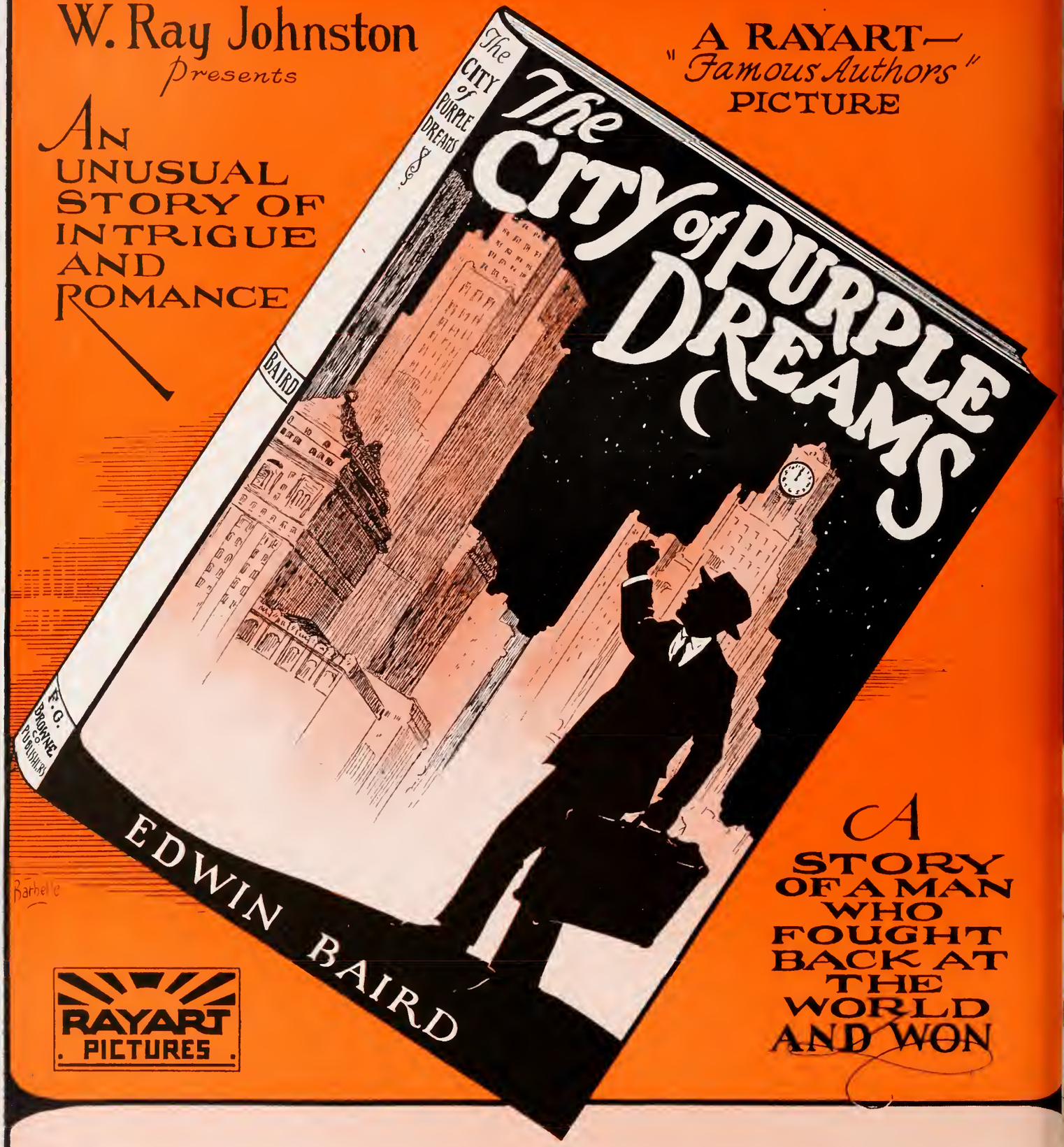
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A STORY OF A MAN WHO FOUGHT BACK AT THE WORLD AND WON

RAYART PICTURES

"The City of Purple Dreams"—a mystifying title—a colorful story that will fascinate and grip your audience till the last foot of film is screened. Adapted from the prize winning novel by Edwin Baird. It's a story of a man who fights against destiny—a story of a beautiful woman—a picture that thrills as well as entertains. With an exceptional cast including Barbara Bedford, Robert Frazer, David Torrence, Jacqueline Gadsdon, and Paul Panzer.

Directed by Duke Worne

A TREM CARR PRODUCTION

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FOREIGN DISTRIBUTORS: RICHMOUNT PICTURES

"LINES three deep
in front of the Paramount Theatre
on hottest day of year!"

—Harrison's Reports



he heat continued all week

—"The Racket" continued

ts sensational business!

THOMAS MEIGHAN
n "THE RACKET"

ith Louis Wolheim and Marie Prevost. Caddo Production.

PARAMOUNT

critics:

"More genuine than 'Underworld.' Best Meighan in five years."

—N. Y. World

●

"Best picture that ever played Paramount Theatre since it opened. One of best pictures of year!"

—N. Y. Journal

●

"One of the outstanding stories of the year."

—N. Y. Eve. Post

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"The high mark for melodramatic aspirants to shoot at."

—N. Y. Times

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"Splendidly entertaining. Keen, acrid, truthful, speedy."

—N. Y. American

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Unanimous Applause!

New York



PARAMOUNT'S

first SOUND picture

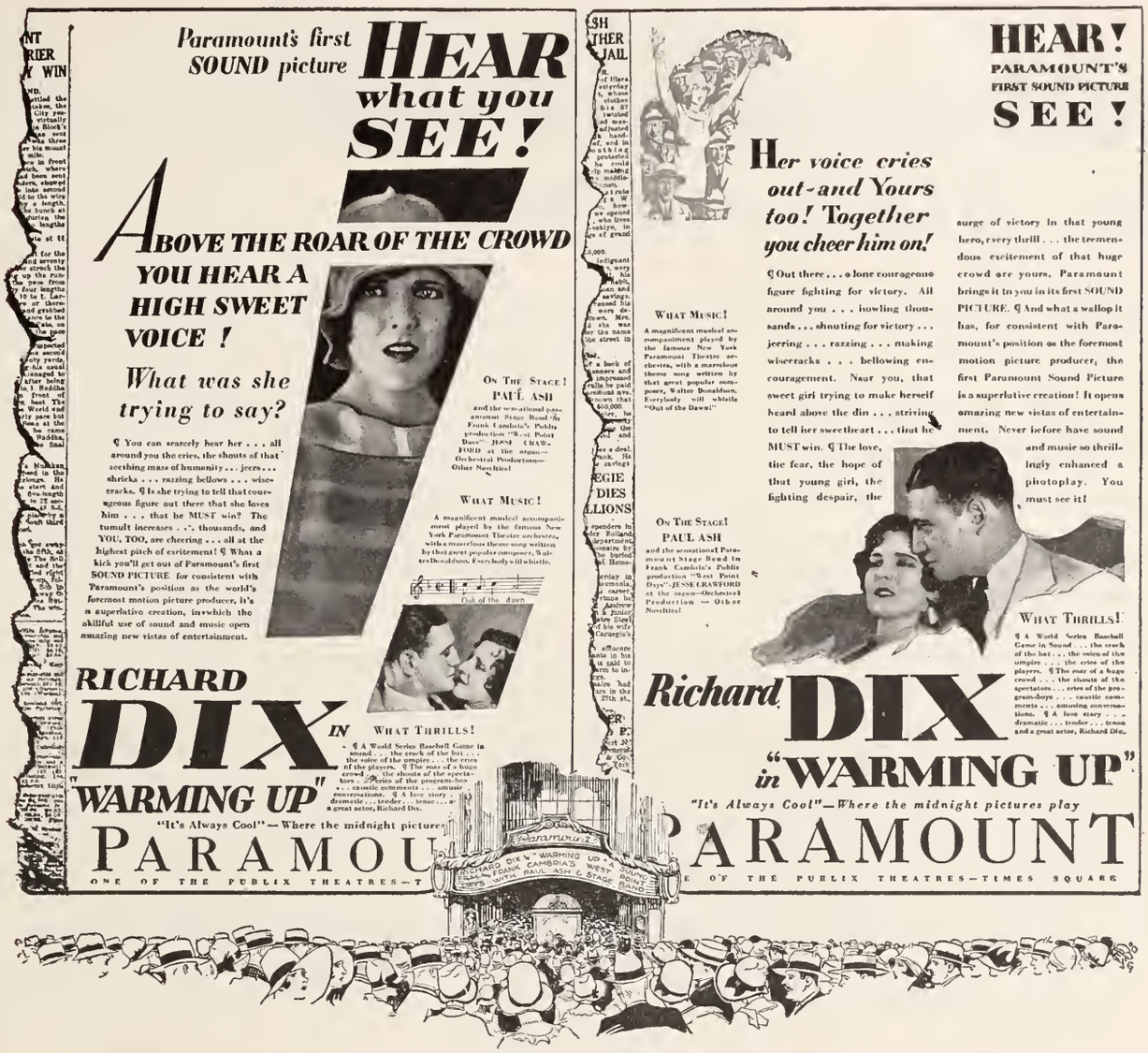
RICHARD DIX

in "WARMING UP"

Fred Newmeyer Production with beautiful Jean Arthu

40 TO 50 PARAMOUNT

goes crazy!



YOU CAN USE THESE ADS:—Get in touch with your Paramount exchange about using these ads on a co-operative basis. They aided materially in the success of "Warming Up" at the Paramount.

Over $31,000 in two days at Paramount Theatre, N.Y., smashing all records!—by popular demand, moves Saturday to Rivoli, for long run!

QUALITY SOUND PICTURES

TALKING PICTURES

TALKING PICTURES ARE WHAT WE'RE TALKING ABOUT!

NOTHING IN THE INDUSTRY TODAY COMES WITHIN TALKING I
TANCE OF WARNER BROS. VITAPHONE PICTURES.

The talking pictures that are actually being produced, actually being shown, actually making fortunes for exhibitors!

"LIGHTS OF NEW YORK," the First 100 per cent. All-Talking Picture is the sensation of sensations! Held Over for Third Week at the MARK STRAND, N. Y. BOOKED OVERNIGHT IN EXACTLY 155 CITIES.

For 1928-29, you can absolutely depend upon a continuous supply of Warner Bros. Vitaphone Pictures.

EACH IS A TALKING PICTURE. EACH HAS SOUND EFFECTS, ORCHESTRA ACCOMPANIMENT AND EVERY ADDED ATTRACTION THAT CAN BE SUPPLIED BY SCIENCE, INVENTION, INGENUITY, SHOWMANSHIP, AND UNLIMITED RESOURCES.

Talking Trailers are prepared for you on every Talking Picture. These Talking Trailers are admitted to be the greatest advance agents in all the history of exploitation

EVERY WARNER BROS. PICTURE WILL
HAVE TWO NEGATIVES
ONE FOR NON-VITAPHONE THEATRES
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**EVERY PICTURE, BEFORE SOUND IS ADDED, IS MADE TO STA
SOLIDLY ON ITS MERITS AS A BOX-OFFICE ATTRACTION.**

WARNER BROS. LED THE FIELD
WARNER BROS. LEAD THE FIELD

Coming! **"NOAH'S ARK"**
Made to top any picture ever made!

MEMBER MOTION PICTURE PRODUC

TALK PROFITS

"See and Hear Every Character in the Picture"—

Available Now

EIGHTEEN SPECIAL WARNER WINNERS

Audrey Ferris *in* FANCY BAGGAGE	Monte Blue *in* THE GREYHOUND LIMITED	THE MIDNIGHT TAXI *with* Antonio Moreno *and* Helene Costello
Rin-Tin-Tin *in* THE OUTLAW DOG	BEWARE OF BACHELORS *with* Audrey Ferris *and* William Collier, Jr.	Monte Blue *in* FROM HEADQUARTERS
STATE STREET SADIE *with* Conrad Nagel *and* Myrna Loy	WOMEN THEY TALK ABOUT *with* Irene Rich *and* Audrey Ferris	Audrey Ferris *in* THE LITTLE WILDCAT
ONE STOLEN NIGHT	Rin-Tin-Tin *in* KING OF THE WILDERNESS	May McAvoy *in* STOLEN KISSES
Monte Blue *in* NO DEFENSE	May McAvoy *and* Conrad Nagel *in* CAUGHT IN THE FOG	Myrna Loy *in* HARD BOILED ROSE
Conrad Nagel *in* KID GLOVES	SHE KNEW MEN	Rin-Tin-Tin *in* LAND OF THE SILVER FOX

ROAD SHOWS

LIGHTS OF NEW YORK First "All-Talking" Picture	Al Jolson *in* THE SINGING FOOL	Fannie Brice *in* MY MAN
THE DESERT SONG	THE TERROR Latest and Greatest "All-Talking" Picture	Monte Blue *in* CONQUEST *with* H. B. Warner *and* Lois Wilson
Dolores Costello *and* Conrad Nagel *in* THE REDEEMING SIN	George M. Cohan's Great Stage Success THE HOME TOWNERS	PLAYING AROUND
THE TIME, THE PLACE & THE GIRL (Temporary)	ON TRIAL (Temporary)	Dolores Costello *in* MADONNA OF AVENUE A
Third 1928-29 Costello Picture (not "Noah's Ark")	Dolores Costello *in* GLORIOUS BETSY *with* Conrad Nagel	Al Jolson *in* THE JAZZ SINGER
Dolores Costello *in* TENDERLOIN *with* Conrad Nagel		THE LION AND THE MOUSE *with* May McAvoy *and* Lionel Barrymore

WHAT WARNER BROS. PROMISE
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THE PACE THAT THRILLS

Yesterday, the auto. Today, radio and airplanes. Tomorrow—who knows what? Travel by rockets? Conversation with Mars? Whatever it is, it will be faster. Don't call it the pace that kills. It is the pace that gives life. It makes our lives better, fuller than any before in the world's history, because it stimulates us to pack every minute with action! The entertainment you offer your patrons must keep pace with the times. No wasted moments! They want speed, action in their play and entertainment as well as in their work. To please them now, of course, your show must be quick-moving, snappy, exhilarating. And you may be sure that it will be if you build a show that has plenty of good short novelty, comedy and news subjects selected from the *Educational Pictures* line-up. Because a Short Feature HAS to be crammed with action, and HAS to reach the highest level of entertainment quality, to carry the *Educational* trade mark. You know what fun Lupino Lane, "Big Boy" and the other popular *Educational Pictures* comedy stars add to your program. Their pictures for the new season are faster, funnier. And typical of what *Educational* has in store for your box-office are the new "Russ Farrell, Aviator" pictures with Reed Howes. Watch for these flying thrillers. There's speed, action, excitement for you! Don't forget that *Educational* is the world's greatest producer-distributor of Short Features; the only big company dealing exclusively in this type of entertainment. *Educational Pictures* always make a good show better.

E. W. Hammons
PRESIDENT

Educational Pictures
"THE SPICE OF THE PROGRAM"



LUPINO LANE
in Lupino Lane Comedies

TUXEDO COMEDIES
(Jack White Productions)

KINOGRAMS
First among NEWS REELS



IDEAL COMEDIES
with JERRY DREW

CAMEO COMEDIES



RUSS FARRELL
Aviator
with
REED HOWES

MERMAID
COMEDIES
(Jack White Productions)



DOROTHY DEVORE
in Dorothy Devore Comedies



BIG BOY
in Big Boy-Juvenile Comedies

Lyman H. Howe's
HODGE-PODGE

OUR WORLD TODAY
A Modern Screen Magazine

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. Hammons*, President

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

IN keeping with the snappy, modern line-up of Pathé pictures for 1928-29, an All-American rooster, Mr. Pathé, was chosen at the premier poultry show of the world, Madison Square Garden, to become a model for the famous animated trademark. Mr. Pathé received nation-wide publicity. He now heralds a program of pictures of quality and distinction, made to meet every box-office requirement in every community.





Scenes taken during the exhibition and selection of Mr. Pathé at the Annual Poultry Show.









-Everybody knows this BIRD

He Crows this Year with R·C·A· PHOTOPHONE







A sensational national advertising campaign on "King of Kings".

Timed with the showing in hundreds of theatres for the period beginning Oct. 1, there will be launched on the DeMille epic the greatest national advertising campaign ever accorded an individual production. Book it, time your showing with copy in the *Saturday Evening Post, Collier's, and the leading fan publications.*



The greatest publicity stunt ever put over in the history of the country. The wise showmen are cashing in by booking and hoosting the 12 Pathé one-reel pictures, "Will Rogers, Our Unofficial Ambassador Abroad."

GRANTLAND RICE has no peer in the realm of sports writers. His columns are syndicated in more than a hundred great dailies. He is a regular contributor to Collier's Weekly and other magazines, and is known the country over for his review of sports and sport events over the radio. *When you play the Grantland Rice Sportlights, this publicity will be reflected in ticket sales at the box-office.*

Tons of publicity has been rolled up covering
Capitalize on it by getting your

THE Pathé Rooster is the most widely known trade-mark in the world.

For more than a quarter of a century this bird has heralded deluxe entertainment in motion picture houses everywhere within the boundaries of civilization.

Millions upon millions of theatre-goers have seen this proud Pathé Rooster strut his stuff in the titles that precede Pathé pictures of every type.

No trademark of any organization has been seen by so many eyes. No trademark has registered so forcibly and no trademark is more of a guarantee to the public of satisfaction in the merchandise it represents.

This Pathé trademark has feathered the nests of more showmen than any other screen symbol.



SMITTY AND HIS PALS

Millions of dollars worth of publicity when you play these great kid comedies.

HERE'S a publicity tie-up and ready-made audience that means dollars at your box-office. "Smitty and His Pals" are seen daily in the New York Daily News, Chicago Tribune and 50 other great newspapers throughout the country. Interpreted on the screen by a gang of real, lovable kid actors.

Sensational new series of two-reel kid comedies, with a cast of leading child actors.

Presented by Amedee J. Van Beuren and based on the famous cartoon feature "Smitty" by Berndt.





Here's a Mack Sennett Bathing Girl, the Million Dollar Star. She gets more publicity breaks than any star in Filmland. The showmen playing Mack Sennett comedies cash in on this copy.



MACK SENNETT

comedies have always been great—greater than any other brand on the market, and now, coming from his gigantic new studio, the Capital of Comedy, utilizing the talking and sound effects of the marvelous new RCA Photophone they will be greater than ever.

factors in Pathé's 1928-29 program . . .
complete program from Pathé

Why does Pathé crash the publicity barriers?

Here's the Answer-

PATHÉ *has the merchandise. Pathé has the stars, the directors, the studios and pictures.* It's Pathé's year. The whole country is talking about "The King of Kings", the most publicized film drama in all history. "The Godless Girl" has aroused wide comment even before its release. "The Red Mark", "The Cop", "A Ship Comes In", "Tenth Avenue" and two score of other super features have so many noteworthy ingredients that they stand out from the common run of pictures like a lighthouse in the fog. Names like Grantland Rice, Mack Sennett are constantly before the public in various mediums. The Sennett bathing beauty is an American institution and more space is devoted to her than to any other star. The coming Pathé stars like Phyllis Haver, Lina Basquette, Jeanette Loff, Sue Carol, Robert Armstrong, George Duryea, Eddie Quillan and John Mack Brown are good newspaper "copy". There are no more popular stars than William Boyd, Rod LaRocque, Leatrice Joy, Marie Prevost and Jacqueline Logan. The press always recognizes and appreciates leadership and Pathé has jumped the field this season—Pathé is out ahead going strong, and editors see real news in its activities.

This is Pathe's Year

UNIVERSAL Serves 10,327 Exhibitors Every Week!

No. 595—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation.

MORE THAN TEN THOUSAND EXHIBITORS IN THE UNITED STATES and Canada get their pictures—all or part of them—from the Universal every week! To be exact—10,327.

NEARLY A THIRD OF THIS VAST ARMY OF THEATRES USES EVERYTHING UNIVERSAL RELEASES!

TO KEEP THESE THOUSANDS OF THEATRES SUPPLIED, OUR EXchanges in the United States and Canada carry over 161,000,000 feet of positive film. And to this we add every week the steady flow of 2,400,000 feet of new positive prints.

NEARLY 900 EXPERTS GIVE ALL THEIR TIME TO THE SHIPPING AND inspecting of these miles and miles of film—that it may reach our customers on time and in good condition. They inspect and ship 79,426 reels of film every week!

WHILE THE FILM IS INACTIVE IT IS STORED IN 110 FIRE-PROOF vaults in all parts of the country.

I COULD GIVE YOU OTHER INTERESTING STATISTICS, BUT THESE will be enough to show you what a vast machine has been geared up to handle your business.

THE AMAZING FEATURE OF THIS STORY IS THE FACT THAT although more than ten thousand customers are taken care of every week; and although more than 79,000 reels of film are inspected and shipped every week; and although millions of pieces of advertising accessories are delivered to our thousands of customers —the mistakes are so few as to be almost unworthy of notice.

THIS SAME EXPERTNESS, THIS SAME EXACTING CARE IS EXERCISED BY UNIVERSAL OFFICES IN EVERY OTHER CIVILIZED PART OF THE WORLD. DELIVERIES OF GOOD PICTURES ARE PROMPT AND IN GOOD ORDER IN SPITE OF THE FACT THAT WE HAVE TO USE EVERY KNOWN FORM OF TRANSPORTATION INCLUDING RAILROADS, AUTOMOBILES, AIRPLANES, HORSES, CAMELS, WHEELBARROWS, AND EVEN THE STURDY SHOULDERS OF HUMAN RUNNERS.

WHILE THIS TREMENDOUS AND INTRICATE MACHINE IS PERFORMING its functions 24 hours of every day, the Universal studios—by far the largest and best equipped in the world—are feeding it its needed supply of fine pictures of every type and length and description, from the mightiest of super-productions down to the one-reel comedy.

IF YOU ARE NOT A MEMBER OF THIS FAR-REACHING FAMILY, WHY don't you join it and partake of its strength?

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Carl Laemmle

An Innovation in Trade Paper Journalism

A Survey of Theatre Conditions by an Exhibitor

MOTION PICTURE NEWS takes pleasure in announcing that Charles E. Lewis, Editor of "The Manager's Round Table", is starting this week on a trip into the Middle West, where he will study exhibiting conditions first-hand.

His observations will be incorporated into a series of articles, written from the exhibitor viewpoint by an exhibitor. Particular attention will be given to the sound picture development as it affects all classes of theatres.

Exhibitor friends of Motion Picture News in the Middle West will, we know, be glad to welcome Mr. Lewis and co-operate with him in bringing to the attention of the whole industry the truth about theatre conditions, at this critical juncture in the history of the screen.

We believe this is the first time a trade paper has undertaken a survey through direct personal contact by an exhibitor with exhibitors.

For that reason, among others, we regard Mr. Lewis's trip as of great importance.

Watch for the Articles by Charles E. Lewis in Early Issues of Motion Picture News

Watch for the Sensation of the Season

Watch for the Sensation of the Season!



COLUMBIA PICTURES

"The SCARLET LADY"

featuring LYA de PUTTI, DON ALVARADO, WARNER OLAND

An ALAN CROSLAND PRODUCTION

How many motion picture theatres shut down in summer?



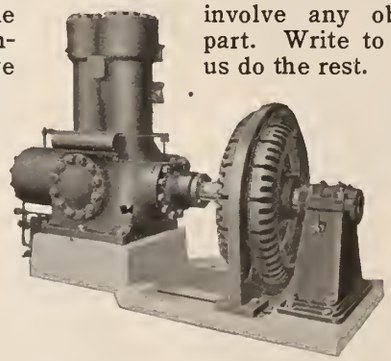
Earle Theatre, Philadelphia, Penna., is kept comfortable in hot weather by its YORK air-cooling equipment.

"Closed until September" is a sign which is becoming a less familiar sight as theatre owners are turning more to air-cooling and air-conditioning. On hot nights a cool, comfortable theatre is more tempting to a fan than a production featuring his favorite star.

There is one certain way to keep your house cool during the hottest weather. YORK air-cooling and air-conditioning equipment will do it—and do it economically, too. Many of the leading theatres throughout the country have turned to YORK for the answer to profitable summer operation.

The YORK engineering organization has had many years of experience in analyzing the requirements of various types of theatres and installing equipment that can be depended upon to keep the temperature down. We offer you the benefit of this long experience.

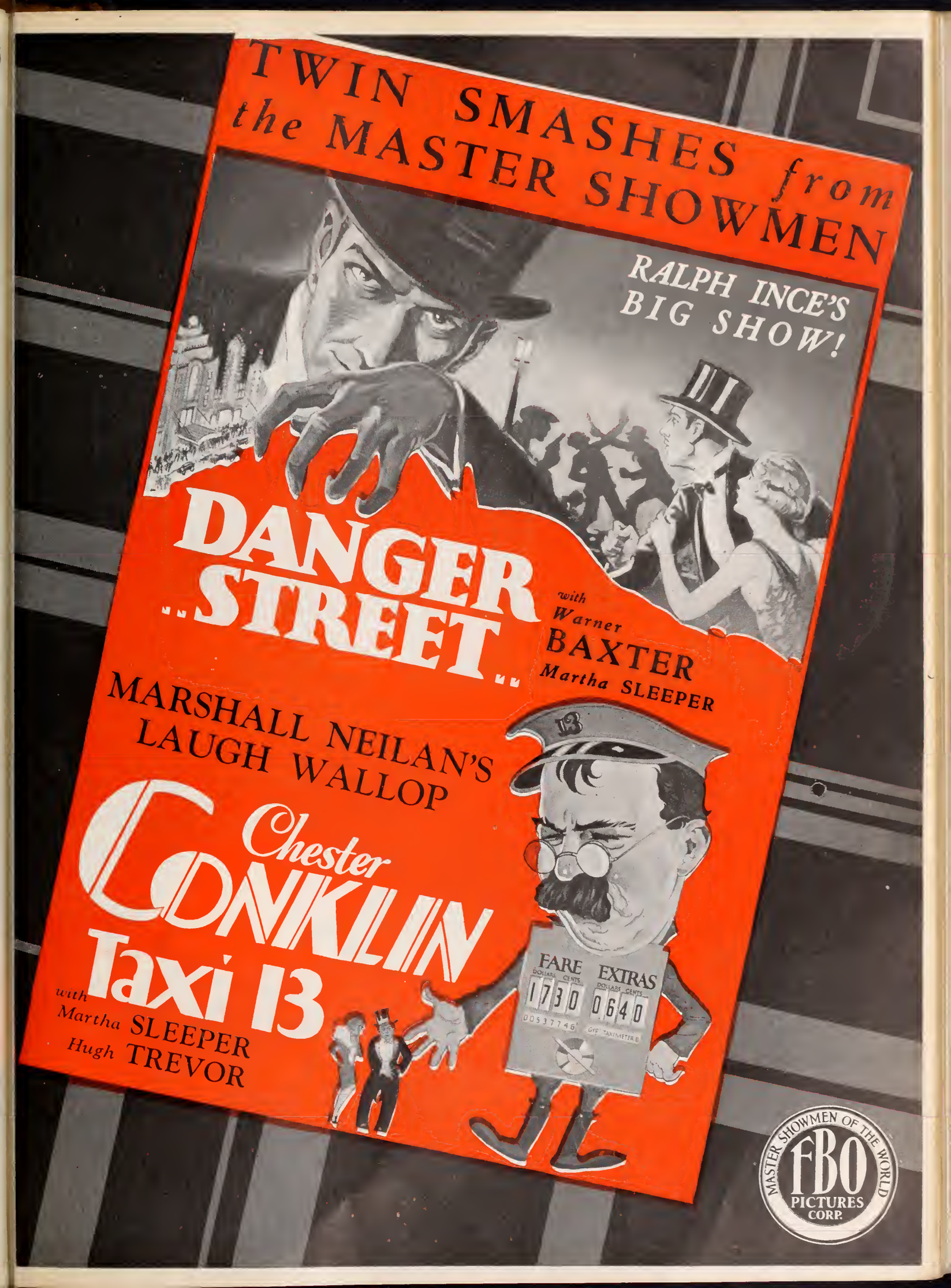
A YORK engineer will be glad to talk the matter over with you and such a consultation will not involve any obligation on your part. Write to us today, and let us do the rest.



YORK

ICE MACHINERY CORPORATION

YORK PENNA

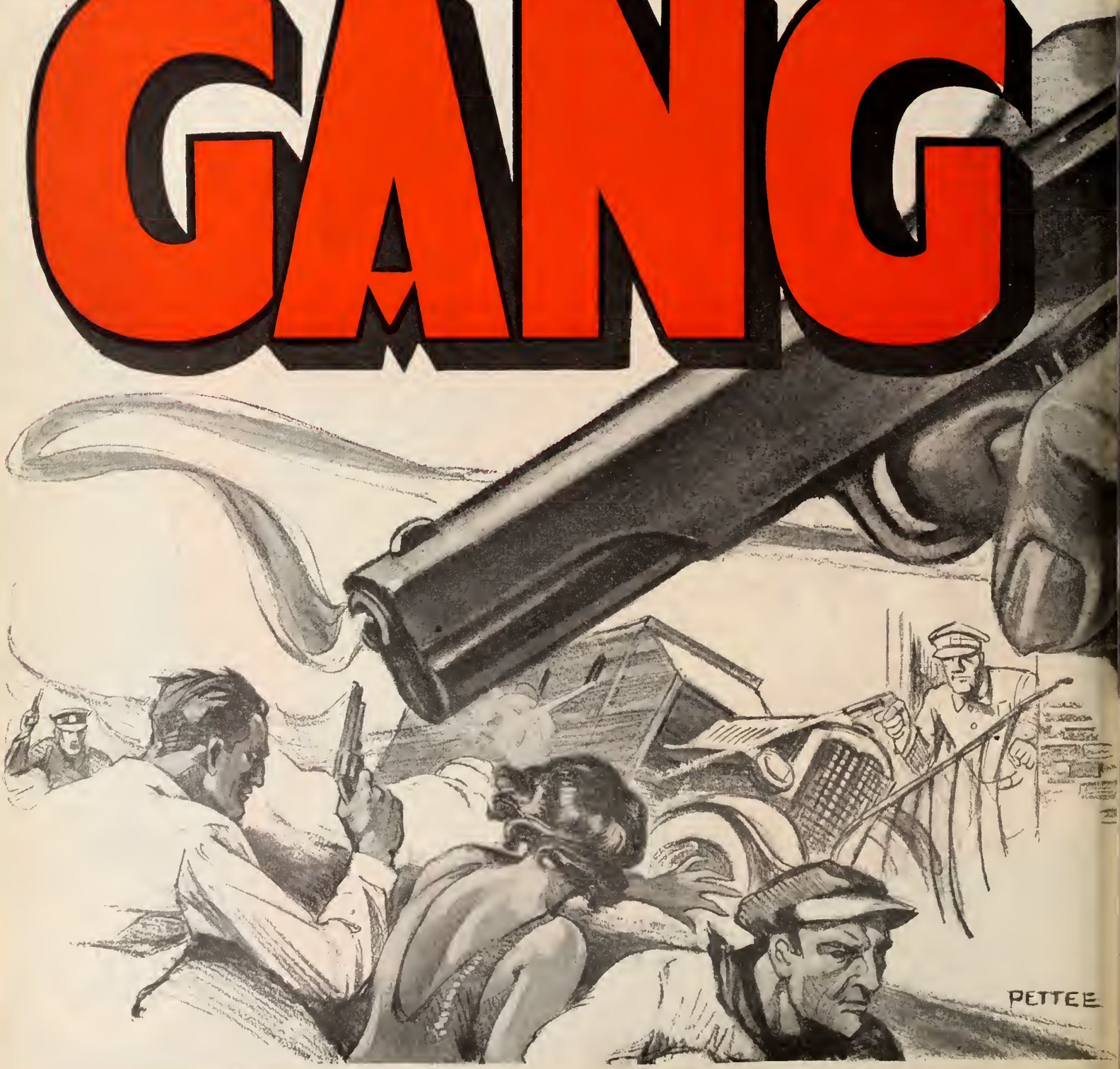

TWIN SMASHES from the MASTER SHOWMEN
RALPH INCE'S BIG SHOW!
DANGER STREET
with Warner BAXTER
Martha SLEEPER
MARSHALL NEILAN'S LAUGH WALLOP
Chester CONKLIN
Taxi 13
with Martha SLEEPER
Hugh TREVOR
FARE
EXTRAS
1730
0640
MASTER SHOWMEN OF THE WORLD
FBO
PICTURES CORP.

RED BLOODED Sensa

William Le Baron PRESENTS

FBO LANDS SURPRISE SMASH IN NICK OF TIME!

GANG



tion



WAR

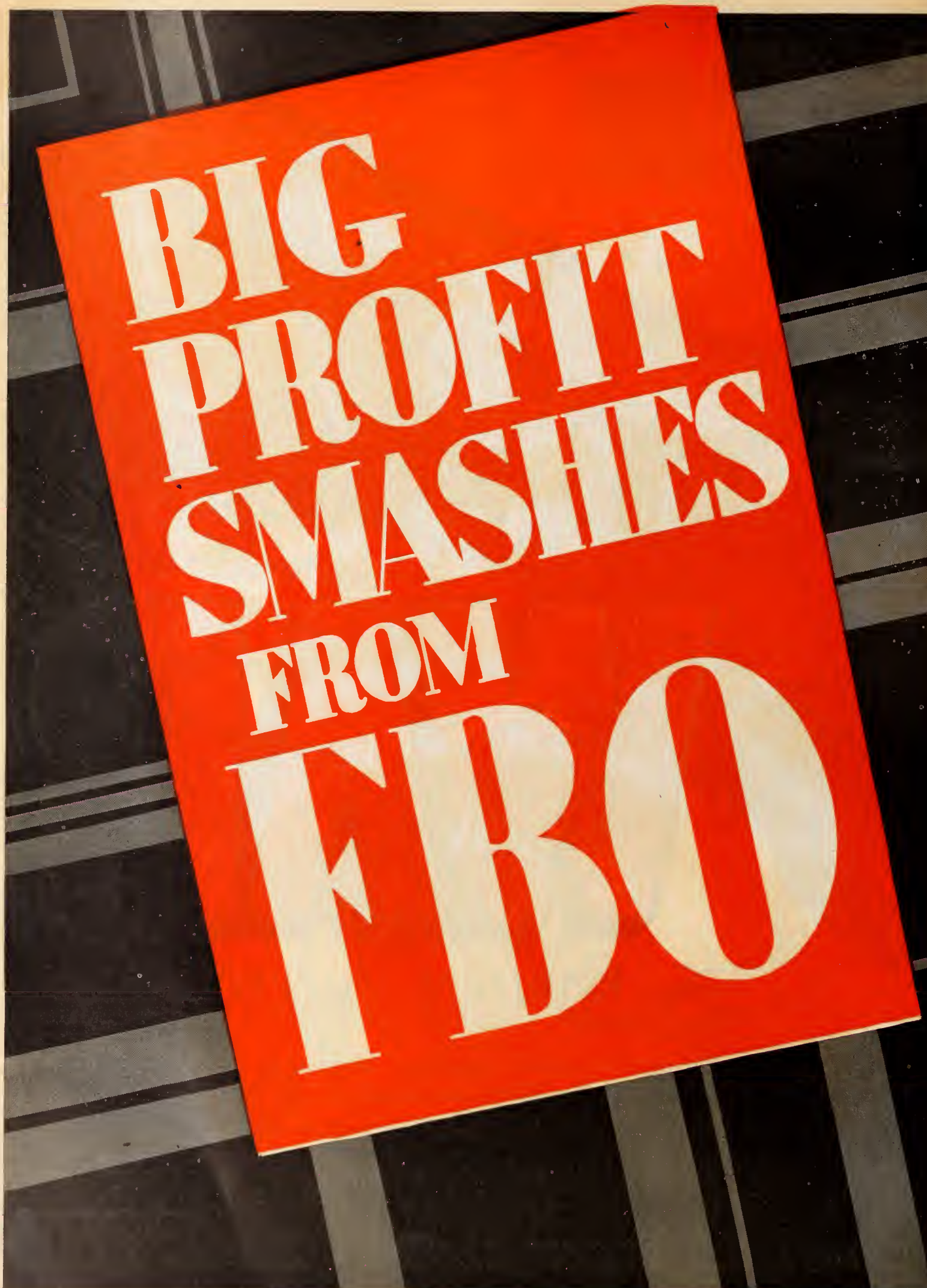
with
OLIVE BORDEN JACK PICKFORD
EDDIE GRIBBON WALTER LONG *Story by* J. A. GREELMAN

Nation's gravest problem dramatized in masterful fashion by brilliant new director.. BERT GLENNON!

When **"GANG WAR"** ***hits 'em they'll stay*** **HIT!**

Have it screened at once... and **GET BEHIND IT FOR PLENTY HEAVY JACK!**

ANOTHER CLEAN CLICKER FROM FBO


BIG
PROFIT
SMASHES
FROM
FBO

At least 31

of FIRST NATIONAL'S PRESIDENT GROUP

WILL BE IN FOLIND

First National Pictures

At least 31 F.N.

SYNCHRONIZED BY ARRANGEMENT WITH ELECTRICAL RESEARCH

11 TREMENDOUS SPECIALS

Colleen Moore in "LILAC TIME"

One of greatest aviation spectacles ever screened. From the famous stage hit. Gary Cooper in leading male role. A GEORGE FITZMAURICE PRODUCTION.

COLLEEN MOORE in "SYNTHETIC SIN"

Stage success by authors of "The Great Lover" and "Lombardi, Ltd." Underworld and backstage in New York with Colleen as a good girl trying to be bad to get emotional experience for a stage career.

and 2 OTHER COLLEEN MOORE SPECIALS

Corinne Griffith in "THE DIVINE LADY"

From famous best-seller. Story of one of the most dramatic love affairs in history. Will be greater than "The Sea Hawk." A FRANK LLOYD Production.

"THE BARKER" with Milton Sills and Dorothy Mackaill

Betty Compson and Douglas Fairbanks, Jr.
Celebrated Broadway and road success. The tinsel of a touring carnival and hidden drama of the picturesque performers' lives. A GEORGE FITZMAURICE PRODUCTION.

"THE WHIP" with Dorothy Mackaill and Ralph Forbes

This production is just one big scene after another. Anna Q. Nilsson and Lowell Sherman are in the cast. A Charles Brabin Production.

"THE GOOD-BYE KISS"

Mack Sennett's personally directed feature length comedy riot with three new star finds.

"CHANGELING"

Romance of New York and the South Seas, from sensational novel by Donn Byrne, already in its eighth printing. This will be a George Fitzmaurice Production.

and A GEORGE FITZMAURICE-BILLIE DOVE PRODUCTION

"THE SQUALL"

with a special cast. From the play by Jean Bart that had New York storming the box office.

4 with CORINNE GRIFFITH

"OUTCAST"

A girl of the streets who comes into a rich man's life as the plaything of a night—and stays for a year as his adored companion. Play made famous by Elsie Ferguson in long Broadway and road run.

"SATURDAY'S CHILDREN"

From the play by Maxwell Anderson that ran 81 weeks on Broadway and the road.

"PAID FOR"

AND ONE OTHER

4 with RICHARD BARTHEMLESS

"DIVERSION"

From a brilliant Broadway 1928 production by the author of the long-run hit "Young Woodley." Barthelmess as a dramatic character juvenile with society background. A clean kid, hopelessly caught in the net of a wanton temptress, kills her in a flash of fury when he finds that she has been playing with his love.

"SCARLET SEAS"

Smashing story with the lure of the sea. Authored by W. Scott Darling.

AND TWO OTHERS

4 with BILLIE DOVE

"THE NIGHT WATCH"

From the international stage success—directed by Alexander Korda—one of the most novel and enthralling stories ever filmed.

"HEART OF A PRINCESS"

Billie Dove's beauty in 3 gorgeous settings—an imperial court of Europe, backstage on Broadway, and New York's highest society.

"THE OTHER TOMORROW"

A brilliant Southern beauty caught in a dangerous love triangle. By Octavus Roy Cohen, famous for scores of Saturday Evening Post stories.

"PLEASURE BOUND"

A dazzling beauty's adventurous whirl at fashion, society and romance.

Pictures in Sound

PRODUCTS INC- SUBSIDIARY OF WESTERN ELECTRIC CO-

4 with MILTON SILLS

"CAPTAIN OF THE STRONG"

"THE EAGLE'S TRAIL"

"THE SPOTTER"

"HARD ROCK"

Story of a burlesque cutie thrown into the life of a hard-living he-man "Wrecking Boss"—what a situation! From the best seller by Frank L. Packard.

1 with ALICE WHITE

"SHOW GIRL"

The life of a chorus girl as it's never been shown before. Story serialized in 22 million copies of Liberty Magazine.

3 MYSTERY DRAMAS

"SEVEN FOOTPRINTS TO SATAN"

A. Merritt's gripping best-seller.

"THE HAUNTED HOUSE"

Owen Davis' sensational mystery play.

"SH! THE OCTOPUS"

From the Broadway stage sensation.

Now You Can Show—

COLLEEN MOORE

CORINNE GRIFFITH

BILLIE DOVE

RICHARD BARTHELMESS

MILTON SILLS

and other great

FIRST NATIONAL

stars in

SOUND pictures

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First National Pictures

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FIRST NATIONAL

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

Motion Picture News

Volume XXXVIII NEW YORK CITY, JULY 21, 1928 No. 3

The "Sound" Crisis

An Exhibitor's Pointed Query and Our Reply

By William A. Johnston

"I AM only a small town exhibitor," writes W. J. Powell in a notable letter in this issue; but, he adds, "it seems to me that the frantic scramble on the part of the leaders of our industry to get on the 'talkies' band wagon at the present time is writing into the history of the 'movies' the most ridiculous as well as the most serious situation thus far presented."

"Am I too pessimistic?" he concludes. "If so, what in your opinion will the next two years bring for the small town exhibitor?"

* * *

I am only an editor, Mr. Powell, but I cannot find myself in agreement with you on most any point.

And, just as I recommend your letter to the thoughtful leaders of the business, so do I put down here my own conception of the situation.

You say that it is inconceivable that a single picture—"The Jazz Singer"—should have so disrupted "a smooth running industry."

Singularly enough, a sales manager of one of the big companies made that same remark to me—and with a groan and a curse. He doesn't like the upheaval any more than you do. Yet he admits that the sound pictures are here to stay; and somehow the situation with all its glaring abstacles must be faced, and faced by showmen.

"The Jazz Singer" was such a sensational success that it caught the industry at large unprepared. Hence the hysteria. And it is hysteria. But with it all, and with all the headaches and the chaos immediately ahead of us, I am confident that as you look backward two years from now, your theatre investment will look better to you than it has heretofore as a part of a "smooth running" industry.

Whenever a show industry gets to be "smooth running" it is time to watch out. That's the big danger signal. It is the public you must consider, not the wheels of the show business itself. The legitimate was running most smoothly when the movies came along and wiped the road show business off the amusement map. Burlesque was running very smoothly when the loss was twenty-five thousand a week. Vaudeville was one of the most smoothly organized industries, so much so that dry rot set in.

It is only the public fancy that counts.

The movie business was decidedly better off when it was kicking and squealing with infant pains. For the past two years there had been downright apathy, deadly apathy, as compared with the booming past; I mean so far as concerns giving good entertainment to the public and telling the public it is good. The industry may have ordered itself within, but it forgot all about the public without. It went into Wall Street and then into committees of the whole for purposes of inner economy and various agreements. It built theatres, too big and too many for its own entertainment appeal and then proceeded to chain them up as though they sold groceries at bargain prices. And, in general, it devoted itself to making or saving dollars regardless of making entertainment.

But what has the public been getting?

Exhibitor after exhibitor has told me that until "The Jazz Singer" came along, he did

(*Continued on following page*)

Editorial By Willliam A. Johnston

not have a single week's entertainment that rang the bell with his public loud enough for him to hear a tinkle.

For fifteen years the American public has been looking at flat surface black and white silent pictures. Out of an annual output of some eight hundred features a score or less of definite box office successes appeared and were then taken out of the program for Broadway runs. That's just what the legitimate producers did; concentrated on Broadway and let the road show business get what goods were left. And that was the movies' great opportunity.

But is it conceivable that the public should go on forever paying to see standardized black and white pictures?

No. And the public did not.

Two years ago it became evident that the big palaces with their first run prices would have to add something to their program movies. So we reverted to the stage we had so successfully licked and gathered in vaudeville, bands, jazz leaders, big names—personalities and music, in other words to add to the declining realism and vitality of the silent film.

And now we have these same elements coming out of the film itself!

The sound movie! The first real, definite technical improvement in the motion picture since it was born.

The processes are crude—now. It is the novelty of the thing, the amazing novelty, that is packing the people in. It's new, like the movies were once new. And mysterious. It's an illusion!

Next, and quickly, we must have realism. We call it quality. The realism of music, of the human voice, of the human figure with natural color and depth. And these improvements, I am confident, will come.

Then there's the story, the lines, the stage technic. As Robert Sherwood well says: the films are now talking. But the question is: what will they say?

You are right when you say "The Jazz Singer" is not a "talkie." But you are wrong, I believe, in your criticism of "Tenderloin" and "The Lion and the Mouse." To me, as one of the public, the voice and acting of Lionel Barrymore was masterful and enthralling. It carried the entertainment just as the big scene has made great many an otherwise doubtful picture.

It is idle, I think, to criticize these first efforts, when the public is knocking on the door, Let's criticize to help, if we can, the producers.

As for your fear that the talkies will either monopolize or eliminate the present box office stars, please read the review of the Hollywood situation by Edwin Schallert, in this issue. It is a clear cut appraisal and the best of its kind to date.

Now as to the "small town" exhibitor and the sound picture, I agree with you that the first run will grab off the installation and attractions. At first they will. But consider also this salient fact: the sound picture is going to bring to you in the film what the first run formerly had on the stage and in the orchestra pit, namely music, acts, personalities, etc. In other words, all the dressing of the picture show, whereas you had only the picture show. It would seem to me that the big city theatre is the one to worry over the sound movie. And that's the opinion of a few of the shrewdest observers here in New York. They contend that the sound movie will prove the salvation of the smaller theatres.

While all this is materializing, however, you cannot, as you say, hold your people if the silent drama is to be cheapened. You will need the very best attractions you can get. And also at this critical juncture the producer will need to sell his regular output of silent film as never before. It is a crisis; no doubt about that. And, for once, distributor and exhibitor ought to work together to help each other out. The plain fact is that silent pictures have got to be sold to the public. It's going to take advertising, ingenious effort, untiring zeal,—in other words, Showmanship. One thing is certain; a smooth running industry won't do it.

Inside Slants on the Industry

PICTURES AND PEOPLE

The Mirrors of Filmdom

BRUCE GALLUP having declined re-election as President of the A.M.P.A., despite the unanimous desire of the members that he continue in office, it seems appropriate at this time to call attention to the remarkable record made under his leadership.

The membership has been greatly increased; trade paper folk have joined as associate members; the annual dinner was a big success, handled as the occasion deserved; and, most important of all, the whole organization has been inspired with a new enthusiasm.

The new spirit of the A. M. P. A.—and it is unmistakable—is due to the simple fact that Gallup is a real leader, plus the whole hearted co-operation given him by his members. Leaders, of course, are intensely practical men, but they also have, and hold to, their ideals.

Bruce Gallup's ideal was, and is, to dignify the work of advertising and publicity men, and bring about its recognition as a profession in this industry. He has gone a long way toward achieving this end. He has shown rare courage, tremendous energy, and real insight in the handling of his task.

Nobody would claim that the goal has been entirely reached. It remains for his successor to carry on the good work. Of course, Mr. Gallup is to be active, as before. And this in itself is a happy augury for the future.

* * * *

IT is a fact, too, that recent years have seen a great improvement in the work of publicity men in the picture business. Almost without exception, they attend to their jobs in a workmanlike fashion. The results obtained in the publicizing of pictures to the public are too well-known to need enumeration here. Standards are higher, and the entente cordiale with such great news agencies as the Associated Press and the United Press is a matter of first rate importance. The chief difficulty in the way of still better work is the insistence of some film executives upon glorifying themselves in publicity copy at the expense of real news. There is still too much of this sort of thing; but the wise and able publicity man is in no way to blame for it, and knows, as well as anybody else, that the waste basket yawns deep and wide for bunk.

* * * *

THE Voice of the Public, speaking through Grant Showerman, in the Portland (Ore.) "Journal": "The public is usually compared to a 16-year old when it does not appreciate some particular play, book, or movie. The insinuation in the comment always is that the public is a boob; the fact being that the public knows its onions so well that it is not moved to patronize mediocrity.

"Portland knows a good show and will patronize it; but first Portland must know beyond doubt that it is a good show—then watch the purse strings dangle. Every honestly deserving show, legitimate or movie, which the writer can remember has been liberally patronized in Portland.

"It is true that some less praiseworthy shows have been well patronized, but only because Portland was desperate for entertainment, and hoped for the best. There is a minor element in the city which follows particular stars, but these are not in sufficient number to assure a profitable showing."

* * * *

ACCORDING to Frederick Zelnik, director of First National German productions, the recent American financing of the German film industry has resulted in an intensifying of German production activity, with the products given a better place on the world market, and also the exchange of goods and ideas to the ultimate benefit of the financial situation.

"German films react upon the various industries which supply articles necessitated in every-day life," he said. "The intensive activities of our film industry react favorably upon our general economical position, and since this intensive activity has been advanced by these American means it is but an easy conclusion that the American financing of the German film industry had its influence upon the whole general situation in Germany.

"So far as the actual results of German-American cooperation go the first results were looked at with a certain pessimism. The problem developed at that time has now been solved favorably, and the facts established during this period have justified the co-operative measures.

"A certain fear that through the American influence German film production would go down to a cheap level, that we would produce the so-called contingent films only, has not come true. For this we have to thank the heads of the German industry, who, even under severe financial strain, developed the necessary ambition. In their efforts, however, they have been ably assisted by the American financier, who realized in time that it would only pay to make contingent films which could also be placed successfully on the international market. Efforts were made to secure the widest possible sale for pictures made with simple means and without much expense. We know now that these efforts have been successful. It could be proven that the high amount put into the production of a film does not have any influence upon its marketability.

* * * *

UNIVERSAL has a most unusual serial in "Tarzan the Mighty," which was previewed at the home office of the company this week.

It is a combination jungle picture and serial thriller and because of that should hold more than the usual of audience interest. To those who care for serials it promises thrills in abundance. To those who are not partial to the serial it offers rare picture values with some exceptional shots of wild animals in their native habitat.

And these wild animals dominated by Tarzan as their king are as individually a part of the story as are the humans of the cast. It is all so out of the ordinary that it should carry as much appeal as the quality feature pictures.



Billy Dooley exudes goofiness in Paramount-Christie comedies. He is one of the few experts in the art of being silly. He's never serious, for which statement the above picture will vouch



Pretty girls are a powerful magnet. And you must admit these girls have attractive knees. They are Amber Norman and Muriel Evans and they appear in Educational comedies



Great naval battles will be a feature of "The Divine Lady," the First National special in which Lord Nelson figures. The scene above depicts activity during the battle of Trafalgar



Billy the Kid—as posed by little Sunny McKeen. He's not a bad gunman and perhaps Universal can borrow him from Stern Bros. for featured western parts. This young chap is still working industriously as the lovable Snookums



A new Latin makes a gesture towards stardom. She is Raquel Torres, whose first big part is in M-G-M's "White Shadows of the South Seas"



Frank Capra's youthful talents have won him the Columbia assignments to direct "It Is to Laugh" and "The Younger Generation." They should boost his stock



Monte Blue, Warner Bros. star, returns from a European trip to make his first Vitaphone special. It will be called "Conquest" and will also have H. B. Warner and Lois Wilson in featured roles



Buck Jones turned aviator for "The Big Hop," his first independent production. Here he is seen with Mrs. Jones and Dick Grace, who appeared in an air circus sequence in connection with the picture



Johnnie Walker, star, and Nat Levine, producer of "Vultures of the Sea," a Mascot serial of the briny. It will be ready for release in September



A chain of circumstances seems to be hesitating here. If—Neil Hamilton clouts Dick Arlen with the gloves, he, in turn, will precipitate a knock from Charles Rogers. Wonder how it ended?

Coast Analysis of Situation in "Sound" Field

Critical Survey of Exactly What Is Happening and What May Be Expected in Production Center

By EDWIN SCHALLERT

Editor of the Los Angeles Times Preview and Special Correspondent of Motion Picture News

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LOS ANGELES, July 15.—First—Musical accompaniments. Second—Sound effects. Third—Talking pictures. This is the order of progress as outlined for synchronized motion pictures. I have just finished a survey of conditions in the revolutionizing innovation in movie entertainment at the various studios—and these are the findings. It might be added that short subjects will receive primary attention.

Much has been said haphazardly about the "talkie" situation in the studios, and many half-baked opinions have been expressed both inside and outside the industry. It is perhaps time for some clarification of the exact status of this turn of affairs whose effect is pervading all branches of the film business.

I have talked to nearly every producer regarding the present position and probable advance in the use of the various devices within the next six to twelve months. The general sentiment is that progress can only be made slowly. The first and most serious problem faced is distribution. That remains definitely an obstacle toward sweeping and immediate changes, such as have occasionally been forecast, though the changes in prospect will be marked enough. It particularly precludes for the time being any superabundance of all-talking productions. They will be made, of course, but only experimentally.

However, installations are going ahead rapidly, and will acquire increasing momentum. General opinion is that 1,000 theatres will be provided with reproducing apparatus for sound films by the first of the New Year. There are a few who are inclined to believe that this figure will be attained much earlier. At present, equipment is going in at the rate of about 125 theatres monthly. That is the way the thing is geared up.

Problems to Be Met

There are other physical problems to be met. First of all, stages must be constructed. For all the hullaballoo, there is only one company that has such stages in operation—Warner Brothers. The Fox Film Corporation is bringing theirs to completion. They have, of course, been making short films in the open-air, and very successfully, judging from the initial instance of "The Family Picnic," which is enjoying acclaim.

There is, in addition to the western activity, the eastern synchronizations—a field in itself. This is mainly devoted to accompaniments and short subjects. In Hollywood it is regarded as a temporary phase, and subsidiary to the main issue of feature-length films.

As to stages—Metro-Goldwyn-Mayer is building. Paramount already has an establishment for experiments, and is arranging for further construction. The Fox stages, two in number, will probably be in use within a month or so. An interesting feature of them is that they are pentagonal in design. The form chosen is based on certain acoustic considerations, elimination of possible echoes in large scenes, and control of sound, particularly its modulation.

First National's sound future will be settled during the vist of Joseph P. Kennedy. Their tie-up with the Victor Talking Machine concern presents important aspects, as growing out of this may come a record-handling plant in Hollywood. Shipments have in the past been made to Oakland, Calif., 400 miles away the nearest complete plant equipped to turn out finished discs. Warner Brothers will have one of these plants independently.

United Artists' stage is under way. All musical accompaniments for this organization's film are to be made there in the future. Hugo Riesenfeld will supervise this operation. Meanwhile, he is in New York synchronizing "Two Lovers" and "The Tempest." Until the stage is completed a few other synchronizations may be made in the East.

Riesenfeld told me just prior to his departure that he considers it far more satisfactory to work on the musical score while the picture is actually in the filming. "It will be possible in this way to get the feeling of a production," he said. "Scoring is nowadays more or less a matter of scratching one's head and trying to think up something suitable to fit the occasion. It is far from an inspirational system of working."

Dialogue a Form of Close-Up

Samuel Goldwyn expresses the belief that many original scores will be used in the future. "The best musicians in the world will be attracted to Hollywood," he declared. "They will compose directly for the screen."

Goldwyn does not believe in the early development of all-talking films. "I consider the spoken word to be chiefly a new form of close-up, and like any close-up it must be used with much discretion," he said. "I see a great field for talk-recording in the short subjects. I believe that it is going to give new life to the two-reel comedy."

It is interesting to note that the plans of the Christie company are already formulated for the building of two stages at the Metropolitan studios. These will probably be used not only for their own pictures, but on a rental basis for the assistance of other units. In view of the fact that Harold Lloyd works at the Metropolitan it is probable that sound effects in his films will be made in the Christie establishment, on account of their mutual release through the Paramount company. Harold is known to have a vital interest in the new development.

(*Continued from page* 201)

Sound and Talkie Films Break Records at N. Y. Houses

THE talkie and sound pictures have sent box office grosses sky-high at the Paramount and Strand theatres in New York City. At the Paramount, Richard Dix has been seen in "Warming Up," a feature with synchronized music and sound effects, while at the Strand the attraction is "Lights of New York," Warners' first all-talkie picture.

Whether it is because of the novelty of the all-talkie or the actual popularity of a picture of this type, the fact remains that the Strand has not experienced such business in a long, long time as that done at the box-office last week, the first for this Warner feature. The gross for the week ending last Friday is said to have been approximately $50,000.

This would be considerd remarkable business at any time of the year for the Strand, but last week it was accomplished under the most distressing conditions. Not only is the vacation period at its height, but excessive heat and rain prevailed throughout the first seven days of the showing. The picture was retained for a second week with indications that there would be little if any falling off in receipts.

"Warming Up" is Paramount's first feature picture with sound accompaniment and it is reported to have broken all existing week-end records for this popular house over the past week-end. The gross for Saturday and Sunday, including midnight performances, which are a regular feature, is reported to have been $30,861. This total is said to exceed the former record for similar performances by about $900.

This Paramount feature has no dialogue, but it has sound effects incidental to the playing of a world series baseball game, and such other effects as are necessary. Business is reported exceptionally good at the Paramount for the first days of the current week.

Skouras Expanding Activities Into Kansas and Missouri

THE Skouras Brothers circuit of theatres is being expanded. Deals are under way, it is said, to expand the number of theatres in Missouri and Kansas. Negotiations for a chain now operating throughout Missouri is now about completed, it is reported. The Skouras interests are now operating the Robert Lieber theatres in Indianapolis and further moves are reported in progress to complete the chain between that city and St. Louis, where the bulk of the Skouras houses are located. Skouras holdings will be tri-state in scope, it is thought, and will embrace Indiana, Kansas and Missouri.

Ohio Exhibitor Given Stay Against Board of Trade

Temporary Federal Injunction Restrains Cleveland Body from Enforcing Cash Deposit Clause

GEORGE SCHADE of Schade Theatre, Sandusky, Ohio, was granted a temporary injunction by Federal District Judge John Jones against the Film Board of Trade of Cleveland and fifteen distributor members of the board restraining them from enforcing the cash deposit clause of the standard exhibition contract. Schade in his petition charged conspiracy and restraint of trade, and further stated that he was denied the right under the arbitration clause, to seek legal remedy. In granting the temporary injunction, however, Judge Jones ruled that Schade pay cash upon delivery of the film delivered to him under the contracts referred to in his petition. The cash deposits demanded were approximately $8,000.00.

This injunction grew out of case against George Schade by United Artists. In a contract with United Artists for four pictures, Schade claims that he played three pictures at a substantial loss and refused to accept the fourth picture of the contract. He refused to pay for the second one which he had played. The United Artists Corporation cited him before the Joint Board of Arbitration for failure to pay for the one picture, and failure to accept the last one of the group, for which he had contracted.

Schade at all times refused to arbitrate the questions under dispute. He also refused to acknowledge the award made by the Joint Board of Arbitration. Thereupon the other members of the Cleveland Film Board of Trade with whom Schade had outstanding contracts sent him cash deposit letters. This, according to Schade's petition, was an act in conspiracy and in restraint of trade, inasmuch as he would have to close his theatre and suffer irreparable loss if he could not secure pictures to play at his theatre.

Schade has asked to have the injunction made permanent. Judge Jones has ruled that the hearing upon the order to make this injunction permanent must be upon affidavits and briefs by both parties.

It is expected that no hearing will be called for at least a month. Schade is represented by the law firm of Day and Day and Joseph Aekerman.

New Admission Tax Goes Into Effect

THE new admission tax exemption of $3.00 went into effect at midnight June 28, it has been announced by the treasury department in Washington, D. C. Under the new regulations just issued by the department, however, tickets sold by theatres prior to midnight, June 28 for more than 75c will be taxable under the 1926 act even though for performances to be held after that date.

As a result of the revenue act passed at the last session of Congress the exemption for admission is increased from 75c to $3.00 practically eliminating the motion picture industry as a source of this revenue.

Practical Perfection in Color Predicted

Within five years the screen will produce the closest possible imitation of human life; talking, natural-color, stereoscopic pictures, according to John Nickolaus, laboratory head at the Metro-Goldwyn-Mayer studios, who discloses that for more than a year experiments in a new and improved color-process have been under way at the plant, with other experiments for adapting them to "talkies."

"The color picture," said Nickolaus, "is now close to the attainment of practical perfection. For more than a year we have been experimenting quietly here with a three-color process, and in the Eastman laboratories important developments of a similar process have been under way. The Technicolor process, a two-color system, has also been so improved that perfect correctness is practically assured."

H. J. Castle, Oklahoma Showman, Killed

Practically all of Oklahoma City's "film row" last Monday morning attended the funeral services of Harry F. Castle, whose sudden death July 6th was a great shock to his friends in Oklahoma City.

Mr. Castle has been director of the Majestic Amusement Company of Tulsa since 1912 and was probably one of the most widely known exhibitors in the territory.

He had been suffering from sinus trouble for several months and had gone to Kansas City to receive medical attention and had taken an apartment at the Hotel Ambassador. On Friday morning he had gone to the roof of the hotel alone to rest and before relatives could join him, he fell from the roof to the ground being killed instantly. Mrs. Castle, with their four year old daughter had just returned to Tulsa from Kansas City, leaving Mr. Castle's parents, Mr. and Mrs. R. W. Castle with Mr. Castle.

5 Albany Incorporations During Past Week

The past week brought the incorporation of the following motion picture companies at Albany, New York State: International Talking Pictures, Inc., capitalization not stated, with Susan W. Smith L. W. Goss, and N. Downes, New York City; Film Life Extension Corporation, $150,000, Stuart Sessions, Victor A. Stewart, R. L. Saunders, New York City; Malboe Theatre, Inc., $10,000, Patrick J. McGrath, Thomas Farrell, Daniel McCleary, New York City; Fotovox, Inc., capitalization not stated, Louis J. Schwartz, Rose Harber, Pearl Srednick, New York; Kingston Operating Corporation, $20,000, William J. Marks, Sara Goldberg, Louis L. Garrell, New York City.

Fannie Hurst Collaborates on Plot of "Lummox"

Fannie Hurst, author of "Lummox," which director Herbert Brenon is about to bring to the screen as a United Artists production, has written her own version of the continuity of her story and has submitted it to the director. In the photoplay treatment 96 of the episodes in the book have been condensed to 42, it is said. Elizabeth Meehan and Brenon collaborated with the author in the treatment.

The director will soon cast the leading role of the hard-working Swedish girl. He has about finished with "The Rescue," another U. A. picture.

George Brown Joins W. B. Advertising Department

The latest addition to the advertising and publicity forces of Warner Bros. is George Brown, whose affiliation with the company was announced this week. Recently he has been associated with M-G-M and prior to that he was in charge of Universal advertising for seven years. He will handle advertising details for the new Warner Bros. schedule of productions.

Title Changes

"The Wrecking Boss" (First National) to "Hard Rock."

"Here Comes the Band" (working title) to "Heart Trouble" (First National).

"The River" (Fox) to "Backwash."

"War in the Dark" (M-G-M) to "The Mysterious Lady."

"The Man Higher Up" (Gotham) to "Midnight Life."

St. Louis Threatened With Blue Law

ST. LOUIS is threatened with a strict enforcement of the existing ancient Sunday closing laws that have been permitted to remain dead letters for almost a century. The laws require that everything with the exception of drug stores must close on Sundays. Only domestic servants are permitted to work.

When Mayor Victor J. Miller last week vetoed a bill which would have permitted delicatessens to remain open all day Sunday, contending that the measure discriminated against other merchants, the delicatessen owners asserted that if the Sunday closing laws were strictly enforced against them they would insist that all other Sunday closing measures should be equally enforced. If necessary, they said, they would mandamus public officials to force them to proceed against Sundays shows, baseball and other amusements.

Reed Howes Working on First Aviator Film

The first of the Russ Farrell Aviator pictures is now in work in Hollywood. Reed Howes is starred, while Marjorie Daw is his leading lady and Tom Santschi is the menace. Others in the cast are Henry Barrows, Roy Stewart and Buck Black. This same cast will be used in the six pictures that will make up the first series and, with the possible exception of Santschi, will also be seen in the second series.

Lieutenant Earl Robinson, who was technical director of "Wings," is in charge of the technical work in the Russ Farrell series, in which air sequences will be featured prominently. Howes will perform his own flying stunts in the series, it is said. Thomson Burtis is reported to have his stories on the series in good shape now.

6 Shorts Comprise July 29 Program of Pathe

Pathe Review No. 31, Topics of the Day No. 31, "Outnumbered," an Aesop cartoon; "The Underground Peril," chapter nine of "The Yellow Cameo"; and Issues Nos. 64 and 65 of the Pathe news reels are the short subjects that Pathe is releasing during the week of July 29th.

The Pathe Review presents excerpts from old Pathe serials in the feature entitled "Dirty Work at the Crossroads." They are the selection of Editor Terry Ramsaye and are said to offer an illuminating comparison with the modern serial production technique.

Cammack Again Managing "U" Atlanta Exchange

Ben Y. Cammack returns to Atlanta to again manage the Universal exchange there, while C. T. Jordan, who has been branch manager for the past three months, becomes special sales representative working directly under Mr. Cammack.

Three months ago, Cammack left Atlanta to fill the post of short product sales manager in New York.
as district manager.

Rossheim Issues Report

Stanley Head Tells Stockholders of Company's Progress; Lists Circuit's Theatre Holdings

AT the annual meeting of the Stanley Company of America held at 11 o'clock last Monday morning in the offices of the organization in the Earle Theatre Building in Philadelphia, Irving D. Rossheim, president of the organization, declared in his report to the stockholders that a saving of $800,000 had been saved by means of the plan of reorganization now in operation. The greater part of the profits has been effective as of last May.

Mr. Rossheim's statement was chiefly a resume of his term as president, since the resignation of Mr. McGuirk. Among the topics he touched upon was the election of Waddill Catchings to the board of directors to fill the vacancy caused by the passing of George H. Earle. He also mentioned the fact of the Stanley company obtaining a large financial interest in First National, of which company he was last month elected president.

At the present time, Stanley is moving to list the company's stock on the New York stock exchange. The increased cost of doing business, he laid at the door of the reduction in dividends and their subsequent discontinuance. The increase in rental costs, as a result of contracts made in 1926 for the 1927-28 season, he termed as the chief item in the increase in business overhead. However, Rossheim stated that these onerous contracts will have been worked out by September and that the Stanley executives are now negotiating for their product for the new season on terms that will be favorable to the stockholders.

All pains are being taken said Mr. Rossheim, to effect economies in operation. Indications are he said, that the profits to date will not compare favorably with those of last year. With the better half of the year arriving and with the economies in operation proving effective, the coming of cooler weather, and improvement before the end of the year is expected, said Mr. Rossheim.

The theatres acquired since the last meeting either by fee or lease which are now being operated by Stanley were listed by Mr. Rossheim as follows:

Erlanger, Philadelphia; Wynne, Philadelphia; Kent, Philadelphia; Waverly, Aronomink, Pa.; Manor, Norwood, Pa.; State, Hartford, Conn.; Stanley, Baltimore, Md.; Stanley, Pittsburgh, Pa.; Roxy, Maple Shade, N. J.; Stanley, Jersey City; Central, Jersey City; National, Jersey City; Ritz, Jersey City; Lincoln, Union City, N. J.; Roosevelt, Union City; United States, Hoboken; De Witt, Bayonne, N. J.; Strand, Bayonne, N. J.; Opera House, Bayonne, N. J.; Butler, N. J.; Oxford, Little Falls, N. J.; Montclair, Montclair, N. J.; Wellmont, Montclair, N. J.; Bellevue, Montclair, N. J.

Under construction or alteration, preparatory to their operation by the Company, are:

Mastbaum, Philadelphia; State, Philadelphia; Circle, Frankford, Phila.; Commodore, Philadelphia; Sedgwick, Philadelphia; Uptown, Philadelphia; Metropolitan, Philadelphia; Opera House, Philadelphia; Embassy, East Liberty, Pa.; Stanley, Utica; Embassy, Atlantic City; Fabian, Hoboken; Stanley, Bridgeton; Villa, Collingdale, Pa.

Jannings Is Not Returning to Germany

Emil Jannings does not intend returning to Germany in the near future as he has issued a denial of recent reports to that effect. As an indication of his intention of remaining in the California city, he points out the fact that he has just taken a long term lease on his Hollywood home.

Profits of Loew's and M-G-M for 40-Week Period Show Increase

AN increase in the profits of Loew's, Inc., and Metro-Goldwyn-Mayer is shown in the statements of net profits of both companies.

Loew's, Inc., profits for the 40 weeks ending June 3, 1928, totaled $6.377,101 as compared with $5,404,899 for the same period in 1927 and $5.244,193 for the same period in 1926. According to these figures the current profits are $972,302 ahead of the figures of 1927 and $1,133,003 ahead of those of 1926. The current earnings are equivalent, after allowing for the dividend requirements on 150,000 shares of the new $6.50 preferred stock, to $5.64 a share earned on 1,060,925 no-par shares of common and compares with net profit of $5,404,899 or $5.09 per share in the corresponding period of previous year. A 25 per cent dividend in common has been paid on the common stock since the end of the 40 weeks' period.

Metro-Goldwyn-Mayer's profits for the 12 weeks ending June 3 are $1,325,254, equal, after 7 per cent cumulative preferred dividends, to $2 per share on the 620,000 common shares outstanding. These figures compare with the $1,136,490 or $1.60 per share on the same common share basis in the same period of 1927.

The M-G-M current earnings compare with $1,136,490 for the same period of 1927, an increase for this year of $888,764.

Next M. P. T. O. A. Meet

Organization Decides on Toronto, Canada, as Scene of 1928 Gathering on October 16-18

THE 1928 Convention of the Motion Picture Theatre Owners of America will be held in Toronto, Canada on October 16th, 17th and 18th. This was decided at a meeting held at the King Edward Hotel July 17 in which the national officers of the organization participated. Those present at the meeting from the New York office were National President R. F. Woodhull, Executive Secretary M. J. O'Toole. The Canadian representatives included Regional Vice President J. C. Brady who is also President of the Canadian organization and several other Canadian leaders.

The vote of the National Board of Directors was practically unanimous for Toronto. Other cities considered were Philadelphia, St. Louis, Detroit and Buffalo. The decision to hold the convention in Toronto was arrived at largely because of the insistence of Canadian Theatre Owners, led by Mr. Brady, supplemented by the direct efforts of the Mayor of Toronto, the Board of Trade and other civic and fraternal bodies in that city. The matter of selecting a place for the Convention was left to the National Board of Directors at the last meeting in Columbus, Ohio in 1927 with the implied understanding that Toronto was to be given very favorable consideration.

Arrangements were perfected in Toronto, whereby the Canadian Theatre Owners will join forces with other motion picture interests there and also with the official and civic bodies. Special lines of entertainment will be provided and every effort exerted to add to the dignity and usefulness of the gathering. The Special Convention Committee of the National organization consists of the Administrative Committee members as follows: L. M. Sagal, M. E. Comerford, J. W. Walsh, Jack Miller, Jules Michael, William James and Nathan Yamins.

Members of the National Board of Directors and National Executive Committee are also auxiliary members of this Convention Committee and will have charge of the work of making arrangements for the same in their various localities.

Schulberg Coast Manager

Becomes Chief of Paramount's West Coast Production; Other Executives Advanced at Studio

AMONG the several Paramount West Coast studio executives who have been promoted is B. P. Schulberg, hitherto an "associate producer," but who now fills the seat of general manager of production on the coast. After a recent series of conferences in New York with Adolph Zukor, S. R. Kent, Jesse Lasky and other home office officials, the raise in rank was awarded to Mr. Schulberg.

Other Paramount workers at the studio on the coast who have been advanced are B. P. Fineman, Louis D. Lighton, J. G. Bachmann, B. F. Ziedman and David O. Selznick, who now become associate producers instead of supervisors.

Roy Pomeroy has been made director of sound activities and will head the recently created studio sound department where he will supervise technical work on Paramount's program of sound pictures. Succeding him in charge of the department of special effects is Oren W. Roberts.

Will Offer Music Free of International Tax

WORLD WIDE MUSIC CORPORATION, headed by Irving Mills and located in New York City, announces that it will soon offer producers a music library which will be free of foreign copyright restrictions and which, when used, will be proof against the danger of lawsuits when the pictures are exhibited in Europe. The organization is said to have compiled a catalogue of orchestrated wroks to which has been added original compositions by composers engaged to produce exclusively through World Wide, it is announced. Negotiations are also reported to be in progress to secure world rights on popular numbers heretofore denied to motion picture scorers. When the work has been completed World Wide will guarantee universal domain on all numbers listed, assuming sole responsibility in the settlement of all claims, it is said.

In addition to the library service, World Wide is prepared to do scoring and synchronizing, the company states.

9 Shorts on Educational's Line-up for August

Four two-reel comedies and five other subjects, three of which include comedies, are scheduled for release by the Educational exchanges during the month of August. In addition, the regular Kinograms newsreel issues will be issued every week.

"Kid Hayseed" is a vehicle for "Big Boy;" Charles Lamont directed the star in this Juvenile subject. "Goofy Birds," a new comedy made by Charley Bowers, introduces an "Umbrella bird," one of the Bowers laugh creations; Buster Brody is also seen in this film. Jerry Drew, the new starring comedian at the Edueational studio, is featured in "Just Dandy," an ideal comedy directed by Stephen Roberts. The last of the two-reel comedies for the month stars Wallace Lupino and is entitled "Wedded Blisters." It is the first Tuxedo on the company's program for the new season. Betty Boyd plays opposite him and Jules White direeted.

The first one-reel subject for the month is "He Tried to Please," a Cameo starring Monty Collins, supported by Lueille Hutton. Another Cameo is "Troubles Galore," in which Collins again stars, supported by Ruby McCoy. "Felix the Cat in the Last Life" is a new cartoon from the Pat Sullivan studios. "The Peep Show" is the title of a new Hyman H. Howe Hodge-Podge. "The Fighting Orphans"—"Evening Mist" is a new Robert C. Bruce Outdoor Sketch.

First 4 "Great Stars and Authors" Films Finished

The first four two-reel productions of Eugene Spitz entitled "Great Stars and Authors" series have been turned over to Paramount for distribution on the company's regular program. Through a special arrangement, the series is being produced with the cooperation of the Actor's Fund and Authors League of America whereby a certain percentage of the profits to be derived from the sales will be tendered these organization.

The first, "Walls Tell Tales," is to be released on August 4. In the story by Irvin S. Cobb, are Madge Kennedy, Roland Young, Hale Hamilton and others. The second completed picture is "Two Masters," the third, "The Home Girl" and the fourth, "Twinkling Toes." Each of these productions has a cast of Broadway legitimate stage players.

Rayart Finishes Feature; Begins Another

Rayart the past week eompleted production of "Sweet Sixteen," an Imperial Photoplay produced by Trem Carr and directed by Scott Pembroke. It stars Helen Foster, Gertrude Olmstead, Wm. H. Tooker and Gladden James.

Mr. Carr immediately the next day started shooting the fourth on Rayart's new schedule, "The City of Purple Dreams," a screen adaptation of the novel by Edwin Baird. Barbara Bedford, Robert Frazer, Jacqueline Gadsdon and David Torrence are featured, with Duke Worne at the megaphone.

Sugarman Joins Skirboll Branch Manager

Al Sugarman, with Universal in the Cineinnati territory for ten years, has joined Skirboll Gold Seal Productions as braneh manager at Cincinnati. Prior to his aetivity in Cincinnati Sugarman was branch manager for Universal at Pittsburgh. Skirboll distributes the Columbia program.

C. Schottenfels Joins M. P. News Ad Staff

C. SCHOTTENFELS, well known trade paper man, has joined the advertising staff of Motion Picture News.

As a former member of the staff of *The Billboard* and other publications, he is known throughout the trade. He has also had wide experience in the production and distribution branches of the industry. He will specialize in the handling of player and professional advertising, as related to talking pictures.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

60% of Players Have Stage Training

Analysis on Coast Shows Many Qualify for Sound Pictures

(*Continued from page* 197)

Talking pictures are the pre-eminent topic discussed in the colony. The opinion prevails among the executives that they are already giving new stimulus to the industry. The upward trend naturally will be gradual, because of its very fundamental character, but it is spelling psychological betterment.

The reaction among directors and players is perhaps less unanimous. At first, there was a marked sentiment against the innovation. It meant an overthrow of all set rules of procedure, and naturally also easy to understand this personal equation—particularly in Hollywood where hysteria on various topics is always imminent.

It may be said very definitely that the feeling is gradually changing. I would even go so far as putting it that the film colony is taking the talking revolution quite calmly; what has to be done to accommodate oneself to the change can be done; there is plenty of time to do it.

60% *With Stage Experience*

While comparatively few stars, for instance, are actually studying voice culture, the number is steadily increasing, the most significant thing of all is possibly that sixty per cent of all players may be accredited with some experience in the use of their voice in a professional way, for approximately that percentage have had stage experience.

Here, for instance, is a list drawn from some of the leading studios:

	Players with stage experience	Players with none
Paramount	24	13
M-G-M	23	11
First National	8	6
Fox	13	14
Universal	10	11
Pathe-De Mille	7	3
Total	85	58

The percentage of men with stage experience is greater than women by about 20.

Actors express a variety of views on the importance of voice and voice training in talking pictures. Lionel Barrymore, who has made one of the greatest sueeesses so far in "The Lion and the Mouse," is of the opinion that brains will go a lot farther than mere vocal flourishes. "More actors have been ruined by thinking about their voices on the stage than have ever succeeded," he said. "Consider our great attorneys—mental giants of law and brilliant in achievements. Most of them have mediocre voices, still they sway juries by the mentalities behind those voices—the gray matter in their noodles.

"Many old-time bartenders had the Chesterfieldian voice and manner of a Joseph Choate, the famous lawyer and diplomat, but inasmuch as they didn't have what was in Joseph Choate's head, they became soda boys when prohibition hit us.

"A voice that is not harmonious can be made so by the personality of the one using it. The success of the actor depends on his talent for drama and his interpretive faculty. This counts as much in the sound pictures as in the spoken drama."

Views of Players

Conrad Nagel, whose experience covers several different pictures, declares that "new players will have considerable work ahead of them in voice training—for it is no job to be done in a couple of days.

"But most of them will doubtless succeed," he continued. "There are no insurmountable difficulties. After all, training the voice is no harder work than acting in silent drama, which in itself requires a very special faculty. What is more, stage players may have much to unlearn, for the talking picture medium and the footlight drama are so entirely different. The novice will not be faced with this particular difficulty."

George Fawcett, an old-time stage actor, has this to say on the subject. "The talking picture is doubtless the greatest boon ever given the former stage actor now in pictures. By virtue of the training of years in the use of the voice, the former speaking actor has an enormous lead over the player who must train in this work.

"I can give the stage actor on hint, though. While he may have a lead in the beginning there is the fable of the rabbit and the turtle to be considered. The rabbit thought he was so far ahead that he went to sleep on the job and the turtle caught up.

"The screen artists who are not yet used to vocal work are serious and earnest people who will make an intensive study of the new art, and after all it will not take long to develop the voices of most of them. I think that many of our so-called silent stars today will become very great artists in the spoken picture."

The Stumbling Block

Foreign distribution will be the great stumbling block to the production of many of elaborate "all-talking" pictures. Expense precludes anything but world distribution being thought of in connection with extremely costly features. Douglas Fairbanks, for one, has taken this seriously into account in planning "For All Eternity," his sequel to "The Three Musketeers." This picture will have a musical accompaniment. It will probably include such sound effects as the clashing of sword blades in battles and duel scenes. Some words like "touche" from the fencer's vocabulary may be spoken to increase the dramatic intensity. A scream or a cry may be used when justified. But as for spasms of conversation, unless things are altered very materially, these will not be incorporated.

Fairbanks represents the more conservative viewpoint. It is natural in his case since his films are among the greatest in international appeal. I believe this same conservative attitude will be adopted by all companies regarding their larger pictures. If talking sequences are used, the film will also be so made that it can be exhibited without them, and lose as little as possible. There will be many lesser pictures made all or partly talking, and there will by the first of the year be the theatres to display these for a large audience. Novelty alone assures huge profits in such houses, for it is certain that "talking films" will draw the audience almost regardless of their merit during the earlier stages.

Somebody recently remarked that "it was the year one again" in motion pictures. Practically this is true. There is a stimulus to public attention wherever sound films are shown that is very much like that prevailing in the period when people went to see the films simply because they were something that moved. Novelty is going to carry a long ways, but a technique will have to be developed.

The best minds in the industry believe that it is foolish to look to the stage for this technique. That would only be hampering the future of a new evolution that already shows the beginning of an individuality. A new type of writer will have to be groomed to find the proper mode of expression. It will need a new type of director, and it will mean many changes in the acting personnel.

De Mille's Position

But nothing is going to occur with lightning-like swiftness. Many feel that the novelty of talkies as talkies will wear off very quickly. No less a director and producer than Cecil B. De Mille entertains this opinion.

"While it is my present feeling that people on the whole and in the long run prefer to see and hear living persons speak, their admiration for pictures is based on a quite different thing—namely, the panto-

(*Continued on page* 205)

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Exhibitor's Warning on Talking Films

Sees Dangers to Small Town Theatre in Present Hysteria

Mr. William A. Johnston,
Motion Picture News,
729 - 7th Avenue,
New York, N. Y.
My dear Mr. Johnston:

I am only a "small town" exhibitor. My investment in the fourth largest industry in the U. S. totals less than thirty thousand dollars. It would seem, therefore, that if my judgment and foresight were actually as keen and accurate as I believe them to be in this instance, that during the past nine years I would naturally have assumed a much more important position in the industry than that I now occupy.

Frantic Scramble

However, discounting my judgment as you will, it seems to me that the frantic scramble on the part of the leaders of our industry to get on the "talkies" band wagon at the present time is writing into the history of the "movies" the most ridiculous, as well as the most serious, situation thus far presented. It makes one think that these people whom we have so highly admired and esteemed might, after all, be nothing more than "accidents" and not the efficient, clear-thinking, far-seeing executives we are prone to consider them. Over and over I find I am asking myself the question "Why do our film officials permit themselves to be stampeded like so many cattle into a situation that will come little short of wrecking the industry?"

A Year from Now

One year, I prophesy, from now they will look back over the ruins and wonder how such a thing could have happened; how they could have been so blindly misled; how one picture such as "The Jazz Singer" could have so completely disrupted such a smooth running business as the picture industry of today.

"The Jazz Singer," I must admit, was a wonderful picture; but it was not the short talking sequence, by any name, that made it great. The picture's success is accounted for in the singing, acting and personality of Al Jolson. But how many Al Jolsons are there in the entertainment world? How many stars in either the movies or on the legitimate stage could successfully replace Jolson in "The Jazz Singer?" I can think of none. He can repeat in a similar picture —and probably will.

But such pictures as "Tenderloin" and "The Lion and the Mouse," aside from the novelty of the speaking voices, are mere crude imitations. Compare, if you will, the entertainment values of the stage play of "The Lion and the Mouse," aside from the of the same name. A talking movie can be, and will be, no matter how well presented, nothing more or less than a mediocre imitation of the legitimate drama.

Many of my patrons who made an especial trip to Cleveland to hear (I use the word "hear" advisedly) "The Tenderloin" complained that it made them nervous and that they had no especial desire to attend a "talkie" again. I sat in the Stillman theatre yesterday at the first performance of "The Lion and the Mouse" in Cleveland and saw more people leave the theatre before the picture was over than I have ever witnessed in any theatre on any picture. tI is true that the picture was doing a splendid business, but this business was merely the drawing power of a novelty. I was personally relieved when it was over as it affected me nervously. Not only that, but I was disgusted with the crudeness of the picture and the voices of the stars. Oh, yes, of course, Lionel Barrymore was wonderful, but the remainder were pitifully weak in diction and in expression—and the direction was little short of terrible. One review of the picture recently stated "good with or without the Vitaphone." I am very frank to say that if I were compelled to show my patrons slow-moving, stilted, obvious pictures such as "The Lion and the Mouse" for the next year that I would have to do so with some kind of subsidization, as it would not be self-supporting.

During the next twleve months I predict that my patrons, and the patrons of other small-town theatres, will rush to the cities and big centers where the new novelty "sound pictures" will be shown, and that our business will be conducted at a terrific loss. The stars that lead in drawing patronage for us will either be in the "talkies" or gradually drop from sight, depending upon whether or not they can "talk." The big money and most talented directors will be engaged in turning out "talking pictures" and the supply of pictures for the "silent drama" will consist of mere program offerings of the cheaper sort. How many small-town exhibitors will be able to weather a year of this? I know I am one that can't. If I am unable to make a living in the picture business I will have to enter some line of activity which will enable me to support myself and family. And the Lonet theatre will be converted into a garage, or house some other profitable business. I further predict that at the end of a year or two the novelty of the "talkies" will have ceased to draw patronage and the picture theatres, even in the large cities, will be face to face with the greatest crisis of their careers.

Even for those exhibitors who are able to weather the storm and survive the next two years, I see a heavy expense for installation of talking equipment and regular rental, therefore, increased cost of service, percentage pictures, increased admission prices and decreased patronage.

Tell me, please, Mr. Johnston, am I too pessimistic? If so, what, in your opinion, will the next two years bring for the exhibitor in the small town?

Very sincerely,
Your friend,
(signed) W. J. Powell,
Lonet Theatre,
Wellington, Ohio.

"U" to Make "Shannons of Broadway" With Gleasons Starred

UNIVERSAL has signed contracts by proxy with James Gleason, author and star, for the purchase of "The Shannons of Broadway." Both Gleason and Mrs. Gleason, who appeared in the leading roles of the stage production will be seen in the picture version, which in all probability will be a complete talking picture.

By the term of the contract Universal will not be permitted to release the picture before February 1, 1929. Preparations however, have already started under the direction of Mr. Gleason for preparing the script and devising a new synchronizing technique.

Spitz Buys 40 Plays for Sound Filming

Parkell Corporation, a new sound-picture company headed by Eugene Spitz, has entered the field of the talkies. The rights to more than 40 stage plays, musical comedies and dramas, all the work of Jean Briquet and Adolf Phillip, have been acquired for immediate production. The recording system to be used in their production will be supplied by Western Electric.

Jetta Goudal Signed for "The Love Song"

The role of Simone, the Parisian demimondaine in the court of Napoleon III, is the character that Jetta Goudal will interpret in "The Love Song," the United Artists production. In this, also, wil be George Fawcett as a German ambassador.

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Labor Trouble Lid Is Due Off Shortly

Nation-Wide Survey Will Be Launched By Federated Musicians

THERE is every indication that the lid will be off on labor troubles when present contracts expire, which, in most cases will be around Labor Day. Rumbling of dissatisfaction on the part of operators are coming from several different states, while a nation-wide survey will be made by the American Federation of Musicians to determine public reaction to mechanical music. Trouble with musicians unions are also looming at several points.

The national survey by the Federated Musicians will be the initial move in the campaign of that organization against pictures synchronized with music. The musicians organization recently raised dues to provide a defense fund of $1,500,000.

Joseph N. Weber, president of the American Federation of Musicians, denied, however, that a clash with theatre interests was imminent. As a part of a lengthy statement issued by him, he said:

"We are not opposed to talking movies because we realize that this synchronization development is a genuine scientific achievement. But if the machines are used as a substitute for vocal and orchestral music in the nation's theatres they will constitute a serious menace to our cultural growth. And that, just at a time when America has gained the rank of undoubted world center of music.

"Music at its best reflects the mood of the artist. You cannot mechanize an art. If synthetic harmony comes to supersede the personal service of musicians the public will be the loser. The gain, if any, will be that of the theatrical enterprise offering inferior entertainment for the old price of admission.

"Literally speaking the 'shadow and echo' form of entertainment amounts to photographing a worker at his task and then compelling him to compete for his livelihood with innumerable prints of the photo."

Practically every de luxe theatre in Chicago is equipped with a synchronizing device or is awaiting installation. Contracts with the musicians' union expire on Labor Day and it is likely there will be a showdown before that time in Chicago. Balaban & Katz show no inclination to comply with the demand of James C. Petrillo, president of the union, that they keep the twelve musicians who were discharged on the payroll to augment orchestras in other B & K houses. The orchestra at the Roosevelt is understood to have been given two weeks notice that Vitaphone and Movietone will supplant it.

Oklahoma City faces the prospect of a walkout of operators at the Liberty, Capitol and other affiliated houses. The crisis is expected momentarily when the contracts between the operators union and the Liberty and Capitol expire. It is understood that the trouble started when the union demanded that two men be employed to operate sound picture devices.

Owners are said to be willing to increase the wages of chief and relief operators, but decline to add two projectionists to their payroll. As a result, an open shop policy is threatened, with the Chamber of Commerce reported to have in readiness projectionists to fill all vacancies.

Plans of the Musicians Mutual Benefit Association and affiliated unions for more music in the St. Louis theatres and more concerts in public parks has been indorsed by the Central Trades and Labor Unions with a combined membership of almost 100,000 men and women.

On Sunday morning, July 15, more than 12,000 persons heard a public concert by a band of 250 union musicians given in the Nathan Frank band stand in Forest Park. The members of the band donated their services in furtherance of the union's campaign to educate the public regarding the advantages of good human orchestral music compared with canned music in the form of mechanical organs, electric pianos, phonographs, Vitaphone, Movietone and similar mechanical musicreproduction devices.

The St. Louis musicians hope to have the taxpayers vote a special tax fund for the financing of more band concerts in public parks. The present Board of Estimate and Apportionment it is alleged, has kept the appropriation for band concerts to the very minimum, the city setting aside less for that purpose than twenty-five years ago.

ARTISTS
FOR THE TALKIES

JACOB BEN AMI
DONALD BRIAN
HEBERT CORTHELL
ISABEL DAWN
JEFFERSON DeANGELIS
ARTHUR DONALDSON
PAUL DOUCET
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Theodore Roberts Talkie Advocate

THEODORE ROBERTS, veteran screen and stage star, is a strong advocate of the talking pictures. He sees in them the greatest boost the stage has had for the past twenty years, also a medium for the revival of interest in the motion picture.

Discussing the sound pictures, Mr. Roberts says:

"They will have a great effect on every phase of the industry. Among other results, the 'talkies' will be the greatest boost that the stage has had in the past 20 years. This applies both to New York and to Los Angeles, but especially to the latter.

"'Talkies' are best when they are first rehearsed in entirety and the timing is best done when they are 'tried on the dog' or performed before an audience. As the present supply of stage plays is inadequate, I look for the producers to give a big boost to stage production.

"What I look for in the next couple of years is a new crop of stage plays adapted for talking motion pictures. These plays will be presented on the stage both in New York and Los Angeles, but preferably the latter, with the same cast that will later perform for the screen.

"In adapting stage plays to talking pictures, it will be necessary to shorten most of the speeches. The reason lies in the fact that it is necessary to talk slower for recording purposes than on the stage. Hence the speeches cannot be quite so long.

"Talking pictures will be a great boost for character actors. People who can talk or quickly learn to talk a variety of accents and dialects will find themselves in great demand. Where now an actor has merely to look like a New York tough or a Scotchman, in the future he will have to be able to talk like one, also."

"Trial of Mary Dugan" Is First for M-G-M

Metro-Goldwyn-Mayer's first all-talking picture will be "The Trial of Mary Dugan." Purchase of the screen rights to this popular play, including Movietone and Vitaphone rights, is announced with contracts signed by Al Wood, the producer, and Nicholas M. Schenck, head of the film concern.

Bayard Veiller, the author of the play, will supervise the motion picture adaptation, which will be produced in the near future. Director and cast have not yet been announced.

1st National Signs with W. Electric

Contract Is Closed With Thirty Films to Be Synchronized

FIRST National has definitely signed to use the Western Electric Company device for the production and reproduction of sound in connection with pictures. Contracts were finally signed last Saturday between First National and the Electrical Research Products Corporation, subsidiary of the Western Electric Company.

This announcement came as a surprise as "Lilac Time," the Colleen Moore starring vehicle, had already been scored and synchronized under the R C A system and it seemed almost a foregone conclusion that First National would sign with that company. The producing company had previously given consideration to Western Electric and the announcement was made some time ago that the companies had signed. It developed that they had reached only a temporary agreement, and then First National proceeded with the synchronization of "Lilac Time" with R C A.

Under the now definitely signed contract with Western Electric both the film and disc methods will be used and they will be applied to a minimum of 30 pictures to be produced by First National during the coming season.

According to Irving D. Rossheim, president of First National, the announcement of thirty pictures to be synchonized is a conservative one and that it is likely within a month or so announcement will be made that all of the company's pictures will be synchronized.

Among the pictures already determined upon for music and sound accompaniment are the following:

Three Colleen Moores. "Lilac Time" is already scored.

Corinne Griffith in "The Divine Lady," in which the Battle of Trafalgar will be reproduced in sound.

"The Barker" with Milton Sills, Dorothy Mackaill and Betty Compson, in which all the sounds and dialogue of the carnival will be reproduced.

"The Whip" with Dorothy Mackaill.

A Billie Dove special, directed by George Fitzmaurice.

"The Good-Bye Kiss."

"The Squall," made from the Broadway play.

"Changeling," Donn Byrne's story.

Corinne Griffith in "Outcast," "Paid For," "Saturday's Children" and one other.

Richard Barthelmess in "Scarlet Seas," "Diversion" and two others.

Billie Dove in "The Night Watch," "The Heart of a Princess," "The Other Tomorrow," "Pleasure Bound."

Milton Sills in "Hard Rock," "The Spotter "The Eagle's Trail" and "Captain of the Strong."

Alice White in "Show Girl," J. P. McEvoy's story of back-stage life.

Three mystery dramas, "The Haunted House," "Seven Footprints to Satan" and "Sh! The Octopus."

Joseph P. Kennedy arrived on the coast the first of the week with the intention of proceeding at once with arrangements for the necessary equipment and the completion of sound proof studio stages. This work will be rushed to an early conclusion so that there will be no delay in proceeding with the company program.

Barrymore Is Reported Negotiating Again With Warner Bros.

WARNER BROS. and John Barrymore are reported in negotiation for Barrymore to do pictures for Vitaphone. Details as to the number of pictures and when the first one is to be made have not yet been decided upon. Meantime it is understood that Barrymore will carry out his plans to do "Hamlet" in the Hollywood Bowl and in the Greek Theatre in Berkeley, California, late in the Summer.

Advices from United Artists are to the effect that Barrymore's next story for the screen will be based on a European novel, the picturization of which will be directed by Ernst Lubitsch. The production will be a sound device photo-play, with camera work scheduled to start in September.

In discussing his return to Warners, Barrymore is quoted as saying: "The personal friendship and regard existing between Mr. Schenck and myself is in no way affected by this step. The increased public demand for talking pictures is primarily responsible for these negotiations between Warner Bros. and myself. I feel that my first talking picture should be done with Warner Bros."

Jean Hersholt to Appear in Talking Films

The voice of Jean Hersholt, Universal's character star, is going to be brought to the screen. Upon his arrival in Hollywood after several months in New York, it was learned that he was to re-make a goodly portion of the scenes in which he appeared in "Abie's Irish Rose," for Paramount and the sound device adopted by the latter organization is to synchronize with the actor's action this time.

60% of Players Have Stage Training

(*Continued from Page 201*)

mimic art. And any talking picture that sacrifices this loved art is likely to disillusion them.

"However, sound is a tremendous thing. We who have been making the so-called epic pictures avail ourselves of its potentialities now and again. Indeed, sound accompaniments to the big pictures intensify emotions most poignantly.

"New science and invention have given us a voice. Frankly speaking, none of us has yet learned how to use it. An entirely new technique must first be built up and complete artistic unity attained. We must save the pantomimic values for the eye, and reinforce them at the right moments with audition values for the ear. We can't make plays.

"In my current production, 'The Godless Girl,' I am introducing accompaniments of sound effects by the new art of Photophone, but without accompanying dialogue. In my next special production which I expect to start next fall, it is probable that speech will be introduced. All of us will know a great deal more about the subject by the summer of 1929 than we know now."

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Universal Announced as Signed by Western Electric Company

WESTERN ELECTRIC COMPANY makes the announcement that in addition to definitely signing up with First National for the production of sound and dialogue with pictures, the company has also definitely signed with Universal Pictures. No other details of the contract with Universal are available, nor could the report be confirmed at the Universal home office at the time of going to press. It was said there that word was expected momentarily that the deal had been closed.

Universal has been looking over the different sound devices for some time past and has already had "Uncle Tom's Cabin" synchronized with music and sound under the Movietone system. It has been almost a foregone conclusion that the company would sign with Western Electric.

Ohio Sound Picture Censorship Ruling Text Given

J. L. CLIFTON, director of education in Ohio, and through whose office motion pictures are censored, recently asked Attorney General Turner for a ruling on the censorship of sound and dialogue in pictures. The ruling handed down by the Attorney General says that the censor board has the same privileges as with the ordinary picture films.

The text of the Attorney General's ruling, in part, follows:

"It is obvious that what is hard by the public in the reproduction of the words or other sounds in connection with the projection of a Vitaphone picture show or a Movietone picture show may be as clearly within the mischief which occasioned the enactment of the censorship law as the scenic action or explanatory words made visible to the eye in the projection of the ordinary moving picture. In this view there is no reason to doubt the application of the pertinent provisions of sections 871-48 and 871-49, General Code, with respect to Vitaphone picture films and Movietone picture films, though, as above noted, they are a species of picture films unknown at the time of the enactment of these sections of the General Code.

"I am of the opinion, therefore, that the board of censors has the same right to censor Vitaphone and Movietone picture films and, if necessary, order the elimination of objectionable matter, either seen or heard, that it has with respect to ordinary picture films; and that it may wholly reject such Vitaphone and Movietone films in proper cases.

"As the authority of the board of censors to censor Vitaphone and Movietone picture films carries with it the authority to adopt and use reasonable means to that end, said board may require the exhibitor to furnish continuity sheets showing the words, whether spoken or sung, which are reproduced as a part of the picture and explanatory of or otherwise characterizing the same, in all cases where it is practicable to do so. It is to be recognized, of course, that some sounds which are picked up and reproduced hy the Vitaphone and Movietone might he of such a vagrant and indescribable character that the same could not be portrayed by words. With respect to sounds of this kind, it of course would not be practicable to furnish continuity sheets.

"As in ordinary picture films, the board of censors in censoring the same causes the motion picture film to be projected as it is and thus determines upon the existence or non-existence of objectionable matter visible to the examining hoard, so in the matter of censoring the Vitaphone and Movietone picture films the board of censors is authorized to make provisions for the projection and reproduction of such films and thus determine the existence or non-existence of objectionable matter, whether the same be seen or heard. The authority of the board of censors to examine and censor picture films of the kind here in question authorizzes the department to procure such appliances as may be necessary for the purpose and, if the censorship of Vitaphone and Movietone picture films require the procurement and installation of appliances and facilities for this purpose, the same should be obtained as soon as money is available therefor."

Five Warner Feature Pictures With Sound Now Available

WARNER BROS. are in a dominant position in the talking picture field with five features available for immediate show dates and twenty-seven others in various stages of preparation.

The five Vitaphone features now ready are: Al Jolson in "The Jazz Singer," Dolores Costello in "Tenderloin," with Conrad Nagel; "The Lion and the Mouse," "Glorious Betsy," starring Dolores Costello, with Conrad Nagel, and "Lights of New York," the latter the first all-talking picture.

Casts for seven more are assembled and all seven are now in front of the cameras, several of them nearing completion. This group includes "The Singing Fool" starring Al Jolson, "The Terror" with May McAvoy, Louise Fazenda and Edward Everett Horton, "My Man" starring Fannie Brice; Dolores Costelle in "The Redeeming Sin," Monte Blue in "Conquest," with H. B. Warner and Lois Wilson; George M. Cohan's "The Home Towners" and "Noah's Ark," in which Dolores Costello is starred with George O'Brien as chief support.

In the preliminary stages of preparation are two more big specials, Schwab and Mandel's musical romance "The Desert Song" and "Is Everybody Happy?" starring Ted Lewis.

In addition to these fourteen Vitaphone specials the eighteen Warner features will all be Vitaphoned with dialogue and sound effects. Six are completely finished: Myrna Loy and Conrad Nagel in "State Street Sadie," Irene Rich and Audrey Ferris in "Women They Talk About," Helen Costello and Antonio Moreno in "The Midnight Taxi," Rin-Tin-Tin in "Land of the Silver Fox," May McAvoy and Conrad Nagel in "Caught in the Fog" and Audrey Ferris and William Collier, Jr., in "Beware of Bachelors."

Effective Campaign in Montgomery

An extensive and effective campaign was put over by the Strand Theatre in Montgomery, Alabama, for the initial sound picture, "When a Man Loves," with John Barrymore and Dolores Costello.

The local newspapers carried the first announcement that Vitaphone was coming seven weeks in advance of the opening. Arrangements were made with every bus line running into Montgomery whereby each vehicle carried a banner announcing Vitaphone, tied up with the slogan, "See and Hear."

Through cooperation with two railroad lines, stations all over the section were heavily placarded and special excursion rates were arranged. Banners were placed outside of hotels and public buildings and many merchant tieups were negotiated. Nearly every soda fountain in the town featured Vitaphone Sundaes and many restaurants devised special Vitaphone dishes for their menus.

The slogan, "See and Hear" was tied up with cooperative advertising pages in all the local papers and a special editorial section explaining the marvels of Vitaphone, was published in the Montgomery Advertiser. The campaign was the work of Managers M. C. Farley, of Publix Theatres Corporation, assisted by Hugh J. Smart, house manager of the Strand.

Collins Named to Handle Movietone Prints

E. H. Collins, supervisior of Fox Film Exchange operations, has been appointed by General Sales Manager, J. R. Grainger to the post of supervising of booking and distribution of all Fox-Movietone feature prints. At the same time Mr. Grainger announced the division of the United States into twelve zones, each having its own key point where synchronized prints will be stored, inspected and shipped. These shipping points include the following cities:

San Francisco, Cleveland, Boston, Seattle, Washington, Dallas, Chicago, Philadelphia, St. Louis, Indianapolis, New York, Omaha.

"Hell's Angels" to Have Talkie Sequences

Final sequence of United Artists "Hell's Angels," which Howard Hughes is producing and directing, will be filmed with talking and sound effects. Equipment for the synchronizing is already being installed at the Metropolitan studios, and actual filming of the talking scenes will begin next week.

A portion of the picture has already been filmed in technicolor. The additional time required to shoot the vocal sequences may delay release, but under latest plans the picture will go into a New York theatre for its world premiere in November.

Richard Bennett Signed for Warner Feature

Richard Bennett, famous stage actor, has signed a contract with Warner Bros. to appear in their next all-talking Vitaphone production, George M. Cohan's "The Home Towners." Doris Kenyon also has a principal role.

Vitaphone for 18 New England Publix Houses

Eighteen Publix theatres in the New England territory will open with Vitaphone during the coming two months, according to the announcement of Paul J. Swift, general sales manager of the Vitaphone Corporation.

The theatres and their opening dates are as follows:

Fenway and Olympia theatres, Boston, day and date policy, July 8; Strand, Newport, R. I., July 8; Capital, Pittsfield, July 8; Alston, Alston, Mass., July 22; Central Square, Cambridge, July 22; Stadium, Woonsocket, July 22; Opera House, Bangor, July 23; Strand, Brockton, July 23; Scolly Square, Boston, July 22; Olympia, Lynn, July 29; Merimac, Lowell, August 19; Strand, Pawtucket, August 5; Salem, Salem, August 19; Strand, Dorchester, September 2; Field's Corner, Dorchester, September 2, and the Publix theatres in Chelsea and Haverhill, September 2.

Movietone Experts Off to Fox Studios

Ben Jacksen, in charge of Movietone production at the Fox West Coast studios headed a large delegation of Fox officials, engineers and sound technicians and their families to Hollywood from New York last week. The party occupied two special Pullman cars on the Lake Shore Limited and will remain in Hollywood permanently to launch Movietone production on a large scale.

In addition to Jacksen, those who made the trip included Fred Schader and George Schneiderman, assistants to Jacksen, and Messers Balsey, Hausen, Akin, Silver, Larsen, Kroeger, Tsehaegle, Friedman, Schuster and Irvin. All of the latter are engineers and sound experts.

Astor Theatre Installs a Movietone Device

"The Trail of '98," the picture version of Robert W. Serviee's story of the Alaskan gold rush, concluded its five-months' run at the Astor Theatre, New York, Sunday evening, July 15.

The Astor will now remain dark for as long a period as may be required to complete the installation of Movietone effeets for "White Shadows in the South Seas," which will have its Broadway premiere soon.

"White Shadows" will be the first M-G-M film with sound accompaniment and a synchronized score. Praetically all the scenes for the production were made on the island of Tahiti under the direction of W. S. Van Dyke.

Many Illinois Theatres Already Equipped

The installation of Movietone and Vitaphone eontinue in Northern Illinois and Chicago theatres and it is reported that the number now equipped to show talking or synehronized sound pietures is thirty-two. It is estimated by those in close touch with the situation that by September 1st, one hundred de luxe houses will be fully equipped for the exhibition of sound pietures.

George White Says Talkies Are Not Ready for Big Shows

GEORGE WHITE, producer of the "Scandals" is of the impression that sound pictures have not yet progressed far enough to be taken too seriously, nor does he think they are going to impose any great handicap upon the legitimate stage of Broadway. According to this young producer there are not more than a dozen legitimate players on Broadway who eould suceessfully meet the requirements of the speaking movie; they either could not register satisfaetorily with dialogue or they could not come up to the standard required for the screen.

"It may be," said White, "that for a time the movies will cause a slight eommotion with the legitimate stage, but it will only be a temporary one. There are not enough players on Broadway to meet all the requirements neeessary to handicap us greatly. I do not believe there are a dozen in all who will get by in the talking pictures.

"Maybe the picture people will take some of our big stars for a while, but what if they do. We will get other people to fill in for them and those we get will prove satisfactory on the speaking stage. No matter who we get to take the places of our stars they will be better on the speaking stage than the stars will be in the talking movies.

"I saw these talking movies when I was a kid eight or ten years old, and giving them all that is coming to them, they are not much better now than they were then. They have smoothed them out a bit so they are not as crude as they were then, but they have not improved them enough to interfere any with the legitimate stage.

"Even if the talking pictures eventually do all that is claimed for them now, they are never going to seriously effect the speaking stage; the latter will always have the human appeal that is laeking in these mechanical devices. They are never going to send mash notes to these mechanical actors, and mash notes are a big faetor in the success of the legitimate stage.

"I have been approached by Warner Bros. to make a talking pieture of the Scandals, but they'll have to show me something more than they have now in these talking pictures to make me consider the matter seriously. Sure it would be nice to have the Scandals produced as sound pictures wherever they are not played legitimately. I'd like to be able to show them in every part of the United States, but they haven't shown me enough yet to warrant my taking the matter too seriously. If they ever get the devices perfected it will be a great thing for pictures, but it won't hurt the stage any. The big stars may reap a harvest for a while, but don't ever think they won't come back to us. They'll be back. They like the glare of the footlights and the applause too much to stay away for any great length of time."

Detroit Orders New Installations

A recently compiled survey of Detroit theatres shows that sound films will be installed in sixteen houses, in addition to those now "wired" in the downtown section. In the list are several containing small seating eapacities, yet their managers appear optimistic that the heavy investment will prove a shrewd bit of business.

Theatres other than the pioneering Madison and State, that have already signed eontracts for the Vitaphone-Movietone, together with seating capacity are as follows:

United Artists, 1,800 seats; Michigan Theatre, 4,100 seats; Adams Theatre, 1,770 seats; Grand Riviera Theatre, 2,800 seats; La Salle Garden Theatre, 1,190 seats; Hollywood Theatre, 3,436 seats; Ramona Theatre, 1,997 seats; Tuxedo Theatre, 1,726 seats; Annex Theatre, 1,750 seats; Rialto Theatre, 1,334 seats; Lakewood Theatre, 1,270 seats; Uptown Theatre, 3,070 seats; Gladwin Park Theatre, 994 seats; Plaza Theatre, 825 seats; Harmony Theatre, 1,322 seats; Ferndale Theatre, 995 seats.

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Substitution Case Settled in Favor of Exhibitor

Judge Maintains Right of Showman, Plaintiff in Suit Brought Against Vitagraph

IN the case of Waldo Ives, Anacortes and Mt. Vernon exhibitor, against Warner Bros. which involved the right of substitution on the part of the distributor, Judge Gilliam, in the Seattle court, settled the dispute in favor of the exhibitor, declaring the original arbitration decision stands.

Originally, Warners brought suit against the Seattle exhibitor covering unplayed contracts at the Empire Theatre, Anacortes. Evidence was introduced in the form of the Warner Bros.' campaign book, and the claim was put forth that "Simple Sis," "Bitter Apples," "What Happened to Father," "The Gay Old Bird" and "Dearie" were substitutions and that the exhibitor could not be held to account for not playing them.

Award was made to Ives to cancel the pictures in the first hearing of the case before an arbitration board. At the request of Warners, the case was later reopened by another board and a decision was rendered favoring the distribution concern.

By this time the case had attracted nation-wide notice and all eyes of distributors and exhibitors and others were centered on the next move. Ives lost no time in bringing the case into the courts where he was awarded a temporary injunction restraining all exchanges demanding a guarantee deposit and against the Warners from enforcing the second award.

Academy Plans Production

20 or More Stars Will Appear in Picture to Aid Relief Fund; Will Be Sold on Straight Rental Basis

PLANS under discussion for the past two years have come to a head in the announced intention of the Academy of M. P. Arts and Sciences to produce a feature film containing 20 or more motion picture stars for the purpose of aiding the Motion Picture Relief Fund. The picture will be sold to exhibitors on a straight rental basis, it is said.

The committee in charge of the production enterprise is made up of the following: Harry Rapf, chairman; Reginald Barker, Jane Murfin, Hallam Cooley and Fred Pelton. Vice-president Fred Niblo and Secretary Frank Woods are ex-officio members.

The Academy of Motion Picture Arts and Sciences has decided to award 13 trophies for the outstanding work in picture productions released between August 1st of this year and August 1st of next. These Distinctive Awards will be given in the fields of acting, story writing and adaptation, direction (for the best dramatic photoplay and the best comedy), photography, art direction, technical effects, production (for the outstanding production and for the most unique original picture without reference to cost and size).

The awards will be made in the form of a bronze statuette, the particular achievement for which it is awarded to be engraved on its base. There will also be awards of honorable mention, diploma or other forms of recognition. By means of nominations made by each member of the Academy and the selection by a committee of five judges the decisions will be arrived at. The ten receiving the highest number of nominating votes will be reviewed by the judges after which they will choose the three nominees for each award in their order of excellence. It is proposed to bestow the awards at the annual meeting of the Academy late in October.

Gold-Hawk Gets Film Rights to Big Bout

MOTION pictures are to be taken of the Tunney-Heeney world's heavyweight championship bout to be held at the Yankee Stadium in New York on the night of July 26. Picture rights have been purchased by Gold-Hawk Pictures, Inc., for a reported price of $50,000.

It has not yet been definitely determined whether sound will be applied in the reproduction of the bout on the screen, but it is likely that it will. This matter is still under consideration by the officials of Gold-Hawk. Charles N. Jawitz is vice-president and general manager of Gold-Hawk, W. Comfort, vice-president and export manager; Cy Braunstein, foreign sales manager, and P. A. Zizleman, attorney for the company.

Newsreel Resume

Pathe News No. 59: Fiance of Mikado's brother arriving in Japan; the new German cabinet; Gov. Smith at boys' camp; regatta on Henley-on-Thames; Olympic stars sailing from America for Europe; Prohibition party convening in Chicago; French fliers in jumping balloons.

International News No. 56: American Olympic teams sailing for Europe; child dancers at Pasadena; French navy in imposing review; Amundsen's start on ill-fated rescue attempt; Hawaiian's nimbly climbing cocoanut trees; Elks in dress convention; Gov. Smith at Bear Mt. camp for boys; water parade by girl canoists.

No. 57: The Elks in annual parade; Hoover welcomed in Chicago; the Louvain Library restored by Americans; outboard motor race on Long Island sound; Paris welcomes round-the-world fliers; log rollers in test of skill; Chinese fleeing northward by the thousands as Southern troops capture Tientsin.

Kinograms No. 5413: Athletes off for Olympics; fiance of Japanese prince; Raskob chosen as Democratic chairman; Smith at boys camp; New York's new skyscraper—the Chanin building; healthy babies in contest; bandless parade of canoes on Maine lake; old-fashioned bathing suits; rough and readyrodeo.

No. 5414: Captain Carranza, who was killed in crash; Helen Wills at Wimbledon; Hoover received by Dawes; the skipper of Byrd's antarctic ship; Mayor Walker in Hollywood; the Chanin building, new skyscraper; British warships at Kiel; girls dance in natural setting; floating hospital opens; English royalty opens new university; aquaplane polo.

Fox News, No. 84: Japanese prince leads military game; Belgium's royal princes; Chancellor Mueller and new German cabinet; Olympic teams leaving for Europe; Smith at Adirondack camp; Elks at Miami national session; canoe exercises of girls on Maine lake; camera interview with Edward H. McLean, owner of the Washington Post; Tilden loses to LaCoste; new skyscraper in New York.

No. 85: England's new plane, biggest land flying machine; Pius XI; penguins cover lonely shore of African coast; Pacific airmen arriving at Australia; Miss Earhart and crew in New York and Boston; Democratic chiefs; Olympic stars leaving for Europe; daredevil jumps highest bridge in the world.

M-G-M News No. 96: France unveils arch to American aces; Smith at boy's camp; Chinese kids in the water; pictures of Captain Amundsen; girls in war canoe display; Russia's welcome to Maxim Gorky back from exile; farewell to U. S. Olympics as they leave for Europe.

No. 97: new library at Louvain dedicated; young animals adopted by humans; American fliers who are racing around the world; Hawaiian surf riders; Hoover starts west to accept nomination; big British cruiser runs aground off Halifax; expert log rollers in championship meet.

Paramount No. 101: Japanese occupying Tientsin; California athletes in breakneck race; monkeys in Japan; the Olympic teams set sail; Swedish fighting forces reviewed by their king; girl canoeists in aquatic display; Capt. Carranza hopping off to Mexico in flight that ended in death; California troops on the trail.

No. 102: Italians in medieval parade; Mexico's ace, Capt. Carranza, ends flight in death; Mt. Ranier climber use air taxis; Louvain's restored library; Hoover begins trip west; Chicago adopts city traffic lights for airplanes; Paramount News' exclusive pictures of rescue operations in the Arctic and of Nobile, leader of the Italia's crew.

Luther Reed Negotiating to Direct Talkies

Luther Reed, well known as a scenarist, playwright and director, has completed his contract with Paramount and is negotiating with a large producing organization to direct talking pictures.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

"Lilac Time" Premiere at Carthay Circle

Advent of First National Special a Gala Affair; Many Notables Share the Limelight

HOLLYWOOD, July 17.—A brilliant opening was enjoyed last night at the Carthay Circle Theatre by the First National special, "Lilac Time, starring Colleen Moore. The film world was represented by many prominent folk, the star and her husband, John McCormick, Will Hays, George Fitzmaurice and others, and the world of politics had as its representative Major James J. Walker of New York.

Mayor Walker acted as master of ceremonies and was greeted warmly. He posed in the lobby of the Carthay Circle with Miss Moore and McCormick before the cameras. The star and her director, Fitzmaurice, were accorded prolonged applause when they made their appearance on the stage.

There were numerous stars, directors, producers, city officials of Hollywood, and members of the social elect in the audience. Altogether it was a brilliant gathering and one of the finest among the many that the movie city has witnessed.



Through the magic of science, the chief principals of the "Lilac Time" premiere were telephotographed to New York from Los Angeles over the Bell Telephone wires. Left to right, Colleen Moore, Mayor James J. Walker and John McCormick

Finished "U" Films

Among the pictures completed at the Universal studio are "The Night Bird," Reginald Denny's latest starring comedy the final scenes of which are now in the cutting room. The comedian goes back to his prize-fighter roles in this story.

The two short subjects recently completed are "The Junior Year," second picture in Universal's new Collegians series, and "Hollywood or Bust," the first of a comedy series called "Horace in Hollywood," starring Arthur Lake.

Scouting

Miss Katherine H. Nolen, secretary to Gloria Swanson, arrived last week at the Briarcliff Lodge in Westchester County, N. Y., where she is taking note of the points of interest about the Lodge. It is possible that Miss Swanson is considering that locality of Westchester's Hills for one or two settings.

Christie Recruits

Raquel Torres, signed by M-G-M recently and given the feminine lead in that company's "Southern Skies," is a former recruit from the studio of Christie Brothers. The studio has supplied rich finds for other producers. Doris Dawson, a Christie girl, has gone to First National. Ann Christy is now outside the fold also, her last role being opposite Harold Lloyd in "Speedy." Natalie Joyce and Caryl Lincoln have both gone over to Fox.

Signed

Lorayne Duval, discovered by Carl Laemmle, Jr., while playing minor parts in "The Collegians," has been placed under a long-term contract by Universal. She will play prominent parts in features. She is five feet, five inches all, with chestnut hair, blue eyes and is regarded by Universal executives as extremely talented.

Next Tryon Comedy

A little over a week after finishing "The Gate Crasher," Glenn Tryon was started on "The Kid's Clever," a new Universal comedy on which William James Craft is wielding the megaphone. Ernest Pagano wrote the story and continuity.

Garnett's New Assignment

Tay Garnett, Pathe scenarist turned director who so capably handled "Celebrity," has been tentatively chosen to direct "The Flying Fool." Hal Conklin is now preparing the story, in which Garnett will later assist him.

Night Watch

The company making Billie Dove's "The Night Watch" literally became a night watch last week when they worked through an entire night to complete the picture.

Included among the pictures that were started at the Burbank plant last week were "Do Your Duty," "Waterfront" and "Hard Rock."

Now Paramount Scenarists

Two more products of Professor George Pierce Baker's drama class at Yale—T. J. Ahearn and James Clark—have arrived in Hollywood to sign contracts that will make them members of the Paramount staff of scenarists. A few weeks ago Paramount signed another Baker student—Leo B. Pride.

Besides Yale, Columbia is also represented on the Paramount writing staff, Norman Burnstine representing the New York university.

Paramount has also signed Ben Grauman Kohn as a scenarist and title writer.

The Fox Laboratory

The spot where years ago the first two reel comedy ever made on the Fox lot was started, was, recently, the scene of the laying of the cornerstone of the new Fox Films laboratory. The building, representing an investment of $500,000, was begun on June 4 and it is scheduled to be completed the first week of August. The comedy referred to above was started late in the fall of 1916, Henry Lehrman being the producer, the director and the leading man.

Future W. B. Features

The schedule of present and future feature productions at the Warner Brothers studio in Hollywood already includes the following line-up:

"The Home Towners"—George M. Cohan's stage play; "Conquest"—Monte Blue's next starring vehicle; "Noah's Ark"—with Dolores Costello and George O'Brien; "The Singing Fool"—with Al Jolson; "My Man"—with Fannie Brice; "The Desert Song"—with a singing and acting cast; "The Terror"—starring May McAvoy and to be made entirely in Vitaphone; "The Midnight Taxi"—with Helene Costello and Antonio Moreno; "Caught in the Fog"—co-starring May McAvoy and Conrad Nagel; "Beware of Bachelors"—with Audrey Ferris and William Collier, Jr.

William Collier, Jr.

Three features among which "Lights of New York," an all-Vitaphone picture, has had its premiere showing in New

(*Continued on following page*)

Hollywood—*Continued*

York, have been set for release. The other two are "Women They Talk About" and "State Street Sadie." The latter is a crook drama.

Directors Signed

Charles Klein, Ray Cannon and Norman McLeod are three new directors on the Fox studio staff. With their addition, the Fox number of directors on the coast is swelled to 21. Michael Farley is announced as assistant to Sol Wurtzel in the post of supervisor of western production.

F B O Directors

Two F B O directors have been assigned pictures for the near future. Ralph Ince is scheduled to start production at an early date on "Singapore Mutiny," a story of the Far East by Norman Springer. Leon D'Usseau has been given "Fury of the Wild," a Ranger the dog vehicle, to direct. Barbara Worth has been engaged for the feminine lead in the Ranger picture.

Greene's Seventh for Fox

Alfred E. Greene has started his seventh Fox Films production, "Making the Grade," with Edmund Lowe and Lois Moran in the leading roles. This picture is a film version of George Ade's latest story of the same name which ran in Cosmopolitan Magazine in March.

Trip Abroad

When June Collyer plays the leading feminine role in "Chasing Through Europe," a new Fox picture showing further adventures of "Newsreel Nick" Stuart, she will take a trip to Europe as a part of the role's requirements. In company with Stuart, she will leave Hollywood in the near future.

Nears Finish

Thomas Meighan's "The Mating Call" is in its final week of shooting. This production, the star's second under his contract with Howard Hughes, will be edited and titled in time for August release by Paramount.

Mix Stories Under Consideration

His tour of the K-A-O circuits completed Tom Mix has taken up residence at the F B O studio in Hollywood where three stories are now being considered for his first western under the Kennedy banner. No director has been definitely assigned to direct Mix.

Back to Safety

Fox Film Corporation officials heaved a sigh of relief when word was received from Alaska that Charles G. Clarke and R. S. Merrill, cameramen, arrived safely at Point Barrow, Alaska, after a 150 mile trek across the frozen wilderness following the fall of their plane, caused by engine trouble. Virgil Hart, who was sent by the Fox company to hunt for the two lost cameramen, also became stranded in his attempt to reach them.

Pathe Features in Work

The four features in production on the Pathe schedule are: "Celebrity," "Annapolis," "Craig's Wife" and "Show Folks," a special in which Eddie Quillan, Lina Basquette and Robert Armstrong will be prominent; "Sal of Singapore" and "Marked Money," Junior Coghlan's new vehicle in which Alan Hale and George Duryea will also appear. In editing at the present time are: "The Godless Girl," and "Love Over Night." Scenarists are now working on "The Flying Fool," "The Office Scandal," for Phyllis Haver, "Square Shoulders," Junior Coghlan's second picture, and "The Spieler."

Burbank Active

At the First National picture plant at Burbank, things are coming along at a fast clip. Within the next month or so eight features are scheduled to enter production. The First National cutting rooms are now working on eight finished features, and will soon be engaged on another six which are now occupying the various stages.

The eight which will soon be launched are: "Show Girl," "Waterfront," "Do Your Duty," "Outcast," "Hard Rock," "The Haunted House," "The Wrecking Boss," "Scarlet Seas" and "The Squall," and a new Ken Maynard western. Working on these are James T. O'Donohue, "Show Girl," Tom Geraghty, at "Waterfront"; Julian Josephson, at "Do Your Duty"; Agnes Christine Johnson, at "Outcast," Charles Kenyon, at 'Hard Rock"; and Gerald Duffy, at "Scarlet Seas," One of the above-mentioned films, "The Haunted House," will be directed by Benjamin Christensen.

The features in work are: "Oh, Kay," "The Divine Lady," "Out of the Ruins," "His Wife's Affair," "The Glorious Trail," and Harry Langdon's new comedy. MacLean's footlight success at the Morosco and other theatres before entering the movies has not been in vain, because carefully worked out lines are now being polished up for him by Henry McCarty, the continuity writer.

Two stages now being equipped for the talkies Western Electric talking processs will probably be used for the first time when production starts on "The Carnation Kid." This should be in about four or five weeks, possibly sooner. Although the contracts for the equipment have just been signed, technicians are already preparing the installation.

Born in Oklahoma

Albert Rogell is one of the youngest successful directors in motion pictures. He is only 26 years of age and has been identified with the film industry in various capacities since he was 18.

There was no good reason why Rogell should have become interested in pictures in the first place. Graduating from the high school at the place of his birth, Oklahoma City, and also from the school of music, he had had no experience in a business way when he turned his attention to pictures nor had any member of his family been identified with motion pictures or the theatre.

Since his advent into the picture industry, there are few angles of it that Rogell has not turned his attention to. He has been a producer, director, scenic artis, grip, transportation department—or what have you.

Rogell has directed Ken Maynard in several of his most successful pictures for First National release and is still actively identified with the Maynard unit.

* * *

There are few screen writers qualified to handle as wide a range of motion picture subjects as is Finis Fox, who for the past ten years has been preparing stories for the screen and now adapts those designed to serve as starring vehicles for Dolores Del Rio.

The career of Mr. Fox has been a colorful one. Born and raised in Oklahoma he ran up against many of the rough edges of life in his youth and has been studying life ever since. He served in the Spanish-American war when he was 15. He was a newspaper editor at 19 and a state legislator at 21.

While Fox has confined his time largely to the writing of plays for the screen, he has also directed and produced six pictures. Among these was "A Woman Who Sinned," with Mae Busch, Irene Rich and Rex Lease.

Oklahoma—take your bow!

Author Contracts With Fox

Ben Markson has just signed a one-year contract with the Fox Film Corp. and has completed his initial story for director Al Green. It is called "Romance of the Underworld." Sidney Lanfield collaborated with Markson.

Billy Leyser with Inspiration

Inspiration Pictures, Inc., have acquired the services of the publicity man and exploiteer—Billy Leyser, who has joined the Inspiration company as director of publicity by arrangement of J. Boyce Smith and E. J. Jensen.

Stunt Flyer Loses Suit

John G. Montijo lost his suit for $12,500 against Samuel Goldwyn, Inc., when the jury decided that stunt flyers in pictures must abide by the chances incident to their work. Montijo was employed to fly at an automobile and to zoom up just as the two were about to crash. Something went wrong and a collision resulted, in which the flyer was severely injured.

Carewe Obtains a "Find"

Edwin Meyers, known in his native land as Ezra Mir, and who was formerly associated with the Madan Company of Calcutta, India, is listed among Edwin Carewe's recent "discoveries." Meyers has been placed under contract to handle stories and treatments for Dolores Del Rio's future screen material.

Taylor Scenarizing "Love Song"

Sam Taylor, director, is also Sam Taylor, scenarist. Few know that the youthful director of John Barrymore's "Tempest" and Mary Pickford's "My Best Girl," is also a screen writer of more than passing note. Taylor, who will direct "The Love Song," is hard at work on the script for this picture which will be his third consecutive feature for United Artists.

Mary Nolan Borrowed

Mary Nolan, heroine of "Sorrell and Son," "The Foreign Legion," and various film plays since her sojourn to America from Berlin, is to be Lon Chaney's leading woman in "West of Zanzibar," in which Metro-Goldwyn-Mayer picture Miss Nolan will play the ward of the African "white voodoo." Tod Browning will direct.

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Conducted by An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
The Clearing House for Box Office Problems and Theatre Operation



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.



Jack Sanson

In the language of the sporting element, and because in our estimation it best describes him, we must refer to Jack Sanson as a "Natural." Jack is the resident manager of the Hoffman Brothers, State Theatre located in So. Manchester, Conn., and like all the other Hoffman managers, he is tickled to work for such "regular" bosses. And that also holds good for Mr. Needles, their genial general manager, and just as "regular."

Finding myself but a short ride from So. Manchester I could not resist the temptation to return a long promised visit and at the same time "see what it's all about."

Sanson has a "bag o' tricks" that would make most of us small towners turn green with envy. He never misses a single chance to kick up some extra business and even at this time, when most of us are content to sit back and watch the usual slow summer business, Jack is busy on his annual Summer Kiddies' Frolic.

Kiddies Frolic Annual Event

But this Frolic is not like the regular run of kiddie shows. Every year Sanson writes an original plot with all the necessary musical and dance trimmings, and he himself stages the entire proceedings. At this time he is holding rehearsals every morning of the week and using more patience than the average man would use in working with children. That his yearly Frolic is a success, not only from the business, but from the entertainment standpoint, speaks volumes for his methods and ability. The show, when ready, will run for three days, matinee and night, and those of us who have ever put on anything with kiddies know that his house is in for three corking days, weather notwithstanding.

But the kiddie show is only one of Sanson's many tricks. He also runs a regular presentation once a month, and his patrons know the quality of these extra stage attractions so well that business is bound to take a jump with it every time.

Of course, Jack Sanson has one advantage over the majority of us, he is an old-time performer and has had stage training.

He also showed us many other "stunts" which we cannot describe here, but we suggest that you write him a letter and ask him to send you some information on his "Butchers' Night." I'm certain Jack will be most pleased to hear from brother members and will give you many splendid tips.

Good luck to you Jack Sanson, we want to hear from you again, and soon.

Sound Pictures

WHAT subject commands more attention at this time than sound pictures? Therefore, members or non-members, are urged to send in their views on this topic as soon as possible. The eyes of the industry are focused on every expression regarding this latest offspring of the so-called silent drama. Only an open discussion can bring the true state of feeling before the industry.

What have *you* to say on this subject?

Talkies and the Average Theatre

It was inevitable that sooner or later the Managers' Round Table Club would have to get into the discussion regarding the uppermost topic in the business today: "Talkies."

Members of the Club and the large number of readers of the Club pages in the NEWS have been eagerly awaiting some word on this all-important subject.

Since the Club was originally intended for the benefit of the smaller town exhibitor, it is to him that we express ourselves on the subject of Sound Movies. Take any average theatre in any average medium sized town and figure the cost of installing the better known synchronizing apparatus, plus the added cost for operators, maintenance, "acts" and synchronized version of features, and you have a "tough" problem to figure out whether it is going to be a paying proposition even if it does increase new business or stimulate the old business.

The candid advice of this writer, especially to exhibitors in the smaller towns and cities is: Go Slow. There should be no particular rush at this time. Better to wait a little while.

Reader opinions on this subject will be welcomed for publication. This invitation is not only extended to those who can talk from their own experience, but also from those who have some opinion on the subject. There is nothing that can throw as much light on this important subject as the voice of the man who must eventually decide whether THEY will have to install sound equipment and run such pictures.

Timing the Drive for "Big" Films

An open discussion of any subject is good for everyone concerned and for this reason we seek the opinion of our members on the following subject: In preparing the advance campaign for a "big" picture, is it advisable to start the advertising too far in advance?

By "too far in advance" we mean three or four weeks ahead of the actual play dates. The picture, the theatre and the town are all contributing factors in a discussion of this kind and what is good advice in one place may be bad in another. But there must be a law of averages and that is what we are looking for.

On certain pictures, we ourselves, began a very early teaser campaign and gradually worked up to about a week before the opening of the attraction, only to find that for some reason it had grown a little stale. The edge, so to speak, had sort of worn off.

At other times we withheld all advance advertising on a big picture other than the usual "coming" note on our program and in the lobby. But about a week to ten days before the opening we went at it in a big way, with very successful results.

Don't "you" think that too much plugging, too far in advance on a picture is apt to make your patrons go to some other town to see the picture? That is, if there is "some other town" for them to go to. Especially if you are within twenty-five miles of a larger city.

I have had a lot of letters on this subject and would like to publish your opinion for our members on this subject. Let me have a line or two, either giving your own experiences or your opinion on the matter. It will be appreciated.

To Build or Not To Build Stars

Here is a subject that we know will bring down a flood of protest, criticism and "what not." But we are torn between our own views and loyalty to the Club.

First: if we advise taking some unknown star and build her up in our own towns, then the exchanges may be asking

(*Continued on Next Page*)

Box Office Problems

(*Continued from preceding page*)

a big price the next season for this star.

Second: if we have bought a block of pictures in which some comparatively new star is being featured, and we do not build up a following for her among our patrons, then we are neglecting to make the most of the pictures in which she (or he) are featured.

So we risk "our all" (sounds dramatic) in order that this very important question should find some sort of an answer from the members of the Club.

What do you think?

"We" found ourselves with Glenn Tryon due to make his appearance in quite a few pictures this past season and had to build him up with our patrons, knowing full well that perhaps next season the other house might buy Universal and cash in on what we had done for Tryon. But as we live in the present, and money in the bank is worth more than money next season, we went after Glenn and plugged him until every trailer announcing him brought a round of applause from the audience.

Were we right or were we wrong?

If the response is as lively as the discussion which started last week when we talked this over with a dozen exhibitors, then the Club pages are going to ring with the various ideas and opinions that our members have on this subject.

We await "your" own reaction to this question.

City Censors Cannot Use Police to Prevent Shows

City boards of motion picture censors are without authority to use police power to prevent the showing of films, according to a decision handed down last week in Camden Chancery Court. The decision affects the entire state and was the result of an injunction sought by a lawyer representing a Camden theatre adjoining the police department and the Camden board of censors from interfering with the showing of a picture which was said to be unfit for exhibition.

The contention of the lawyer representing the theatre that the legislature of the state had given the cities no authority to use police power to stop showings of motion pictures and that boards of censors being creations of the city, were without power, was upheld by the court.

Oklahoma Exhibitor, of Walters, Dead

Friends of M. C. Upchurch, old time exhibitor in Oklahoma, were saddened by the news of his death which occurred Tuesday, July 3rd at the home of his son, Leo, in Walters, Oklahoma.

Mr. Upchurch has for a number of years been connected with the Empire Theatre, Eldorado, Liberty Theatre, Lonewolf, Rialto Theatre, Fletcher and Empire Theatre at Olustee. He had recently disposed of his theatre interests and had gone to Walters to assist his son in opening a new house at that place, The Grand, after which he had planned on an extended vacation.

MANAGER'S ROUND TABLE CLUB

Eight weeks old with this issue—and growing fast.

Membership includes managers all over the United States and Canada and several foreign countries.

Purpose:

1. To promote the interchange of ideas in theatre operation, exploitation and advertising.
2. Utilizing MOTION PICTURE NEWS as the Clearing House for all box office and theatre problems.
3. Offering exhibitors everywhere the opportunity of Using the NEWS in many valuable ways.

Exhibitors are invited to send in the membership application which carries no obligation other than what is stated on the application.

Members should also send their own photos.

Remember the Club Slogan

USE THE NEWS

Here's the application, fill it out and send it to me care of the MOTION PICTURE NEWS, 729 Seventh Ave., New York City.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

U. P. Papers Aid Drive

Exhibitors Using Cooperative Stunts as Main Feature of Campaigns to Feature "Telling the World"

A MAJORITY of the campaigns in Key Cities for "Telling the World" have been built around the cooperation which newspapers using the U. P. Service have accorded theatremen. The main interest of these newspapers is based on the fact that the story visualized in the film was written by a U. P. writer, Dale Van Avery.

This newspaper cooperation has proved especially effective to exhibitors located in towns where there is a paper taking the U. P. news or feature service, as the majority of such publications have extended great assistance to the exhibitors in putting over "Telling the World."

Thus far the eampaigns have followed along three lines: the publication of the serial version of the story; the running of Anita Page Resemblance Contests and the display of printer-telegraph machines in the lobbies of theatres, wherever this is practical.

At the Pantages theatre in Salt Lake City, Utah, the Salt Lake Telegram, a U. P. newspaper, tied up to Manager Pemberton's campaign for some very effective publicity for both the theatre and the newspaper. The Western Union Company, which does a great deal of the U. P. work, also assisted in this campaign.

A printer-telegram machine and operator were installed in the lobby of the theatre during the run of the film. The operator of the machine typed off the news notices as they came over the wire and this attracted great crowds to the front of the theatre. The printer-telegraph machine, familiarly known to newspaper men as "the iron mike," was in the lobby for a week in advance and during the run of the picture. A square place was roped off in the midst of the lobby and furnished in real newspaper style as a city room with dummy editors and reporters. A humorous twist was made to this display and it went over very big in connection with the printer.

The San Diego Sun is also arranging to use this stunt when the film reaches San Diego, and in New York the U. P. people plan to put a set of machines to work in this exploitation work. Were it not for the difficulty of obtaining "iron mikes" this same stunt could be done in every town where there is a paper on the U. P. service, but, even as it is, this exploitation idea can be used in many towns.

In Cleveland they also used the "Anita Page Resemblance Contest" with marked results. This contest is merely to find the girl who most resembles Anita Page, the leading lady of "Telling the World." To the ten girls most resembling Anita Page in Cleveland, they gave autographed pictures of Miss Page. Other prizes have been used in other cities. The Cleveland Press, the newspaper with which the theatre made a tie-up, reported a great increase in circulation, due to this contest and serialization. The theatre also benefited materially.

War Scene Staged as Advance Ad for "Patent Leather Kid"

IN addition to his trailograph announcement of the coming of "The Patent Leather Kid," W. H. Cornwell, manager of the National theatre, Marysville, Calif., "advanced" the picture with a special stage display of unusual value. Against a printed heavy paper backdrop of mountains and trees he constructed on the stage a section of a battle trench, with barbed wire, sacks of sand for the parapet, etc. At the right were five figures of Richard Barthelmess, cut out of the 6-sheet posters and mounted, each carrying a rifle, advancing to the attack. After showing the trailograph, the screen arose upon the above scene, with the sound of a motor tractor to represent a tank off stage. The National Guard helped stage the display, furnishing nine men. One came out in advance of the tank, with eight following it across the stage. In the turret of the tank, Cornwell placed a shot gun and five blank shots were fired from this while the tank was in sight of the audience. In the dug-outs were two machine guns which fired 200 rounds of blank shells.

The display was exhibited for four nights previous to the opening date and was witnessed by about 4,000 persons. It received a big hand at every showing. Cornwell placed the tank in front of the theatre during the day, but without running the tractor. Above the marquee were the five cutout figures of Barthelmess used in the stage setting.

Gets Display for "Warming Up" with Ball Bulletin

Russell B. Moon, director of publicity for the Paramount theatre, New York City, designed a special baseball bulletin, featuring Richard Dix in "Warming Up," Paramount's first sound picture, with which he obtained displays in several sporting goods shops and soda fountains. The bulletin, 14 by 20 inches, contained scenes from the picture and the type matter, in two colors, gave the current week's schedule of baseball games, descriptions of the "Warming Up" scenes and theatre play dates.

Showmanship

Briefs

H. D. GROVE, manager of the Riviera Theatre in Waterloo, Ia., recently gave the people of that town opportunity to to try their skill at letter writing for valuable awards of merchandise and theatre passes. The contest was built up around Grove's presentation of "Telling the World." Local merchants joined heartily in the enterprise, which proved a good business builder for all concerned. Nine merchants cooperated with Grove in the contest, in which there were 10 prizes, each valued at $25 for the best letter lauding the merchandise of the merchants participating. A person could write a letter to each of the nine merchants and theatre with the possibiliy of winning all the prizes. The contest was announced in a double-truck ad, in which "Telling the World" was prominently featured.

CAPITALIZING on the great amount of public interest that has been aroused locally in the Shamokin, Pa., baseball team, the management of the Stanley Theatre in that city has offered to entertain the entire team at picture shows in the theatre whenever they vanquish a particularly formidable rival. On occasions when the team has been entertained, following a victory, there has been a marked increase of paid admissions from enthusiastic baseball fans.

THERE is a lively summertime contest on among theatres of Shenandoah, Pa., to hold juvenile patrons at weekly Saturday afternoon matinees. Three theatres are specializing on such attractions and charging ten cents admittance. The Strand advertises that it will present a package of "Chicken Dinner" confections to each child attending on Saturday afternoon. The Capitol is luring the kiddies with gifts of "novelty jumping frogs," and the Lyric also is offering special inducements to the youngsters.

MANAGER GUY A. KENIMER planned an unusual ballyhoo some two weeks prior to the showing of "Ladies of the Mob" at the Florida Theatre, Jacksonville. Free tickets were given to the school children good only if the holders participated in a parade that was to be held the Saturday afternoon prior to the picture's opening. Two cut-outs of Clara Bow headed the parade, followed in order by four banners reading, "Here We Are, Ladies of the Mob, "Starting Tomorrow," and "Florida Theatre." The parade was given advance publicity by throwing a slide on the screen.

BIG BOY, INC., Sandwich Shops and Restaurants, New York City, feature half-column star cuts of "Big Boy" Educational's four-year-old star, on their printed menus and also on their checks. In addition, a sandwich is featured as a "Big Boy Special," while further credit is given "Big Boy" elsewhere on the menu.

THE children's matinee at the Palace Theatre, Jacksonville, Saturday morning, under auspices of the Better Films Committee, is steadily increasing in attendance, according to report. A contest each Saturday adds to the interest.



"SOUND" BORDER

Using the border design to feature Movietone News. 5th Avenue theatre, Seattle



VISUALIZES SOUND

Visualizing talking sequences in halftone illustration. Ad used by the Stillman theatre in Cleveland



ARROW INDICATOR

Another ad for the Stillman with the talking feature illustrated by an arrow worked into the layout design



SLOGAN IN BORDER

The slogan "see and hear" is worked into the border of this ad for "Tenderloin" at the Aldine, Philadelphia



HEADLINES

Display ad for "Tenderloin" at the Capitol, Cincinnati, with Vitaphone accompaniment stressed in good selling copy



SHORT SUBJECTS

Vitaphone short subjects played up in a Sunday newspaper display for the Des Moines theatre, Des Moines, which uses the headline "Vitaphone Vaudeville"



COMPELLING SLOGAN

Reproduction of an ad featuring talking pictures at the State theatre, Detroit, where the slogan "The State Screen Speaks," more compelling than the widely used "See and Hear" line, has been adopted as a permanent headline for displays



ANNOUNCEMENT

Announcement advertisement featuring sound pictures at the McVickers theatre, Chicago. The line "the screen will come to real life" was featured in the advance campaign

Selling Sound Pictures in Newspaper Displays

ILLUSTRATED above are newspaper displays which show various ideas employed by first run theatres to sell sound pictures. Up to the present there has been little in the way of either newspaper ideas or exploitation stunts for talking pictures that differs greatly from the routine type of motion picture exploitation.

The vast majority of the theatres featuring sound films adhere to the slogan "See and Hear." The State theatre in Detroit, however, appears to have struck upon a more vigorous line with the slogan "The State Screen Speaks." As an effort to visualize screen dialogue the ads for the Stillman theatre illustrated above are the most successful of any which have come to the attention of this department.

The ads shown have been collected over a period of several months, and they illustrate practically all of the layout and copy ideas developed by theatre advertisers up to the present.

Key City Reports

New York City

SOME rather sensational performances at the box offices of Broadway houses over the past week-end—though they will figure in the totals of the current week, and this report is concerned with business done the previous week—insinuate themselves into the lead of this recital of events occurring at the theatres along the Great White Way. Thus we are led to record first the fact that Paramount's first sound picture, **"Warming Up," crashed through for the biggest week-end figures** the Paramount theatre has known since its formal opening in the fall of 1926; that the Roxy with "Street Angel, sound equipped also, had a take of over $50,000 for the first two days of the current run; that the second week of **"Lights of New York,"** the first all-talkie, **duplicated its first week-end**; and that "Telling the World" at the Capitol started off with a rush. The weather over the week-end, rainy on Saturday, must be credited with contributing something to this happy state of affairs, but the fact remains that there appears to be a renewed interest in the films as a result of the publicity written around and about talking pictures.

The week starting July 7 brought many disappointments and only a few totals that were better than merely satisfactory. The Strand on its opening week with "Lights of New York" scored heavily, bringing in at the box office a total, when the receipts from a special midnight opening are included, that climbed close to the $50,000 mark—a splendid showing for a house of that capacity. The Paramount, with **"The Racket," did an excellent business**—the Thomas Meighan vehicle showing so well that it goes into the Rialto on Saturday for two weeks or more. **"The Actress" at the Capitol showed strength,** and succeeded in running up a total that was considered quite good in the face of the adverse theatregoing weather which prevailed.

The Roxy fared not so well, dropping well under $80,000 on the week, which brought "Hit of the Show" as the main attraction. This represents poor going for an enterprise with such an overhead as the Roxy has. The **Rialto did a satisfactory business with "The Man Who Laughs"** in its first week. The picture closes there Saturday. **"The King of Kings" hardly shapes up as the sort of picture that would lure patrons during hot weather,** and that is the way it went in its first week at the Rivoli. The De Mille spectacle had a sound accompaniment (not so successfully rendered in the early days of the engagement owing to some difficulties arising over the use of a Photophone recorded film in a Movietone machine).

A German production, **"The Loves of Jean Ney," and a revival of Chaplin's "Shoulder Arms"** were the features which the Cameo held forth to invite the customers, but there was **little response,** and the little house on 42d street got nothing in particular in the way of income.

Among the two-a-day film houses on Broadway one is now dark—**"Trail of '98" closed Sunday,** after 17 weeks at the Astor. That house is now being wired, and will reopen with M-G-M's "White Shadows," with a synchronized score. The Gaiety, where **"Fazil" is hanging on merely to keep things running** while the rent goes on, is to house an Arctic tale now being synchronized.

Even **"Wings,"** the old boy of the two-a-day films, **has felt the pinch** of hot weather and the effects of a long stay on Broadway. The Criterion box office has not been rushed these past few weeks.

On the other hand, the Embassy up the street a ways, did very well with **"Tempest,"** originally booked in for ten weeks—which conclude Saturday—but now due **to be held over.** The Globe, with "The Red Dance," is holding its own, and the same may be said of Warners, where "The Lion and the Mouse" offers sight and sound dramatics.

Los Angeles

COOL evenings and numerous tourists visiting in and near Los Angeles have served to boost business in general. A marked improvement over several previous weeks is reported and it is not uncommon to see long lines of people waiting for admission in front of down-town and Hollywood houses.

Loew's State packed them in during the run of "The Cossacks" with Jack Gilbert's name in electrics on the marquee. Karl Dane and George K. Arthur in "The Detectives," followed and opened to good attendance.

"The Racket" succeeded "Telling the World" at the Metropolitan and opened to splendid business. Thomas Meighan is the star and it appears Meighan's name, coupled with the satisfaction the thriller is giving, is keeping the box-office lively.

The opening of "Lilac Times," Colleen Moore's latest, was an event. The Carthay Circle sold out several days in advance and seats for the second day went on sale as soon as the sell-out prevented the accommodating of numerous patrons who applied for first night seats. **Indications are that "Lilac Time" will clean up on the engagement.**

There was no falling off of business at Warner Brothers theatre in Hollywood during the run of "Tenderloin." It packed them, and much interest is evidenced in "Women Men Talk About," another Vitaphone attraction which opened there on Monday.

United Artists theatre, which played the world premiere of "The Toilers," opened to big business and continued at above the average.

Indianapolis

BUSINESS generally picked up in Indianapolis houses last week. Downtown houses had a very satisfactory business for the seven day period.

Richard Barthelmess in "The Wheel of Chance" at the Indiana Theatre and Lionel Barrymore in the Vitadrama "The Lion and the Mouse" at the Apollo drew heavily.

The Barrymore picture was held another week at the Apollo because of its extreme popularity last week. The Indiana is understood to be planning installation of Vitaphone in a few weeks, probably maintaining the stage band policy only at the Circle.

Norma Shearer in "The Actress" did good business at the Palace in connection with Harry Fox's stage production. Fox has been retained for a four week engagement, it is understood.

Ramon Navarro in "A Certain Young Man" was the Circle attraction and played to fair crowds all week.

Neighborhood houses reported a slight gain in box office receipts. The weather was favorable for movies all week.

Cincinnati

DESPITE a short break in the excessively hot weather which prevailed for a continuous period, business in Cincinnati during the past week is characterized as being "even," which means that it was worse than the preceding seven days.

Norma Shearer in "The Actress," at the Lyric, got probably as good a break as any of the opposition attractions. The all-star revival of "Trelawney of the Wells" which played here last season, left a big following, and this, undoubtedly, helped put the picture over, especially as the management was particular to impress upon the public that the picture was based on the stage play.

The Albee, with Richard Barthelmess in vaudeville acts, did a fair business throughout the week, although the Sunday opening promised a much better week.

"Hangman's House," together with the "talkies" as added attractions, did not set any new attendance records.

Keith's, with Meighan in "The Racket," was practically on a par with the week previous, which is referred to as not "such a much."

"The Silver Slave" at the Strand had only medium returns, which is also true of "Fleetwing," first-half at the Family, and "Bare Knees" for last half at same house.

Palace, vaudeville and pictures, maintained a reasonably steady flow, while the neighborhood houses report that there was nothing to cause undue hilarity when checking up the box office for last week.

The outdoor resorts, all of which have been greatly improved this season, had good crowds for the entire week, which causes managers to feel that the weather alone is responsible for the present slump.

Atlanta

ALTHOUGH predicted to have a poor week due to continuous rains, Atlanta theatres went one better than the previous week, a 100 per cent sunshiner. Honors were about equally divided among the larger houses.

John Gilbert and Renee Adoree brought good houses to Loew's Grand with "The Cossacks."

Next door at the Howard, although not doing capacity, Richard Barthelmess in"The Wheel of Chance" drew well.

"The Grip of the Yukon" plus the Eviston-Napier players offering their version of "Not Tonight Dearie" **enjoyed good houses.**

Keith's Georgia had a creditable week showing Florence Vidor in "The Magnificent Flirt" plus good vaudeville.

A return engagement of "The Jazz Singer" to the Metropolitan was so successful that it is scheduled for a second week, making a two months' run for that picture in Atlanta, by far the record run for a single picture here. Two weeks usually usher out the most talked of gem.

At the Rialto Jack Mulhall and Dorothy Mackaill in "Lady Be Good" proved popular.

Three westerners. "Men of Daring," "Wizard of the Saddle" and "Riding for Fame" held a strong fort for the Tudor, while a second run week brought the usual large box-office for the New Alamo.

Cleveland

THE hottest week of the summer, with the temperature hovering around 90 degrees most of the time, was not conducive to big attendance at the local theatres. All of them suffered in proportion to the quality of the attractions on display. Of course, the house with cooling plants suffered less than those without this equipment. Most of the downtown business was attributed to the lower atmosphere in the theatres rather than a picture urge.

In spite of the heat, and with the addition of cooling system, the Stillman did satisfactory summer business during the second week of "The Cossacks." The last few days cooled off and business jumped correspondingly. This picture was universally pleasing.

"The Wheel of Chance" did fairly well at the Allen, also artificially cooled. The picture is a great character study and has considerable appeal. Richard Barthlemess does the dual role in interesting fashion. Fine entertainment.

"Steamboat Bill," Buster Keaton's latest picture for United Artists, is among the best comedies on the market, according to local critics. Business was fairly good, considering the heat. The State is also artificially cooled, which accounts for even a fair report.

"Hangman's House" was just moderately successful at the Palace, where artificial breezes and a good vaudeville bill should have drawn crowds. The picture is beautiful and has charm.

"Under the Tonto Rim" and "Midnight Madness" shared the week's honors at Keith's East 105th Street, each with moderate success." "Under the Tonto Rim" proved an average western made up of action and love interest, supplied in equal parts according to the accepted formula. "Midnight Madness" was satisfactory as a program picture.

The Park offered first-run neighborhood runs of "Street of Sin" and "Detectives,' both with just fair success. Neighborhood house business was negligible.

Seattle

A WEEK a little above the average for this time of year was reported by the first run houses of this city last week. **Topping the list for the second consecutive week was the Fifth Avenue Theatre. The attraction was "Telling the World," which did a fine business,** due to "Haines' popularity and strong exploitation. The stage show was Fanchon-Marco's "Bird Idea." It was the weakest in some time, but Hermie King and the Fifth Avenue Band put across two musical specialties that stopped every show and went for four and five encores. Business very good.

At the Seattle Theatre, runner-up, the attraction was "Diamond Handcuffs." The picture was not strong, but it was different and pleased most audiences. **The box office was helped very much by the personal appearance of Lena Malena, one of the stars of the picture,** who enacted on the stage the dance she did in the film, and then appeared briefly in the Publix stage show, "Roman Nights," which was well received. **A week a bit above the recent average.**

The Blue Mouse Theatre continued to play to capacity evening houses and strong matinee business with "The Lion and the Mouse." It was the second week for this film, and it goes into a third week with very little apparent decline in the box office. Supporting Vitaphone acts leaned a bit too much toward the dialogue, as opposed to musical numbers, but got a few laughs. Movietone and a color film rounded out a bill that is still clicking big money.

At the United Artists Theatre, "The Raider Emden" was the attraction, and it played to very pleasing business. It was a very interesting film, and was well liked by every audience. Strong press reports and exploitation at the theatre helped put over a good week's gross, considering the 25 cents policy.

The Columbia Theatre fared only to a mediocre stage with "Rose of the Golden West." It was a fairly good film, but lacked any great appeal **and played to just average houses.**

At Universal's Winter Garden Theatre, "The Patent Leather Kid" at 25 cents, second run, went over for a very good week, and was held over for a few additional days. The musical score with Jan Sofer conducting the enlarged orchestra was a drawing card in itself. Good business.

The Orpheum celebrated the inauguration of its return to the $1 top, reserved seat policy, with "We're All Gamblers" on the screen and Lerdo's Mexican Band on the stage. The stage bill was superior, but the film was a welcome improvement, though not strong, over the former pictures that this house has featured.

Pantages fared not so well with "Don't Marry," which was not a very strong box office title or film.

The Embassy Theatre and other downtown first and second runs played to average business, and neighborhood houses continued below normal.

Albany

THE Vitaphone proved its drawing power in the hottest summer weather Albany has seen in many a day. The Mark Strand theatre using "The Lion and the Mouse" with Vitaphone synchronization during the past week, when the mercury stood in the nineties day after day, filled the house each evening, something that no other motion picture house in Albany found itself able to do during the week. The picture started off well on Monday and received much favorable comment in the newspapers, which, of course, helped out. In addition to the feature, there were two Vitaphone presentations, one by the Brox Sisters and the other by Cruse Brothers. The fact that the Vitaphone was able to successfully combat torrid weather has set many of the other owners of first run houses in Albany to considering the advisability of Vitaphone or similar installation.

The Mark Ritz theatre in Albany used "Freckles" to a fair business throughout the week.

Business fell off at the Leland, where George O'Brien in "Honor Bound" was used as the feature. It was simply too hot

Business was also off at the Clinton Square theatre in Albany, where double features are the rule and where "Ham and Eggs at the Front" and "Wandering Girls" were used.

The neighborhood houses report business as having been poor during the past week, although it was noticeable in both the first run and subsequent run houses, that one the one cool evening of the week, business picked up and served as an indication of what can be expected along with the fall days.

In the neighboring city of Troy, "Tenderloin," running the entire week at the Troy theatre, and also using the Vitaphone, proved itself one of the best business getters of the recent months, and in fact the theatre had receipts probably in excess of any hot week in the history of the house. The public took to the picture and both matinees and evenings were well attended.

The Lincoln theatre in Troy used "A Certain Young Man" to rather mediocre business the fore part of the week, and during the last three days, used double features, "Broadway Daddies" and "Green Grass Widows," But without gaining any crowds of which to boast. Neighborhood houses in Troy complained last week, saying that business was decidedly off.

Portland

(Previous Week)

THE continued cool weather last week tended to increase somewhat attendance at the first run houses, and in consequence took considerable business from the outside attractions. This was especially true on the Fourth of July when all houses reported an exceptionally nice business.

"Sally of the Scandals" drew well at the Oriental and Bessie Love interpreted the perfect representation of a "downstage" trouper. On the stage Katherine Laidlaw gave a diverting and spectacular dance the "baloon swirl." "Sunshine" and "Coquette" were featured by the Oriental ballet. Josef Srodka and orchestra and Glenn Shelley at the organ contributed to the musical fare.

Three outstanding artists, Norma Talmadge, Gilbert Roland and Noah Beery, give the best they've got to **"The Dove,"** which was given some novel advertising by Manager Bert Levy, but United Artists have given us much better offerings in the past. **Box office reported only fair returns.** Atmospheric music by Joseph Sampietro's orchestra was enjoyed, and included Victor Herbert's "Sweethearts."

Another outstanding bill was presented at the Broadway and Bebe Daniels increased her popularity here with "Hot News." Packed houses were the rule especially in evening performances. Fanchon and Marco's "Radio-Television Idea" was by far the cleverest idea they have had yet with a number of enjoyable stars in the cast. Georgie Stoll and his band provide an excellent musical backing.

Lena Malena in person on the stage and also on the screen at the Portland, in "Diamond Handcuffs" made a double attraction and pleased many. Box office returns showed slight increase over previous weeks.

Pantages did a nice week's business with Fagan and his Band as headliners and on the screen "Chicken a la King" with our old friend Ford Sterling furnishing a host of laughs.

"The Lion and the Mouse" at the Blue Mouse for the third week, continues to play to good business.

Neighborhood houses report only average business for the week, and this was also true of the second-run houses down town.

Minneapolis

THE weather was cooler last week in Minneapolis, and the pictures were a little bit stronger, so business took a slight turn for the better.

The State did a very nice business with "The Lion and the Mouse," advertising it as the first spoken drama of the screen," and the film seemed to have a very general appeal.

The Minnesota, too, had a picture which drew in the crowds, William Haines in "Telling the World." This film was supplemented by the Publix stage show, "Galloping On."

Zane Grey's "Vanishing Pioneer" pleased the western fans at the Lyric, while Rod La Rocque in "Hold 'Em Yale" seemed a popular feature of the Hennepin-Orpheum vaudeville program.

Pantages showed Lois Moran in "Love Hungry," but the real attraction was the appearance of the four winning couples in the recent Minneapolis dance marathon.

The Lagoon and Loring theatres, neighborhood houses, did good business with Emil Jannings in "Street of Sin," while the other outlying houses were doing about the average trade with such films as **"Hangman's House," "Night Flyer," "The Big City,"** and **"Love and Learn."**

The Grand, one of the smaller loop theatres, attempted a revival week with fair success, showing such films as **"The Gold Rush," "Dream Street," "The Eagle,' and "A Connecticut Yankee in King Arthur's Court."**

Baltimore

THE week beginning July 9 was very hot here, accompanied by plenty of rain, and this weather curtailed business at the first-run theatres here to a great degree.

The best attendance in town was at Loew's Century, where Clara Bow and Richard Arlen appeared in "Ladies of the Mob," with a stage presentation act entitled "Main Street to Broadway" with Ted Claire and other vaudeville headliners. Business throughout the week there held up excellently.

Next in line for good business was Loew's Valencia, where John Gilbert and Renee Adoree were co-starred in "The Cossacks." During the second week of that attraction at that playhouse the patronage held up very well.

"Chained," the Ufa production, starring Benjamin Christiansen and directed by him, did good business at the Little theatre, the Motion Picture Guild's house of 250 seats. It started off poorly but went up very good during the latter part of the week. This picture was billed as the same type of story as "The Captive."

At the 4,000 seat Stanley "Three Ring Marriage," co-starring Lloyd Hughes and Mary Astor, proved a fairly good drawing card, while "Eight Bells," the stage attraction headed by Buddy Page, was also on the bill.

Attendance was only fair at the Keith-Albee Hippodrome, where "Modern Mothers,' with Helene Chadwick and Douglas Fairbanks, Jr., was the feature film attraction with five acts of Keith-Albee family time vaudeville. The picture was weak, the story being only for about three reels of picture.

At the Keith-Albee New Garden theatre "Buck Privates" held forth with Lya de Putti and Malcolm McGregor playing the leading parts. Business through the week was only fair. The six acts of Keith-Albee high class vaudeville had Silver King, the dog star, on the program in person.

Ottawa

HOT weather with occasional heavy rains did not encourage theatre attendance at Ottawa, Ontario, during the week of July 9, but, at the same time, "Ramona" lived up to expectations and hope for its second week at the Regent theatre. Only one night was there a small attendance and that was due to a severe storm.

Another feature that held its own despite the temperature was "Skirts," starring Syd Chaplin at the Imperial. It was found to be excellent entertainment of a light nature—just what the people wanted, it seemed.

A well-balanced show, having substantial entertainment value, was seen at B. F. Keith's, but patronage was somewhat off. The attraction was "The Showdown," which was a fine dramatic production in itself and pleased the crowd generally.

Manager Dan Stapleton split the week at the Centre with "Figures Don't Lie" and "Nevada." The former was rated highly by patrons and Esther Ralston was well liked as usual. Patronage was only fair for "Nevada," although Gary Cooper was excellent in the star role.

The Columbia theatre gave a big program with "Collegiate," starring Alberta Vaughan, as the feature. The result was fair. The Columbia neighborhood prefers Westerns and melodramas. Other pictures included an instalment of "Masked Menace," comedy and news weekly, with a bit of vaudeville thrown in.

The bill at the Fern theatre looked good to the regulars there and the crowd was up to the summer average. It included "Gun Gospel," a comedy, "Swim Princess;" a chapter of "Hawk of the Hills" and a novelty film.

Tom Tyler in "Tom's Gang" and other subjects, including a serial, comedy and news weekly, drew the usual July audiences to the Rex theatre.

The Laurier theatre in Hull, Quebec, had a double bill that was seen by a fair turnout. "Man and Woman," known as "Man, Woman and Sin," before the censors got busy, failed to arouse enthusiasm, while "The Wife's Relations" was considered better.

"Why Sailors Go Wrong" was the attraction at the Eden theatre and it was a good hot-weather hit.

Chicago

BREAKING of a house record, a very unusual event for several months in Chicago, was reported last week at McVickers Theatre, where "The Street Angel," the feature which inaugurated the new Movietone and Vitaphone policy at this house, the box office exceeding that of "The Big Parade," or the biggest week of Paul Ash's engagement.

Two other loop houses had exceptional weeks, the Roosevelt, which was starting its new era of entertainment with Movietone and Vitaphone, the feature picture being "Sunrise," Fox's Movietone and other good short subjects, and the United Artists theatre with D. W. Griffith's "Drums of Love" as its offering.

"Wheel of Chance," in which Barthelmess pleased critics and public, played to satisfactory business at the Chicago, and the talking picture, "The Lion and the Mouse," ended its extended run at the Orpheum to fair business.

"Bringing Up Father" was the screen attraction at the Oriental, where Al Kvale and his gang headed a peppy stage show.

Outside of the loop, business was deemed satisfactory, considering weather conditions, extremely hot temperature holding down theatre attendance somewhat at the majority of Chicago's houses.

Pittsburgh

FIVE Pittsburgh first run theatres are closed for the summer months, the largest number of theatres ever to be closed simultaneously in this city. Consequently the few houses remaining open for business, are compiling better than average box-office receipts.

Loew's Penn had an excellent week's business with John Gilbert in "The Cossacks." The crowds seemed to like the thrills as well as the love-making of Gilbert and Renee Adoree. The stage presentation consisted of the Publix Unit "Step This Way," featuring Mitzi Mayfair, talented juvenile dancer.

The Stanley had one of their best weeks since the opening several months ago. The screen attraction was "Ladies of the Mob," starring Clara Bow, a big favorite with local picture fans. The stage offering was entitle "All Aboard," and featured Bert Lewis, who made quite a hit with the audience here.

At the Grand, Richard Dix in "Easy Come, Easy Go," got better than average business. One vaudeville act was presented in addition to showing of newsreel and comedy.

The Cameraphone tried a revival week, changing attractions each day. Used films starring Pickford and Fairbanks as well as two of the D. W. Griffith productions. Business was good.

Viola Dana, movie star, was here in person, appearing in a vaudeville skit at the Sheridan Square Theatre the first three days, and at the Harris Theatre the last three days of the week. Miss Dana proved a very good drawing card, and was greeted with much applause upon her every entrance.

Milwaukee

MILWAUKEE theatre managers are jubilant over the break the weather gave them last week which helped to keep their theatres filled throughout the entire run. The week was unusually cool and as a consequence business was brisk.

The Garden theatre showing "The Lion and the Mouse," was filled at every performance and the picture is being held over for a second week.

The Merrill theatre held them out practically every evening waiting for a chance to crowd in to see the feature "The Cossacks" which will also be offered at this theatre for another week.

Things were not quite so lively at the Alhambra where "Eternal Silence" was featured.

"The Street of Sin" combined with a good stage presentation succeeded in keeping the Wisconsin well filled.

The Strand fared not so well with "Mademoiselle from Armentieres."

The Orpheum as usual enjoyed good business with "Walking Back" as the photoplay feature.

The Riverside offered "The Chorus Kid" to fairly good houses.

The Modjeska, Uptown and Garfield featured "The Yellow Lily" with very satisfying results.

"Road to Ruin" was the offering of the Oriental and Tower. Business here was fair. The Venetian did very well with "The Spotlight."

"The Devil Dancer" drew very well at the Milwaukee and National.

Salt Lake City

THE attendance at the first run motion pictures of Salt Lake was slightly under par this past week as a general rule, due to the call of out-door recreations, although some very good reports have also been made.

The Capitol theatre enjoyed fairly large attendance, having as a special drawing card the local winner of the "Opportunity Contest" held recently, featured in the Fanchon and Marco "Opportunity Idea" on the stage, in connection with the picture production, "Lady Be Good."

Karl Dane and George K. Arthur in "Circus Rookies," was very favorably received at the Pantages in addition to the vaudeville performance offered at this house.

May McAvoy and Lionel Barrymore in "The Lion and the Mouse" was held over for a second week's run at the Victory with record business continuing.

"The Road to Ruin," a special Fox production, has been an unusually good drawing card at the American, this past week, with satisfactory results being had.

Rod LaRocque in "Hold 'Em Yale," with Jeanette Loff, Hugh Allen and Tom Kennedy, has played to fairly good sized houses at the Gem theatre during the wek.

The second run of Lon Chaney in "The Big City" did good business at the Rialto, and Mary Pickford in "My Best Girl" played to satisfactory attendance.

William Boyd in "The Skyscraper" received a fair share of attention and attendance at the Tower theatre.

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San Francisco

(Previous Week)

DURING the past week, the El Captain, San Francisco's newest and largest theatre, and Loew's Warfield did remarkable business, not only for this time of the year, but for any time as well, as crowds flocked to these two theatres the entire week.

The El Capitan showed the picture, "We Americans," besides special acts. This picture would have been held over for a second week had not another picture been advertised.

At Loew's Warfield Theatre, William Haines, well liked here, starred in the picture, "Telling the World," which together with the presentation act, "Bath Tub," crowded that theatre all week.

"The Man Who Laughs," shown at the Columbia Theatre at advanced prices, did a wonderful business the first four days, including the Fourth, but the balance of the week business was only considered fair. Conrad Veidt, the star, appeared in person and was well received.

In the Granada Theatre, "Ladies of the Mob," together with the Publix Surprise Show, did fairly well.

"The Four Sons," shown at the St. Francis, continues to draw many to that theatre. While during the past week this theatre was not crowded, due to the weather and the holiday, one could see how very popular this picture is, otherwise so many would not have come here on its third week showing.

"The Lion and the Mouse" played to fair crowds at the Embassy Theatre, but not to as many as were expected.

"The Count of Ten," together with vaudeville acts, drew fair numbers to the Golden Gate Theatre.

An average number saw "Turn Back the Hours" and "Opening Night," together with vaudeville acts at the Union Square. It is thought more would attend this theatre if the construction of a new building next to it would not drive many away from the street.

"The Divine Woman" at the Alexandria and "Tea For Three," together with acts, at the Coliseum Theatres, attracted good crowds.

San Diego

ALTHOUGH "The Jazz Singer," featuring Al Jolson, had a run for five weeks at the Plaza, establishing a new record for continuous showing in San Diego, the film was brought back and held forth at the Superba for two weeks.

"Glorious Betsy," during its presentation at the Plaza, was found to be an interesting picture, with its Vitaphone features, but it did not quite come up to expectations from the box-office standpoint.

With the vogue which almost any Chaplin picture enjoys, the showing of "The Circus," at the West Coast Cabrillo meant a big attendance and it certainly attained that record. It meant also an evening of fun to see the picture and every patron come away with a smile—a smile which was reflected on the faces of the house staff for the capacity attendances during the two week's stay of the feature were most cheering.

When "Ramona" came to the West Coast California it came with the prestige which the name "Ramona" has gained in and about San Diego, for it was here that Helen Hunt Jackson, the author of the story, did much of her writing and research, and the name of the heroine is linked with places around here.

Just how long Chicago crime and underworld pictures will continue to draw is a question, but "The Drag Net," shown at the West Coast California proved by the box-office receipts that such films still hold a strong interest here.

"The Raider Emden," shown for two weeks at the West Coast Cabrillo, held attendance well throughout that period. General Manager Hartman of the West Coast houses found that two publicity stunts helped to keep the crowds coming.

The Plaza had the honor of bringing to San Diego the first talking picture, "The Lion and the Mouse," and it proved a wonderful drawing card at that house, which was also the first to bring the Vitaphone to this city.

New Orleans

(Previous Week)

WITH all downtown theatres showing strong pictures business during the past week showed a marked improvement over that of the previous seven-day period.

The biggest business of the first run houses was done by the rebeautified Tudor which introduced the Vitaphone to New Orleans. Every performance was packed to capacity and the Saenger Theatre-company officials decided to keep the inaugural bill over an extra week. The feature picture was "Glorious Betsy," with Conrad Nagel and Dolores Costello. In addition three acts of Vitaphone vaudeville featuring Mary Lewis, Van and Schenck and Waring's Pennsylvanians, were given. The inaugural address on the screen was by Will Hays, movie Czar.

For several weeks in adance the Saenger Theatres publicized and advertised the Vitaphone extensively thru the newspapers, billboards, show cards and other forms of advertising.

Next in order was the new Saenger Theatre which showed "Ladies of the Mob," with Clara Bow. The picture was highly entertaining and was featured in conjunction with a Publix stage show. The latter was not up to the average and it was "Ladies of the Mob" that turned them away satisfied.

Loew's State Theatre's business was slightly smaller than that of the week previous. "Mademoiselle From Armentieres," an English made film released through Metro-Goldwyn-Mayer was shown but did not go so well. The vaudeville bill was well-balanced and entertaining and whatever business was done by the Canal street playhouse can be credited to it.

"Buck Privates,' with Lya De Putti, Malcolm McGregor and Zasu Pitts was the Saenger Liberty theatre feature and the house's business showed much improvement over previous weeks. This rollicking tale of doughboys in the land of frauleins was well liked.

The Orpheum Theatre showed "Walking Back" with Sue Carol and it proved a delightful film. Business at the University Place playhouse was up to average. Five strong acts supported the film.

Colleen Moore and Edmund Lowe pulled them in at the Strand theatre in "Happiness Ahead," and those who saw it were well satisfied. The Strand celebrated its eleventh anniversary and the management was highly pleased with the fact that this picture was the feature of the anniversary week program.

"Hold 'Em Yale," with Rod La Rocque and Jeannette Loff, was the Trianon feature and although the picture had its local premiere elesewhere drew well. Pictures of this type always have been popular here.

Des Moines

"SLIGHTLY USED" at the Strand with May McAvoy and Conrad Nagel as fairly popular individual attractions, did a good business.

"The Circus" at the Des Moines Theatre held a big average for the week, although breaking no house records.

Summer stock opening at the Princess with "Merton of the Movies" met with fair enthusiasm but had no effect whatsoever on movie trade.

New Orleans

WITH all downtown first-run houses offering real summer time entertainment to their patrons, theatre business during the past week was much improved over that of the previous week.

The Tudor Theatre, where the Vitaphone presentation, "Glorious Betsy," with Conrad Nagel and Dolores Costello, is in its third week, continues to attract large crowds at all performances. This form of entertainment has proven a most popular one with local showgoers. In addition to the feature film, three acts of Vitaphone vaudeville are on the program.

"Something Always Happens," with Esther Ralston, was the new Saenger Theatre attraction and drew well. The picture was different from any the palatial playhouse has shown in recent months, and in conjunction with an excellent stage bill, was well liked.

Loew's State Theatre featured Rin-Tin-Tin in "Rinty of the Desert" and business was excellent. The dog star and Tom Mix are two of the house's biggest drawing cards. All week business was good. Five sterling acts of vaudeville were coupled with the film.

The Strand featured "The Warning," with Jack Holt, and business showed much improvement over the previous week. The film was praised by those who saw it and by local newspaper reviewers.

Dolores Costello in "No Other Woman," was the Orpheum feature photoplay attraction and is credited with helping to bring them to the University Place playhouse. Little Jack Little was the stage headliner, but they've seen him before and heard him via radio so often that the picture is given all the credit.

Another New Orleans theatre closed its doors during the past week. This was the Trianon Theatre, formerly operated by the Saenger Theatres. This brings the total of New Orleans theatres closed for the summer season to five. Others closed are the Crescent, Tulane, St. Charles and Palace theatres.

Neighborhood theatres continue to do well.

Harrisburg, Pa.

HOT humid weather all week cut deeply into the receipts of all the picture houses.

Perhaps the theatre that suffered least through the extreme temperature was the Victoria, where Esther Ralston and Gary Cooper in "Half a Bride" held up well against the adverse conditions. Patrons who saw the play liked it immensely and classed it as good mid-summer entertainment.

Richard Barthelmess in "The Little Shepherd of Kingdom Come" deserved better patronage than it received and the same may be said of "Steamboat Bill, Jr.," starring Buster Keaton and Ernest Torrence, at Loew's Regent. This latter picture had some marvelously good comedy of the stunt character and also light plot that kept the rather small audience in constant laughter.

The screen attraction the last half of the week at the State was George O'Brien in "Honor Bound." A sprightly Marcus revue on the vaudeville side of the program helped to stimulate attendance, which doubtless would have been larger in cooler weather.

The crowds seemed more inclined to patronize the swimming pools, and out-door dance pavilions than entertainment under roof.

The offering at the Grand part of the week was Jack Mulhall in "Pleasures of the Rich."

The Russell did fair business with Karl Dane and George K. Arthur in "Circus Rookies," while the Royal appealed for public approval with "The Great Deception," with Ben Lyon and Aileen Pringle starring.

Opinions on Pictures

The Cowboy Kid

Fair Western; Gagged Aplenty

(Reviewed by Raymond Ganly)

A FAIRLY effective western is this Rex Bell vehicle. Thickly strewn with gags, it constantly twits the old theme of western plots. The comedy is bundled out so readily that it overlaps the more serious touches. It seems certain that a better western would have emerged if the opportunities for comedy had been disregarded and a great deal more of earnest and dramtic action had been planted instead. This number is so spruced with laugh material that you can regard it as a western comedy or vice versa.

Bell is a youth of pleasing countenance and manner. Perhaps this is just the type of story in which he can best develop into a more competent performer. Most of the attributes of the screen's western heroes are his—horsemanship, athletic ability and pep. His latest is a fair western of average strength and is best gaited to win the approval of the neighborhood trade or out in the sticks where westerns are sure-fire.

The remainder of the cast does some good work, except for Mary Jane Temple, who is quite colorless. But the comedy sheriff and the comic cowboy and the other comic personalities score pretty consistently with their laugh endeavors.

Drawing Power: A fair enough offering for fans who like westerns. The star is a pleasant young man and breezy in his acting. Bill him as a good prospect. **Exploitation Angles:** The press book has a variety of ideas for putting the picture over. The various scenes offer several tie-up possibilities.

THEME: Comedy western of young cowboy who becomes entangled in the affairs of girl. The latter's father is the town's banker and the victim of various bank robberies. The cowboy captures the thieves, saves the father from financial ruin and along with his numerous other accomplishments wins the girl.

Produced and **Distributed** by Fox Films. **Length**, 4,293 feet. **The Cast:** Rex Bell, Mary Jane Temple, Brooks Benedict, Alice Belcher, Joe De Grasse, Sid Crossley, Billy Bletcher. **Story** by Henry Sinclair Drago and Seton I. Miller. **Continuity** by James B. Tynan. **Cameraman**, Sol Halperin. **Director**, Clyde Carruth.

Warming Up

Dix Has a Hot One Here

(Reviewed by Laurence Reid)

BASEBALL stories are not expected to leave the familiar groove—not since Ring Lardner started the fashion several years ago with his rookie pitcher. The central figure must be a yokel up from the sticks, who gets into the Big League and wins the game for the World Series. This one is cut from such a design, but in its development it unfolds an assortment of new gags and incidents.

Besides, the sound accompaniment just about makes the picture aside from Richard Dix's very sincere and understanding performance. The remarkable point about the sound effects is that they were added after the picture was shot, and yet the synchronization is nearly perfect. The noise of bat meeting ball, the shouts of the fans, etc.—these are colorful factors toward making this a great hit for the boys and their old men.

Dix comes up from the bushes to become the star pitcher in the Big League team. The customary situation is at hand—two strikes and three balls—but even though you know what is coming it still carries a kick. Why? Because it is done well. Mike Donlin, the old-time Giant, worked in the film, and doubtless did considerable in establishing the realistic touches. There are comedy points here which help.

"Bee-Line" **Tolliver** comes to the Yankees wearing the watch fob with which he was decorated for popularity in the old-home town. And Richard Dix gives a great performance in the role. The camera is manipulated neatly. There are scenes in which it is placed immediately behind the pitcher's box. And the thrill follows in seeing the ball curve over the plate. The idea isn't so warm, but the action is all to the nifty and surely entertains. Jean Arthur makes a charming heroine who, as the club-owner's daughter, is won by the bush leaguer.

Drawing Power: Sure to prove popular with baseball fans, etc., and Dix' name. **Exploitation Angles:** Play up Dix and Mike Donlin, ex-ballplayer with the New York Giants. Play up the sound synchronization. Feature as lively picture of a baseball rookie.

THEME: Comedy romance of bush leaguer who wins the World Series and the girl to boot.

Produced and **distributed** by Paramount. **Length**, six reels. **Released** July, 1928. **The Cast:** Richard Dix, Jean Arthur, Mike Donlin, Wade Boteler, Roscoe Karns, James Dugan, Claude King, Philo McCullough, Billy Kent Schaefer. **Director**, Fred Newmeyer.

"His Favorite Wife"

(Fox—Two Reels)

(Reviewed by Raymond Ganly)

THIS comedy is one of the Van Bibber series. It is all as crazy as can be, but funny all the same. The gags are not unexpectedly original. Probably they have been seen before in various forms. Although they cannot be credited with newness, neither can it be said that they miss the spot. Stock laugh material is still rendered effective when handled with the certainty displayed in this chuckle number.

Tyler Brooke is Van Bibber, not the Van Bibber that Richard Harding Davis had in mind, but more of a comic Adolphe Menjou. Mary Ashcraft is his attractive wife while Vernon Dent and Flo Allen are the couple whose lot it is to put up with the unintentional pranks of Van Bibber. As the background is a steamer, many are the possibilities for funmaking. To augment the laugh situations, an escaped baboon frolics with Van Bibber and introduces a nervous reaction on the beholder which fits in nicely with the general effect of the comedy.

"Four Walls"

Underworld Story—Reliable Cast

(Reviewed by Lillian Gale)

JACK GILBERT, as Benny, a Jewish youth, still appeals to the feminine eye. But the part does not provide the scope that Gilbert's talents will stretch and only the painstaking direction of William Nigh lifts the picture which contains nothing new, to an attraction above the average. However, the direction and cast deserve all the credit for the story is less than ordinary.

Benny, leader of a "gang," resents opposition in any of his affairs, especially interference where his girl, Frieda, is concerned. Frieda, a girl with winning ways and promiscuous tendencies, is caught flirting openly with the leader of another gang and the trouble which ensues ends in a shooting. Benny, who shoots, perhaps in self-defense, nevertheless murders the intruder. He gets a sentence and is confined to four walls. But he is out in four years.

Months behind the bars serve to develop Benny's thinking apparatus. He becomes interested in things which previously found no place in his thought, undergoes reformation and when released, determines to go straight.

Circumstances tempt Benny to visit a rendezvous where associates of his former life are gathered for a frolic. There is a raid. In a fracas on the roof-top, Monk, Benny's ex-confederate, but now leader of the gang and suitor of Frieda, topples off the building. Suspicion falls upon Benny as well as upon Frieda, but it appears that a man who fell such a distance regained sufficient consciousness to exonerate both before his death.

Many of the scenes are pregnant with action—filled with gunplay and exciting incidents, leading to an exceedingly dramatic climax. Evidently the story designs to expose the undying devotion of Benny, a crook who goes straight, to a faithless girl, who finally intends to. Anyway, because of Frieda, Benny temporarily forgets all he learned in four years within four walls.

There is nothing particularly new about the picture. It holds interest in its melodramatic fashion and entertains. Carmel Myers, in a departure from the type of role with which her name has long been identified, delivers convincingly.

Drawing Power: Gilbert's name, augmented by popular cast. **Exploitation Angles:** Feature star and work on popularity of underworld dramas. Cafe scene with impromptu dancing or cabaret will serve as atmospheric prologue.

THEME: Underworld romance and gang leader's reformation.

Produced and **Distributed** by M-G-M. **Release Date**, Aug. 4, 1928. **Length**, 6 reels. **The Cast:** John Gilbert, Joan Crawford, Carmel Myers, Vera Gordon, Louis Natheaux, **Directed** by William Nigh. **Scenario**, Alice D. G. Miller. **Titles**, John Colton. **Photographed** by James Wong Howe.

Telling the World

Entertaining Most of the Way

(Reviewed by Laurence Reid)

A TYPICAL William Haines picture bobs up here for your approval—and by typical we mean that the star continues to portray the jolly cut-up. It should please the folks in any man's theatre since it is cut from a humorous pattern and doesn't sag in furnishing its highlights. The star has a very large following and as yet these fans haven't tired of Haines' brand of comedy.

Once again he doles out didoes as a cub newspaperman. Such a freshie would be wisecracked to death in real newspaper circles, but for the purpose of making a story click the character is sound enough. He appears as very cock-sure which makes him a terrible pest. Revealing himself as the disowned son of a rich man he walks into a newspaper office and gets an assignment—which is to interview the old man on why he was kicked out.

This idea employs a note of originality with a kick of humor in it. Following this order he runs into a murder and develops into a real reporter. Eventually the youth goes to China as a special correspondent. Which gives him the chance to rescue the girl friend from annoying revolutionists. There is quite a thrill in getting the story home to the papers. The telegraph instruments, the telephones, the cables, the radio, etc., are lashed in quick succession.

Haines is the same old Haines, taking his work easy, mugging a little too much, but getting away with it. Anita Page as the girl is appealing and given more assignments will eventually develop the necessary naturalness. The extras were genuine since the newspaper boys were drafted from the Los Angeles Press.

Drawing Power: Haines' popularity. For any type of house. **Exploitation Angles:** Tease that title. Bill as comedy-romance of newspaper cub reporter. Play up star as having a typical story. Feature Anita Page, one of the newcomers.

Theme: Romantic comedy of cub reporter who after being disowned by rich parent, makes good, wins the girl and everything.

Produced and **distributed** by Metro-Goldwyn-Mayer.

Length, six reels. **Released,** June, 1928. **The Cast:** William Haines, Anita Page, Eileen Percy, Frank Currier, Polly Moran, Bert Roach, Matthew Betz, William V. Mong. **Director,** Sam Wood.

"Sanctuary"

(M-G-M—One Reel)

HERE'S another one of those Ufa Oddities that Metro-Goldwyn-Mayer is releasing in this country. It is interesting and thoroughly well done. Birds of the pelican family are shown in their haunts on rocky cliffs. The subject matter, the precision and general all-round facility of the cameraman is exceptional. All in all, it is a film offering that, in spite of its short length, is extremely worthwhile. Take a tip; these Ufa shorts form one of the best series being offered the movie public today.—RAYMOND GANLY.

Ruth Taylor Signs New Paramount Contract

Ruth Taylor, one of the newest players on the Paramount roster, has been signed to a long-term contract by that company. She has completed her role in "Just Married."

"Roaming Romeo"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

HERE'S an instance when the dictionary is referred to to find a good assortment of adjectives that will do justice to the worth of a picture. You have often been advised that a picture was good in words like "hot stuff," "splendid program fare," "laugh knockout," etc. With the advent of this Lupino Lane comedy, however, we drag out the superlatives and earnestly recommend it as one of the best comedies of the year. There are loads of laughs. You stumble over them every minute or so. The world of merriment that they have packed into this short subject makes it emphatically distinctive. It is "the spice of the program," all-right, and how.

Lupino Lane is an artist when it comes to giving a clever burlesque. He gently nudges Roman history, its modes of life and amusements. Deftly gagged with effective satiric touches, the comedy is joyous, genial—a genuine laugh tonic. "Ben Hur" comes in for a few jazzy moments and so do the Roman athletic games, the togas and banquet tables that have made famous those days of yore.

The story is nicely patterned and embroidered with the unexpected. Two galley slaves escape to a Roman villa, where they pose as gladiators. It is here that the laugh hysterics begin to creep in, growing in volume until they are quite the thing. Lane fights and wrestles, falls hard for a beautiful Roman dame, is threatened with assasination by the lady's husband and his followers, and, in fact, has a hectic time. So hot do things become for him that both he and his friend, Wallace Lupino, decide that galley life is much better, and so they run back to the life of slaves.

Lane's burlesques are the most intelligent in the movie world today. Give his latest a nice gold star.

"Pathe Review No. 30"

(Pathe—One Reel)

A VARIETY of subjects is the result of the Pathe Review cameramen's efforts on this occasion, making for good entertainment. Attractive scenes are shown in Pathecolor of the slowly dying volcanic Mount Lassen, in California, which geologists claim is to old to erupt again. Dancing girls from the "Hit the Deck" stage production, give the old salts at the sailors' home, a touch of Broadway. A camera study is presented of Charlie Voight, the originator of Betty the newspaper cartoon strip. Scenes are also presented of "Old Sumatra." In this sequence, the audience is given an intimate slant of the "Big Baboon College," where the efficiency of the natives is shown in their training of baboons to pick cocoanuts.—GEORGE J. REDDY.

Tarzan the Mighty

(Universal—Serial)

(Reviewed by Chester J. Smith)

THIS gives promise of being one of the most unusual serials yet produced. It is entirely out of the ordinary run of such pictures and should develop some highly interesting highlights before its conclusion, judging by the first three chapters. It is a jungle picture with a small cast of humans, and wild animals of all varieties figure almost as prominently as the humans.

Frank Merrill, the splendidly muscled athlete is ideally cast as Tarzan, who knows the language of the denizens of the jungle and has complete control over them. Mary Trevor, the heroine castaway on this desolate island, is played by Natalie Kingston. Al Ferguson is Black John, leader of the pirate band, bent on the destruction of Tarzan. The other two roles are played by Bobbie Nelson, as Mary's little brother, and Lorimer Johnston as Lord Greystone.

Tarzan, whose parents died in the heart of the jungle in his babyhood, is reared by a sheape and knows only the language of the jungle. He is accepted by the beasts as their King. He comes upon Mary bathing in a forest pool and is at once enamoured of her, but she is under the complete dominance of Black Jack, who is about to compel her to become his bride.

Mary, in the pool, is attacked by a huge crocodile and is saved by Tarzan. She returns to the tribe of Black John and preparations proceed for her marriage of the tribe leader. Tarzan appears at the height of the ceremony, is overpowered by the tribesmen and calls upon the beasts of the jungle to come to his assistance. His call is answered by elephants and tigers, who effect his rescue just at the critical moment.

There are some exceptional shots of the jungle and the wild animals and they add greatly to the general effectiveness of the picture, which gives rare promise of developing into a tremendous thriller. The photography is unusually good and the first three chapters indicate that the serial will fairly abound with action up to the time of its termination. Jack Nelson directed.

"Felix the Cat in Futuritzy"

(Educational—One Reel)

THAT splendid little cinematic actor, Felix the Cat, has an apt vehicle in which to display his varied talents in this new mixture of artistic cartoon work, ingratiating gags and clever story.

Have you ever noticed that in these Felix cartoons the spice of the story, the prop for the laughs and gags, the central figure around whom everything revolves, is always the longe figure of the little cat? And have you ever noticed the peculiar traits of character with which the cat has been invested by his makers? In other cartoons these essential things are absent. Instead of a story revolving around one figure, the cartoonists generally bring in an entire menagerie of animals. In the representation of the whole of the animal world the scope is, of course, much wider, but ofttimes ingenuity is so seldom present that it seems as if they have deliberately introduced a variety of animals to offset the apparent lack of ingenuity or the ability to tell a series of stories built around one individual. In the case of Felix, the writer has noticed that a strict adherence to character has always been the rule. That's one of the reasons why these Felix cartoons top their competitors. The cat can do everything but talk. And in this age of the talking movie even that is possible for him.

Yes, this is a good cartoon. Do not overlook it.—RAYMOND GANLY.

"The King of Shebas"

(Universal—Two Reels)

(Reviewed by George J. Reddy)

A FAIR amount of comedy is offered in this latest Arthur Lake vehicle. The young comedian, aided and abetted by Buddie Messenger and the attractive Lillian Gilmore, and somewhat of a story, is enabled to produce a deal more humor than he has done in past performances. The film will find favor with the average audience.

Arthur takes Mary for a spin in his flivver, and is in high spirits, until Billy Fox pulls up alongside, and threatens to cramp his style. Arthur manages to elude Billy after a long chase, in which a cop participates. Arthur escapes from the cop, and gets a promise from Mary to elope. All was well until the time for the elopement, when the pair are caught by their indignant parents, and Mary is marched into the house and Arthur is carried to the woodshed. Billy in the meantime gets mixed up with the cop's daughter and is almost thrown in jail, but doesn't. Billy and Arthur get together and compare notes, and decide together that they are off women for life.



Reproduction of newspaper displays featuring "Happiness Ahead" and showing how first run the atres adapted stock cuts and press book ideas to their own style of layout. The ads illustrated were featured in Sunday newspapers by the following theatres: Allen, Cleveland; Liberty, Wheeling; Norva, Norfolk; Strand, Hartford; Colonial, Dayton and Earle, Washington, D. C.

Classified Ads

RATES 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

WANTED—Position as Theatre Manager. Five years' experience—single—age 27. A-1 references—go anywhere. Box 367, care Motion Picture News, 729 Seventh Ave., New York City.

MANAGER — Thoroughly experienced in motion pictures. Married. Will also take position as assistant. Box 368, care Motion Picture News, 729 Seventh Ave., New York City.

Orchestra Director, Master of Ceremonies or Guest Conductor desires house. Pictures, Stage Presentation or Vaudeville. Absolutely box office attraction. Routined and experienced in all lines of show business. Present position six seasons. House closing. Age 30. Must be real house and good salary Photo on request. All communications answered. Address Box 369, care Motion Picture News, 729 Seventh Ave., New York City.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Union or nonunion. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

YOUNG MAN, five years' experience as moving picture theatre assistant manager desires position in that capacity or opportunity as manager of small house. Experienced publicity and ballyhoo man and in the compiling of programs, etc. Address Box 336, care of Motion Picture News.

ORGANIST, versatile, competent, desires change of city. Union. Complete library. Eight years experience. Straight picture policy preferred. Address Box 351, care Motion Picture News, 729 Seventh Ave., New York City.

ORGANIST. AAA references from theatres that count. Exceptional opportunity to secure well known musician of uncommon ability. Investigate. Box 315, care of Motion Picture News, New York City.

VITAPHONE - MOVIETONE Projectionist. 18 years' experience. Steady and reliable. Box 361, care of Motion Picture News, 729 Seventh Ave., New York City.

For Sale

THEATRE SITE, Market St., Harrisburg, Pa. Only available location in heart of business and movie district. Corner property 52½ feet front by 210 feet deep. Long term lease. For particulars address Box 370, care Motion Picture News, 729 Seventh Ave., New York City.

TWO PEERLESS Lamps, complete, like new. $190.00 each. Box 485, Rochester, N. Y.

FOR SALE—700 fine upholstered opera chairs from first-class theatre, $2.75 per chair. Also 1,000 strong and durable veneer chairs at $1.10. Can be seen upon request. Box 425, care of Motion Picture News, 729 7th Ave., New York City.

Regional News from Correspondents

Central Penn.

THROUGH the purchase on July 11 of the Orpheum theatre, Carlisle, Pa., by the Mecco Realty Company, of Scranton, for the Comerford Amusement Company, of the latter city, the Comerford chain now controls both the two leading Carlisle theatres, having acquired the Strand from Robert A. Steele, early in the Spring.

The Orpheum is located on West High Street and was bought from Mr. and Mrs. David S. Cooper, who had conducted it for more than ten years. Included in the transaction, which represented an expenditure of $155,000, were two properties across the street, housing the Cumberland Valley Telephone Exchange and several stores, on the site of which the Coopers at one time had contemplated the construction of a new theatre. There are reports that the Comerfords will shortly carry out that project.

The Comerford interests took over the operation of the Orpheum on July 14, and placed it under the local management of A. R. Glaser, who also manages the Strand.

The Arcadia Amusement Company, of Shamokin, which controls the Capitol theatre, in that city, has changed its name to the Arcadia Utility Corporation, and has transferred the title to the property at 45-57 Independence Street to the latter corporation. At the same time announcement was made that the corporation has issued a mortgage for $250,000 with the Guarantee Trust & Safe Deposit Company, of Shamokin, as trustee, in a new plan of financing. The mortgage, which is on a 6 per cent basis, was filed at the Northumberland county courthouse, in Sunbury, July 7.

A Pennsylvania charter was granted at the Capitol in Harrisburg to the Wayne Amusement Company, of Honesdale, Pa., organized for the purpose of conducting theatres and other places of amusement, and buying, selling and leasing the same. The corporation is capitalized at $25,000, consisting of 250 shares of stock at a par value of $100 each. The paid-in capital is $2,500. L. Kelley, of 1529 Webster Avenue, Scranton, is treasurer and one of the incorporators, owning nine shares of stock. The other incorporators are: M. E. McLaughlin, 1124 Marian Street, Scranton, and J. R. Jackson, 227 Riverside Drive, New York City, each owning nine shares.

The Orpheum Theatre, Franklin, on Friday, July 13, offered as an added attraction on the screen, stereopticon views of prominent local citizens made from snapshots taken on the streets by a cameraman.

In a crash of an airplane which took a nosedive near Pottsville, Pa., on July 10, Mrs. Patricia Perry Andrews, 23 years old, a motion picture actress, of Williamsport, Pa., and Morris M. Titterington, 38, vice-president and chief engineer of the Pioneer Instrument Company, of Brooklyn, met instant death. Their mangled bodies were found in the wreckage of their blue and gold biplane. Mrs. Andrews' father said they were on their way from Brooklyn to California when the accident occurred, and had intended to stop in Williamsport en route.

A R. Glaser has succeeded Robert S. Steele as manager of the Strand theatre, Carlisle, which was recently acquired by the Comerford chain, of Scranton, from Robert A. Steele, father of the former manager.

A Sunbury newspaper has published the fact that J. I. Coldren, manager of the motion picture theatre and park at Rolling Green, near Sunbury, is a cousin of Miss Amelia Earhart, the Boston girl who flew across the Atlantic in the Friendship .

John B. Veach, son of George J. Veach, head of the corporation which is about to open the new $750,000 Colonel Drake theatre, in Oil City, has just been elected secretary-treasurer of the Century Furniture Associates, composed of 22 retail furniture stores in the Central and Eastern section of the United States. He is one of the directing heads of the George J. Veach furniture store in Oil City.

The contract for the erection of a new theatre in Allentown, for J. G. Reiff, has just been awarded to W. H. Gangewere, of that city.

Pathe News on July 10 sent a cameraman to Mount Carmel and made several camera shots of Miss Kitty Boyer, of that city, holder of the women's trapshooting championship of Pennsylvania, to be used in a Pathe news reel.

David A. Levy, prominent architect of Allentown, who designed the Rialto theatre there, and the remodeled Lyric theatre, was guest of honor at a banquet given by a group of friends on July 10, just prior to his moving to New York City to practice his profession.

The Capitol theatre, Shamokin, on July 6, increased the size of its orchestra from eight to eleven musicians, and announced a policy of more elaborate musical features hereafter. Earl Moser continues as leader of the orchestra.

The doors of the Crystal theatre, Miners' Mills, closed on July 1 for a period of six weeks.

Maxwell H. Hite, one of the pioneer motion picture projectionists of Harrisburg, has been making a round of some of the charitable institutions of that city and vicinity, putting on free picture shows for the inmates. He was at the Dauphin County almshouse, July 2, the Shiremanstown Methodist Orphanage the following day and the Home for the Friendless, Harrisburg, July 10.

The foundation work has been completed for the new $200.000 theatre J. V. Schreck is erecting in Ashland, and work of raising the steel girders has begun.

Manager John P. McCarthy, of Loew's Regent, Harrisburg, announced that the contract for installing Vitaphone and Movietone apparatus in the house has been awarded to the Electrical Research Products Co., Inc.

Washburn Richmond, organist at the Capitol theatre, Pottsville, is recovering rapidly from injuries he received recently when his roadster collided with a truck. The accident occurred on a Saturday and he insisted on returning to his post in the theatre on the following Monday.

San Francisco

HERMAN WOBBER, District Manager of Paramount Pictures has returned to San Francisco after a trip to New York on business.

Bob McNeil, general manager of Golden State Theatres Circuit, and Mrs. McNeil are home from a delightful trip to New York and the east via the Panama Canal.

Esther Malm, one of the First National staff is now on a two weeks vacation.

Ole Olsen and Julius Cantwell are combining their salesmanship and traveling together in the Sacramento Valley.

Dorothy Luft spent an enjoyable vacation in Lake County.

Allen Usher is to be in charge of the Movietone Department of Paramount in San Francisco. The local office will be the distributing point for eleven western states.

Jimmie Wood of Redding was a recent visitor on the Row.

Mickey Carney, who has held down a booker's chair in the local Pathe office for some time, has been transferred to the Seattle Pathe office under Les Theuerkauf to occupy a similar position.

Jack Brehaney, manager of the Capitol, has begun improvements and renovation, upon completion of which the theatre will reopen. No change in policy has as yet been announced.

Julius Cantwell is back after his first trip over his old stamping ground, and was complimented by his exchange boss for the way he clicked with contracts for Columbia.

The Portola Theatre, one of the city's oldest motion picture theatres, closed its doors July 7th and it is not known when it will open again.

Assistant Sales Manager Frank Shea of FBO spent a week here going over marketing affairs of the new product with Branch Manager W. E. Matthews.

Mrs. L. Reichert, wife of Louis of National Screen Service, is spending the summer at her former home in Wilkesbarre, Penna. with her daughter.

H. Anderson, who some three years ago was in the booking department of Pathe, leaving to join the exhibitor fraternity, in obtaining the Alba Theatre at Albion, has disposed of his house and is back again at the booking desk of Pathe.

Jack Rue, film salesman, who has traveled practically all of the Pacific Coast division, and now covers the Sacramento Valley territory for Pathe, was married recently to Miss Helen Martin.

The Wigwam Theatre, one of the largest residential theatres in the city, owned and managed by Nat Holt, recently reduced its admission prices to 15 and 10 cents.

Mel Hertz, has been appointed organist at the new El Capitan Theatre, which has installed a $50,000 organ.

Columbia's Pacific Coast manager, J. H. Goldberg was in town recently for a chat with his branch manager, Phil Weinstein, over the program now being announced and sold for the 1928-29 season. Mr. Goldberg continued on to the northwest territory and will return to spend a week in San Francisco.

Cleveland

D. L. SCHUMANN, one of the original founders of the Ohio Amusement Company lately withdrew from that concern and is now heading a new circuit of his own which he is gradually assembling. His first purchase was the Marvel theatre. Last week he bought the Lorain-Fulton from the Ohio Amusement Company. Ed Cole, who managed the Lorain Fulton under the Ohio Amusement Company regime, has been transferred to the Lincoln theatre as manager.

Harry Dodge is back in the motion picture fold after an absence of about six months during which time he was in the advertising business in Columbus. He is now with United Artists as assistant to district sales manager Harry L. Gold. Dodge was formerly manager of the Cleveland Paramount exchange.

Harry L. Gold, district sales manager for United Artists held a divisional sales meeting in Columbus last week at the Neil House. The object of the meeting was to discuss the new product and the new sales policies for the coming year. Those present were Saul Resnick, exchange manager, Harry Dodge, assistant district sales manager, Charles Kranz Barney Ferber, Cleveland; Dr. Joseph Levy, sales manager, Ernest Pickler, E. C. Stewart, Joseph McKnight, Cincinnati; Oscar Kuschner, sales manager, William Esch, William Ratz, T. McConnell, Indianapolis; Jack Goldhar, Sales manager, and A. M. Goodman, Detroit. Telegrams were received from Al Lichtman, Joseph Schenck and the stars that shine. under the United Artists banner.

William Esch, formerly manager of the Universal exchange in Indianapolis, is now with the United Artists exchange in the same city as special representative.

More unconfirmed rumors are abroad concerning the sale of the Stillman theatre to the Statler Hotel. Local notices stated that the legal representatives of the Stillman theatre conferred in New York with the representatives of the Statler interests. Cleveland representatives of both interests refused to make any statements. However, it is generally conceded that if the deal does materialize, the Allen theatre will go into long runs, and presentations will be transferred from the Allen to the State. In that case, the Park will return most likely to first run pictures and Loew vaudeville. Nobody can verify any of these rumors at the present time, however.

Mark Goldman, manager of the local Tiffany Stahl exchange states that he is closing up the territory way ahead of last year. Among the contracts already set are for the whole Tiffany-Stahl output for the Gusdanovic circuit, and the Max Lefkowitz circuit, both of Cleveland.

Jack Kennedy, booker at the local FBO exchange until his recent promotion as special representative out of the Chicago office, was tendered a farewell party last Saturday by the members of the Cleveland FBO exchange. He was presented with a travelling case and an invitation to come back soon. Charles L. Lowe succeeds Kennedy at the booking desk.

George Lefko, FBO city salesman, has nothing to distract him from his work this summer. Mrs. Lefko has gone to California for an extended visit.

W. Weiberg, of the Royal theatre, Salem, died last week. His illness is reported to have been septic poisoning. Alma Weiberg a sister, is running the house.

"Pop" Foster veteran film salesman in this territory, has just linked his fortune with the Skirboll Gold Seal Productions, after having been with First National for the past five years. Foster is the one stable product of the film business. He has been covering the southeastern part of this territory for the past fifteen years.

I. Lipson of Cincinnati closed a contract last week with Frank Drew for the entire 1928-29 Metro - Goldwyn-Mayer product for Keith's Palace, Youngstown, and the Sixth St. theatre, Coshocton.

Eddie Johnson and Louis Gross, who operate a film trucking service in this territory, with their respective families are leaving July 22nd for a two weeks vacation trip at Sparrow Lake, Canada.

If he knows where to get 'em, the drinks are on Joe Krenitz, city salesman for Universal. The occasion is in celebration of the arrival of a daughter in the family. Congratulations!

CLEVELAND follows next gal

E. E. Oliver of the Oliver Moving Picture Supply Company, has invented a device for reducing the excessive heat in projection machines caused by the high intensity lamps used for projecting talking movies. Oliver has a machine in operation at the Oriental with a shutter attached on the back of the projection machine. This shutter is so arranged that while it cuts down the heat and prevents buckling of film, it does not reduce the degree of light.

L. D. Snow, who for many years has owned and operated Snow's theatre, Garrettsville, has sold the house to K. M. Gentholtz. The sale becomes effective August 1st.

Raymond Strang is the new owner of the Hollywood theatre, Toledo, having purchased it from Lillian B. Stewart.

John B. Elliott, owner of the Strand and Ben Ali theatres of Lexington, Ky. is having both houses redecorated and when completed, they will rank among the de luxe theatres in the state.

In his capacity of City Commissioner, George Schade of Sandusky submitted to technical arrest five times in one day to test the legality of some new parking ordinances which are unpopular among the merchants. Schade owns and operates Schade's Theatre.

Pittsburgh

ONE of the many recent cloudbursts which Western Pennsylvania has been experiencing, proved a costly one for Max Steinberg and M. Landy, owners of the Hazelwood Theatre at Hazelwood. Their theatre is situated at the foot of a hill, and when the rainstorm descended the water poured into their theatre and covered the auditorium to a height of three feet. The house was closed for repairs two days and damages totaled $2,000.

A. A. Weiland, owner of the Strand, Knoxville and the Rialto, Mt. Olive, is spending the summer with his family in the Weiland cottage at Conneaut Lake Park.

Jack Leary and F. C. Bonistall have resigned their positions on the sales force of the local Universal branch. Their places will be filled by two newcomers to the local film field, namely, Arthur Melvin and Al Herman.

Ray O'Toole, in charge of night activities for the Exhibitors Service Company, is once more a proud daddy, Mrs. O'Toole having presented him with a daughter on July 3. The newcomer will be named Mary Louise. The O'Tooles have another daughter, Elizabeth, aged 14 months. Mother and child are doing fine.

Vacationists absent from Film Row at the present time include Wm. Bowers, Harold Lund, Jack Fontaine, Rose Van Cure, Hyman Wheeler, Mary Shuloc, Elizabeth Cunningham, Helen Gajer, Thomas Skelton, Hannah Pettit, Merle Boyle, Claire Neiderberger, Clara Powell, William D. Jeanek, Harry Fry, Joseph Pemberton, Joseph Hanna and Howard Dennison.

Recent visitors at the Warner branch here were: Clifford Almy, district manager; Max Milder, division manager, and Manager Moray, of the Warner Cleveland branch.

Harry F. Grelle, pioneer local film man, and William P. Tanney, head of the Tanney Organ & Piano Company, are back in Pittsburgh. Both men were financially interested in the recent dance marathon conducted in New York by Milton D. Crandall.

Nick and Bill Anas, West Virginia theatre owners, were seen along film row. Nick has just returned from a months' motor trip as far west as Iowa, where he visited relatives. He was accompanied by Mrs. Anas.

"Johnny" Harris, of the Harris Amusement Company, has gone to California for a five-week vacation trop.

Samuel Lurie, former local theatre owner, is now conducting the Arion Theatre, Cleveland.

Milton Miller, accessory salesman for the Columbia Film Service, spent his week's vacation accompanying salesman A. R. Cherry on the road. Milton wanted to get some pointers on the selling game.

Anthony P. Jim has just taken over Ed Harvey's theatre at Woodlawn, one of the finest theatres in the local territory. Jim now controls a string of about a dozen theatres hereabouts.

Among the recent exhibitor visitors to Pittsburgh's Film Row were: Harry Petz, with his son and daughter, Youngwood; Jacob Smith, Barnesboro; O. J. Sybert, Moundsville; Charles Silveus and son, Waynesburg; Bernard Kuhn, Cameron; Alexander Demas, Donora; Joseph Simon, Johnstown; William Richelieu, Bellefonte; S. Haimovitz, New Kensington; Carl Becker, Butler; James Retter, California; Bart Dattola, New Kensington; Nat Walken and B. E. Cupler, Washington; Rudolph Navary, Verona; Robert Coyle, Charleroi; William R. Wheat, Sewickley; Ken Woodward, Uniontown, and Mr. Anton, Monongahela.

The Columbus Amusement Company, New Kinsingon, have just announced details of a beauty contest which they will stage in this town. The Columbus will provide the winning contestant with a vacation trip to Conneaut Lake Park.

W. J. Kupper, manager of Fox, has returned after a week's business trip to the company's New York home office.

Edward Morton, manager of the National Theatre Supply Company, and Tom Freeman, head machinist at the local branch, both of whom have been ill the past two weeks, are reported on the road to recovery.

The Stanley theatre, Pittsburgh, and also Loew's Penn here, have both been equipped with Vitaphone and Movietone.

South East

FRIENDS in Charlotte were grieved to learn of the death of Tom C. Duncan, of Union, S. C., on Monday afternoon, July 9. Mr. Duncan was the father of Mrs. Donald M. Eaves, who for years has been connected with several theatres in North and South Carolina.

The Royal Theatre, Spindale, N. C., which was owned by J. R. Washburn, has been sold to P. L. Champion of that city. Mr. Champion also owns and operates the Liberty Theatre in Spindale.

W. C. Flowers, formerly owner of the Royal Theatre, Bailey, N. C., has sold the house to L. B. Brame.

The Pioneer Theatre, Manteo, N. C., has been purchased by W. C. Caskill. Mrs. George Crees was the former owner.

J. E. Paradis, accompanied by his wife and children, is in Philadelphia, spending a two weeks' vacation. Mr. Paradis is manager of the Temple Theatre in Sanford, N. C. During his absence, R. C. Rountree, assistant manager, is in charge.

J. E. Estridge, Lyric Theatre, Gastonia, N. C., has purchased the Vitaphone for his house, and announced that installation will be made immediately.

Sam Hammond, former manager of the Egyptian Theatre in Greenville, S. C., is now manager of the Alhambra Theatre in Charlotte. James Cartledge, who has been manager of the Alhambra, has been sent to the Imperial Theatre in Asheville, N. C.

Mr. Hammond has been in Greenville for the past two years and was connected with the Imperial Theatre in Columbia, S. C., before going to Greenville. All three theatres are operated by the Publix Theatres Corporation.

The Opera House, Henderson, N. C., the Strand Theatre, Gaffney, S. C., and the Buffalo Theatre, Buffalo, S. C., have been purchased by Eaves Theatres, Inc. The Henderson house was owned by Donald M. Eaves, while the Gaffney and Buffalo were owned by Mrs. L. D. Eaves.

The Columbia Theatre, Columbia, S. C., which has been operated by Propst & Brown, has been taken over by B. W. Wayland, who formerly was connected with the Rivoli Theatre in that city.

Dick Early, who formerly owned the Strand Theatre in Tryon, N. C., but who recently has been manager of the Omar Theatre in Rock Hill, S. C., for the Eaves circuit, has been appointed booking manager for Eaves Theatres, Inc., succeeding W. C. Costephens. Mr. Early will also continue to manage the Rock Hill house.

The Carolina Theatre, Apex, N. C., has been taken over by Bell & Sloan. J. M. Herndon was the former owner.

Many theatres in North Carolina have closed recently and it is understood they will not be opened until Fall. Among them are the Broadway in Fayetteville, the National in Greensboro, the Midway in Durham, Capital in Raleigh, all Publix-Saenger houses, and the Palace in Morehead City, a R. T. Wade house.

The new Littleton Theatre, Littleton, N. C., opened July 5 under management of M. P. Burwell, Jr.

A. B. Huff, formerly owner of the High Point, N. C., theatres, opened his new theatre in Dunn, N. C., July 4.

J. E. Webb, formerly of Webbs Theatre, Shelby, N. C., is building a new theatre in Gastonia, N. C., which, it is understood, will be completed September 1.

George Hendrickson, formerly manager of the Liberty Theatre, Darlington, S. C., has been salesman for United Artists in the South Carolina territory for some time.

Stough Brothers, Davidson Theatre, Davidson, N. C., have taken over the Victory Theatre in Mooresville, N. C., from J. R. Hauser.

Visitors in Charlotte last week were Ed C. Curdts, Bijou and Majestic Theatres, Greenville, S. C.; F. E. Manley, Omar Theatre, Spartanburg, S. C.; Mr. and Mrs. Chas. C. Picquet, Carolina Theatres in Pinehurst and Hamlet, N. C.; D. Holt, Troy Theatre, Troy, N. C.; W. H. Hendrix, Fairview and Central Theatres, Greensboro, N. C.; P. C. Osteen, Egyptian Theatre, Anderson, S. C.; Claude Webb, Webbs Theatre, Shelby, N. C.

Stough Brothers of the Davidson Theatre, Davidson, N. C.; Ira B. Prosser, Prosser Theatre, Johnsonville, S. C.

A dinner, given by the Memphis-Little Rock Film Board of Trade at the Peabody Hotel, recently, was attended by managers, salesmen and bookers of exchanges in this jurisdiction. The dinner was held for the purpose of discussing the new standard exhibition contract, although the affair had its social features.

It is reported here that Mrs. R. P. Ferguson, of Jacksonville, Ala., will operate the Palace Theatre at that point. She has purchased a pipe organ from L. J. Davies, who handles the Selector-Duplex line in Alabama.

G. A. Johnson, popular owner of the Delco Theatre at Centre, Ala., is receiving the congratulations of his many friends upon the birth of a son.

The Rex Theatre, Holly Springs, Miss., was bought recently by Peck Childs.

The Tri-State Theatre Corporation has taken over the Wright Theatre at Gurdon, Ark.

Charles Hughes, formerly salesman for F B O, has resigned to accept a position in Salt Lake City, Uath. Charles Burton, of the Oklahoma City branch, will travel the territory formerly covered by Mr. Hughes.

J. N. Jenkins, formerly with the Hobson Theatre, Hot Springs, Ark., has bought and will operate the Ozark Theatre, Ozark, Ark.

Guy Bradford, branch manager for Tiffany-Stahl in Kansas City, Mo., visited Memphis the past week.

Earle E. Griggs, director of exploitation in the Southeast for Universal, spent a few days in Jacksonville, Fla., last week.

Mabel Laidlaw, inspector at the Jacksonville, Fla., Universal exchange, is on vacation.

William Richardson, Biddle Theatre, Bunnell, Fla., was a visitor to the Universal Jacksonville, Fla., exchange.

Friends of Mr. and Mrs. Elwyn L. Smith, of Jacksonville, were grieved to learn of the death of Mr. Smith's brother, Sid Smith, who died July 4 of heart trouble in Hollywood, Calif. Sid Smith was well known to the public as a popular screen comedian.

District Manager Jess Clark and Frank Dowler, of Publix, attended the opening of Vitaphone, at the Tivoli Theatre in Chattanooga last week. From Chattanooga, Mr. Clark and Mr. Dowler went to Knoxville. City Manager Guy Kenimer and Tracy Berham, booker, returned to Jacksonville last Tuesday. Mr. Morrison then left for Miami.

Manager C. C. Chapin has taken Charlie Morrison's place as manager at the Palace, Jacksonville, Fla.

Jack Hodges is now managing the Strand at Winter Haven, Fla., and is advertising manager of the Williamson Theatre of the same city.

Tampa, Fla., again has a 5 and 10 show. The Garden theatre, a neighborhood house on 20th avenue, is now advertising their programs at the reduced prices. This little theatre has never been very successful, but B. E. Gore, who is now operating the house, says the new policy has put the house over as a money maker with a nice little profit showing up weekly.

Some of the houses in Ybor City and West Tampa have been giving a 5 and 10 day each week, usually on Wednesday, but for a regular daily diet the Prince, on upper Franklin street, has been Tampa's only low price house for several years. The Prince charges 10 and 15.

With the taking over of the Universal string of Florida houses by Peninsular Theatres (Sparks) there were seven changes made in the management of the different houses. Six managers were transferred to other cities on the circuit and one was discontinued entirely, according to reports. Jimmie Wiest, former manager of the Tampa here, has been transferred from the Palace at Bradenton to the Grand at Orlando. Claude Lee goes from Fort Myers to Sarasota.

Anthony Shimko, of the Patio theatre, St. Petersburg, Fla., will, within a short time, open his new house in Tampa.

H. B. Wells, of the Opera House, Newberry, S. C., was a guest in the exchanges, after attending the southern convention of fire chiefs held in Atlanta the first of the week. Mr. Wells was sent as a delegate from his town.

S. T. Maughon and Frank L. Hudson have joined First National's Atlanta sales force.

Joe Smith, a publicity and newspaper man who recently has been engaged by the theatres in Texas, arrived in Atlanta last week to assume the position of publicity manager for Keith's Georgia theatre.

Recent visitors to Atlanta's film row included: H. V. Manning, of the Manning and Wink circuit, Ettowah, Tenn.; C. W. Maxey, of the Royal theatre, Summerville, Ga.; L. J. Glass, of the Wehadee Mills theatre, Roanake, Ala.

Portland, Ore.

RUMORS are rampant along the row of further changes which are to take place especially in presentation lines in West Coast houses. Officials of this organization who met here during the past week included Hershel Stuart, Jeff Lazarus, Eddie Hitchcock and Floyd Maxwell. Big announcements will be made soon besides the tentative date of August 18th being the time for opening of Greater Movie season.

Herbert J. Royster, for the last eight years affiliated with the Clemmer Theatre management, Spokane, Wash., has been named to manage the house by the Universal Pictures, Corp., owner. Mr. Royster will succeed Clem Pope, who has been transferred to Minneapolis, Minn., where he will take a position with the Publix State, one of the Publix chain.

George Jackson, manager of Universal, has departed last week for San Francisco to attend a regional conference with M. Van Praag and A. G. Rosenwald. The big topic is expected to be "Synchronization."

Word comes to the row of the appointment of C. A. Tipple as manager of The Dream theatre at Butte, Mont. Also that this theatre now is opened but three nights a week.

Vete Stewart of First National is now covering Montana points in the interests of his product.

Tom Walsh of FBO is making his tour of Montana points by automobile. He called on the Liberty and State at Miles City. They signed up 100 per cent for FBO. W. B. Hugart is now with FBO.

Ray Felker, well-known on the row, is now located in the capital city assisting George Guthrie in managing his Salem houses.

Roy Seery, of the First National, stopped in on his way along the Coast last week, and conferred with Les Davis, local representative.

Canada

A change in theatre policy has taken place at Montreal, Quebec, as a result of the new law in the Province of Quebec prohibiting the admission of children under 16 years of age to moving picture theatres at any time.

The Imperial Theatre, one of the largest in Montreal, re-opened July 15 after being dark for five weeks for remodelling, with a policy of exclusive vaudeville, nine acts constituting the program to be presented twice daily at $1. top. Formerly the Imperial had a combination policy of pictures and vaudeville, including feature-length picture and short subjects. The film attractions have been eliminated and now children, with or without their parents, may attend the show. H. W. Conover, veteran manager, continues in charge.

It is also intimated that the Palace, another large Montreal moving picture theatre, will close shortly for the installation of a full-size stage and that Pantages vaudeville will be presented at this house when it re-opens.

The City Council of Hamilton, Ontario, has adopted a resolution instructing the Police Department not to grant any more permits for carnivals in that city. Incidentally, H. E. Wilton, manager of the Strand Theatre, is a member of the City Council as an alderman.

An interesting emergency performance was presented at the Uptown Theatre, Toronto, home theatre of Famous Players Canadian Corp., when electrical services were interrupted by lightning while the house was crowded.

The feature of the impromptu show was the appearance of Teddy Gee, widely-known doorman at the Uptown, under the flare of several flashlights. Teddy Gee, known as "The Singing Doorman," offered several favorite vocal numbers, accompanied in the dark by the big orchestra under the direction of Jack Arthur. Mr. Gee did not take time to change from his door uniform and he was given an ovation when he was recognized under the meagre light. Others gave impromptu solos while Horace Lapp played request numbers on the organ which continued to function. The crowd was kept happy for more than an hour and not one request was made for a box office refund.

Announcement is made that Famous Players Canadian Corp., Toronto, has secured a site in Quebec City on which a theatre with 3,000 seats will be erected, the opening to take place early in 1929.

This is the first theatre in Quebec City for Famous Players and it will be the first East of Montreal to be linked with the chain of 135 theatres, although Famous Players has theatres in all cities from Montreal to Victoria, B. C.

F. Trudeau, 625 Dollard Avenue, Montreal, Quebec, has applied for a permit to erect a $300,000 moving picture theatre at Bernard and Champagneur Avenues, Outremont, Quebec, this being the first theatre in that municipality. Rene Charbonneau, 360 Sir George Etienne Cartier Square, Montreal, is the architect.

Trois Rivieres, Quebec, otherwise known as Three Rivers, is to have a new theatre to cost in the neighborhood of $100,000, the builder being L. Fiabrique, Notre Dame Street, Three Rivers. The architects are Asselin and Denoncourt, 42 Alexander Street, Three Rivers.

The Regent Theatre, Main Street, Winnipeg, Manitoba, owned by Mrs. R. L. Richardson of Winnipeg, has been purchased by Sam Weiner who has been operating the theatre on a lease basis for the past five years. Mr. Weiner has been a Winnipeg exhibitor for the past nine years and operates the Colonial Theatre, next door to the Regent. He will conduct both houses.

The new equipment of Loew's Theatre, Toronto, recently reopened after being reconstructed following a serious fire, includes a new type of rubber screen which has been arousing considerable praise. A handsome new feature is the immense pipe organ on which recitals are now being given by two artists. Jules Bernstein is the manager.

The Capitol Theatre, Kingston, Ontario, is dark for the first time since it was opened five years ago but it has been closed temporarily because of needed repairs. The shows have been transferred to the Grand Theatre which was recently renovated. E. O. Smithies is the manager in charge of both houses.

With the holding of the International Norse Convention in Winnipeg, Manitoba, various loappropriate attractions. Manager Graham of the Playhouse presented a Norwegian film production, "The Phantom Elk," as a special attraction, with Buttedahl, a Norwegian actor, making personal appearances.

"Ramona" was the feature at the Metropolitan Theatre but Manager Walter F. Davis presented a special reel showing the visiting Norsemen taking in the sights of Winnipeg.

At the Capitol Theatre, Manager Charles Straw presented the house orchestra, known as "The Capitolians," in a special program of Norwegian music in place of the usual overture.

Kansas City

PLANS for a new suburban motion picture theatre are being prepared by the Commercial Club of Independence, Mo., according to H. B. Owens, secretary. The new house, details of which have not been decided upon, will be located at Independence and Woodland avenues.

The Kansas City Journal-Post, a daily newspaper, has tied up with Loew's Midland Theatre in promoting a contest among Kansas City children for the selection of talent for Hal Roach's "Our Gang" comedies.

A local sales meeting of the National Theatre Supply Co. force was held last Monday at the Hotel President. George E. D. Kruif, general sales manager, presided. W. C. Denny, district manager from Denver, was among those present.

Hugh Gardner, of the Orpheum Theatre, Neoshe, Mo., and C. M. ("Dad") Pattee, Pattee Theatre, Lawrence, Kan. were recent Kansas City visitors the latter explaining that his reason for failing to attend the M. P. T. O. Kansas-Missouri convention in Wichita, Kan., was because of illness.

Herbert M. Woolf, of Kansas City, part owner of Loew's Midland Theatre, and Joseph M. Schenck, have departed on a European trip. Mr. Woolf plans to return home in about two months.

The First National Exchange force held its annual picnic at Wildwood Lake, Kansas City, the past week.

Ed Behrhorst, booker for the First National Exchange, and Margaret Armstrong, in charge of accessories, are endeavoring to prove that two can live as cheaply as one since their wedding last week. Albert Craid, Educational shipper, and Miss Edith Stutzeman are also working out the same problem.

W. E. Truog, who formerly was sales director in the Kansas City territory for Universal, has been appointed branch manager of United Artists in Kansas City, succeeding Guy Navarre.

The Southern Division headquarters of the Midland Circuit of theatres has been transferred from Kansas City to Springfield, Mo. H. E. Church will continue as division manager, having his offices in the Gillioz Theatre Building in that city, managing the theatre in addition to his other duties. He will succeed C. D. Haug as manager of the Gillioz Theatre.

George Manville, veteran exhibitor of Wathena, Kan., who had been ill several months, died last Saturday. He operated the Liberty Hall Theatre in Wathena, Kan., for several years, and was the father-in-law of W. P. Bernfield, Kansas City film salesman.

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Unusual Advantages for Children

Booklet

Ferry from New London to Montauk

BERNHARD LUNDBERG, Manager

Winter Resort:
Hotel Lincoln, Miami Beach, Florida



Albany

JOHN A. FITZGERALD, manager of the Strand theatre in Hudson Falls, was unfortunate enough last week to be mixed up in an auto accident near Quebec. In company with two friends, Mr. Fitzgerald was on his way for a fishing trip in Maine, and all went well until the car skidded off the highway. Leonard Kelly, who was with Mr. Fitzgerald, suffered a fracture of one arm, while the other arm was so badly cut that it required nine stitches.

Moe Mark, one of the officials in the Stanley Corporation of America, paid a brief visit to Albany last week, and after visiting the company's theatres, concluded that the city was too hot in which to tarry longer, and continued on his way north.

John Garry, who is now secretary to C. H. Buckley, operating the Clinton Square and Leland theatres in Albany, once managed a house in Glens Falls.

The Bright Spot in Rensselaer has again changed hands. Wellington J. Pindar of Albany, a newcomer in the business, took over the theatre last week from Harry Schenck.

Morris Rosenbaum, after spending a few days as the guest of his parents, Mr. and Mrs. Ely Rosenbaum of Ogdensburg, returned to Syracuse last week to enter a summer school run in connection with Syracuse University. Mr. Rosenbaum's father operates a theatre in the northern city.

Walter Roberts, manager of the Troy theatre, is back from a motor trip constituting his vacation, and which included Montreal.

Len Garvey, owner of the theatre in New Hartford, was along Albany's Film Row during the past week, and while in town announced that he had closed his theatre for the summer months.

There is a rumor current in Albany to the effect that Harmanus-Bleecker Hall, one of the largest theatres in the capital city, may become a first run house this fall. The theatre has a seating capacity of about 2,200 and is operated by the Proctor interests.

E. A. Ross, of Utica, has opened a new theatre in Remsen. The house will be known as the Remsen Theatre.

George Wright, who left Film Row sometime ago, to embark in business for himself as a purveyor of orange juice, is doing a good business in Albany, and will open a branch in Saratoga Springs during the racing month of August.

John Murphy, resigned last week as a salesman at the Albany branch of F. B. O., and has been succeeded by R. Eugene Goldsmith, who served for a time as special representative for First National in Europe.

Harry Hellman owner of the Paramount and Royal theatres in Albany, is now spending a good part of his time at his attractive summer camp at Crooked Lake.

The motion picture theatres in Lee, Mass., have been closed owing to the spread of an epidemic of septic sore throat, in which over 700 of the 4,500 persons residing in the village, had been stricken. Over twenty deaths have occurred.

C. H. Buckley, of Albany, is not taking any automobile trips at the present time, and while he admits that he has done no buying of new product as yet, his remaining at home is in anticipation of the opening soon of the buying season, during which he wishes to be on the ground.

Although a girls camp at West Copake was to have featured motion pictures this summer, and the same had already been booked from several of Albany exchanges, it was discovered last week that the electric power available was not sufficient for the machine and accordingly all bookings have been cancelled.

The theatre in Northville, which is operated by A. Grant Palmer, closed last week and will remain so for the rest of the summer.

The Lincoln theatre in Troy, which started to use double features a week ago as a means of bracing up business, will continue this policy during the last half of each week up until September.

The son of C. R. Halligan, who recently became Columbia's representative in the Albany territory, fell roller-skating last week and fractured his wrist.

While passing through Speculator last week, Sterling Wilson, local manager for Tiffany, tarried awhile and watched Gene Tunney in training. Mr. Wilson spent the past week end in New York City.

W. H. Linton, of Utica, who is the daddy of exhibitors in central New York, is recuperating from an illness that kept him away from the theatre for several days. During his absence, his son handled the house.

No date has yet been set for the annual outing of the Albany Film Board of Trade, although it is agreed to hold it sometime in August. The arrangements are largely in the hands of H. O. Worden, chairman of the committee on entertainment.

Although George Dwore and Morris Silverman are competitors in Schenectady, they appeared along Film Row last week, making the trip to Albany together and in fact visiting each of the exchanges and showing the most friendly relationship.

Mrs. Esther Kenny, employed at the Universal exchange, is enjoying her vacation this week, which will include both Lake George and New York City.

And last but not least, W. W. Farley, owner of several theatres in Schenectady, is improving his game of golf. He is now taking lessons several days each week at the Albany Country Club, where the "Pro" promises to make Mr. Farley an honest-to-goodness golfer.

Seattle

NEW champions in the golf field, among the exchange men and exhibitors of the Washington and Oregon territories, were crowned recently at the Fourth Annual Film Golf Tournament of the Pacific Northwest, held at Fircrest Golf Club in Tacoma. Charles W. Harden of the G. & H. Distributing Company of Seattle won the men's title, and the women's title went to Miss Emma Brown of Auburn. Frank Harris, manager of the B. F. Shearer Theatre Supply Company office in Portland, is the new men's handicap champion, and Mrs. Bob White of Portland takes the women's title in that classification. Scores of prizes were awarded by Seattle and Tacoma firms, and were won by the contestants in various types of golf competition. Victoria or Vancouver, B. C., are favored as the site of the 1929 Tournament. Much credit for the success of this annual affair again goes to Clyde Walker, editor and publisher of the Motion Picture Record of Seattle, who handled the mass of detail work.

Jan Sofer, for several seasons the conductor of the symphony orchestra at West Coast's United Artists Theatre in this city, has assumed the direction of the enlarged orchestra at Universal's Winter Garden Theatre. This was one of the first steps in the campaign of Managers Mike Newman and Chauncey Smith to place the Winter Garden in the front rank of downtown houses, as opposed to the former 25 cents second run policy.

Morris Segal, for several years associated with Paramount Famous Lasky in the sales department in Eastern Washington, resigned that position and has taken the Inland Empire territory for Manager George Ballentine's Fox Film exchange. Manager Neal East of Paramount has appointed Herbert Hoke to cover Mr. Segal's former territory, and Ed Kennedy will travel through Southern Washington and Oregon.

Lena Malena, one of the stars of Metro-Goldwyn-Mayer's "Diamond Handcuffs," made a personal appearance with the film at the Seattle Theatre here, and was featured in her famous "Voodoo" dance that occurs in the early sequences of the film. She also appeared as the star of the current Publix stage show.

This city's old Film Row became just a little more barren with the recent removal to new quarters of Manager L. O. Lukan's First National exchange. The new F. N. office is located at the corner of Second Avenue and Wall Street. Fox and Pathe are the only two exchanges that now remain in the old territory.

Mr. and Mrs. Basil, builders of the new Blue Mouse Theatre at Raymond, Washington, spent a short time in Seattle last week getting information on building and equipment matters.

Keith Beckwith, booker of the Fox Film exchange, has been appointed to the position of assistant manager, and his place at the old desk has been taken over by James Brooks, former shipping clerk.

The B. F. Shearer Company, theatre equipment firm of the Northwest territory, have moved into their handsome new building at 2318 Second Avenue, on the new Film Row. Additional office space in this building will also be taken by Mrs. R. B. Lynch, secretary of the Northwest Film Board of Trade, and also Manley Cockroft, representative of the Wurlitzer organ company.

Mickey Carney, former booker of the P. D. C. exchange, and recently connected with the Pathe exchange in San Francisco, returned to replace Arthur Grantz at the booker's desk in this city, effective now.

Two former Seattleites figured in the week's news: Seth Perkins, former local manager for M-G-M, is now manager for United Artists in Denver; Fred Sliter, former First National head here and now Fox manager in Milwaukee, is recuperating from a recent severe illness.

A. A. Haley, Paramount salesman in the Wenatchee territory, had a narrow escape from serious injury when his car skidded in loose gravel and went over a bridge into the Wenatchee River. He was merely bruised and scratched.

New York & New Jersey

THE film curb welcomed back Ned H. Smukler, of the Smukler circuit, last week upon his return from a trip to Chicago, where he completed some good work for the M. P. T. O. Mr. Smukler has since had a busy time of it, opening one theatre, and reopening the Rex theatre, East Rutherford, New Jersey. It will be remembered that the Rex was temporarily closed due to the Smuklers having some legal difficulty with J. T. Cosman.

Leon Rosenblatt, of the Rosenblatt circuit of New Jersey, who sometime ago sailed for Italy, supposedly on a four weeks' trip, has extended his visit to three months.

The recent closing by Sidney Cohen, of the Tremont theatre, Tremont and Webster Avenues, the Bronx, will be followed shortly by the shutting down of his Bronx Strand theatre, Prospect and Westchester Avenues.

Closing of the Lewis theatre, Newark, N. J., has been reported after having been reopened only about two months. No reason was advanced for the sudden shutdown.

Word has been received of the purchase of the Grand theatre, Perth Amboy, by Mr. Schusterman, who is also owner of the Opera House and Bijou theatres in New Brunswick, and the Strand in Red Bank. Mr. Schusterman will extensively renovate his newly acquired house, and probably open it the latter part of September. It is understood that Mr. Glazer, former owner of the Grand, is at present looking the field over for another theatre venture.

Sylvia Goodman, secretary and bookkeeper of Prudential Film Distributors, is at present away on a week's vacation.

Frank Purnel, owner of the Livonia theatre, Livonia Avenue, Brooklyn, is now running his house only three days a week—Fri., Sat. and Sunday.

The Montauk theatre, owned by B. Idsen, will also be operated on a similar policy.

Sam Burman, of the Senate theatre, 74th Street and 18th Avenue, Brooklyn, has closed this house for the summer.

Mrs. Downs, operator of the Lincoln theatre, 135th Street near Lenox Avenue, Manhattan, is devoting all of her time in putting over this house which, incidentally, is one of the first picture theatres in the Harlem section.

Joseph Bernstein, Vice-President of the M. P. T. O. of New Jersey, and owner of the State theatre, Jersey City, sailed for Europe the past week.

B. Burman, of the Hub theatre, located near 3rd Avenue and 149th Street, the Bronx, is reported to be vacationing in the mountains.

Al Moley and Ed Seider, managers of Prudential Film Distributors, and the Seider and Moley theatrical enterprises, are scoring a huge success with their latest presentation act, "Sid White and His Gang." This presentation has played at a number of picture houses, and has been booked by the David Snapper circuit for two houses, the Stadium, Tottenville, S. I., and the Capitol, South River, N. J., with a possibility of running the entire circuit.

Lon Goldberg, now general manager of the M & S Circuit, has one of the most enviable records among picture men as a worker and booker.

Joe Kligler, after a hard season's work at the Daly theatre and roof garden, Southern Blvd. near Tremont Avenue, the Bronx, is contemplating taking a vacation soon.

Renovations are in order at the Royal theatre, Southern Blvd. and Jennings Street, the Bronx. A new marquee is being built, new sound device added, and other innovations. Mr. Berg is the manager.

Mr. Baum is taking the place of Manager Madison, of the M & S Harlem Opera House, 125th St., near 7th Ave. Mr. Madison is going out West to locate near his home.

S. Stern, owner of the Nassau theatre, Nassau Avenue, Greenpoint, reports that his theatre has been renovated and redecorated, and that a new cooling system has been installed.

Sol Weisner has taken charge of the Harlem theatre, 125th Street and 3rd Avenue.

About a week or so ago, film row was awakened from its usual composure by a high-pressured ballyhoo in which Leo the Lion, the Metro-Goldwyn-Mayer trademark, was the chief performer. Quite a cavalcade surrounded the attractor in which could be seen the restless Leo pacing the floor of his luxurious cage. A calliope tooting industriously, the resplendent figures of brightly uniformed attendants on as conspicuously bedecked horses, the mounted police handling the contingent through the traffic, the cameraman recording the scene—all these were unusual along a street where ballyhoos have fizzled and flopped.

A few minutes on the row and Leo was moved to Broadway and 51st Street and stationed outside the Capitol Theatre. From there the procession proceeded to the home office of Metro.

Leslie E. Thompson, 24 Flint Avenue, Larchmont, N. Y., is one of the directors of the Amsterdam Consolidated Corporation, Manhattan, operating as managers, proprietors and lessees of motion picture theatres, etc., and which is authorized to issue 1,500 shares of stock without par value.

Out of town visitors in New York last week were: Ed Brown, booker for the Sparks Enterprises, with headquarters in Atlanta, Ga., and Jean Darnell, general exploitation representative of the Capitol theatre, Dallas, Texas, who was here on a vacation.

A new French Company, founded in Paris, proposes to build a large up-to-date theatre in New York, and screen only French productions.

Des Moines

THE report that Mr. Blank plans to sell all his theatre interests in Iowa to the Publix organization, to whom he sold a half interest in a large part of his chain some time back, has not been completely confirmed. The DesMoines headquarters of the A. H. Blank interests, stated that Mr. Blank would probably conclude the deal.

Vorse, Kretsch and Kraetson, architects, have taken over the plans for changes in the Ames Theatre at Ames. Bids are being received from contractors for the $30,000 work that is to be done on the house. The stage, balcony, foyer, lobby and front are to be changed. Joe Benjamin Gerbracht is manager of the theatre for the Commonwealth Theatres.

The Woodbine theatre at Woodbine, Iowa, has been remodeled and redecorated. A new cooling system has been added at the theatre and new opera chairs installed. O. D. Tuel is owner of the house, and is assisted by his son, O. W. Tuel, Jr., who operates the new Victor Electricola.

Visitors along Film Row were Jake Cohen of Ottumwa, George Cecil of Bedford, Mr. Stanley of Greenfield.

Bessie Sayers, a clerk at the office of Paramount, will shortly depart on her vacation.

Ames won the Sunday shows at the downtown theatres after a battle which seemed to point to defeat. At the recent vote taken at the polls a measure for lifting the state blue law was voted down by a close margin. The city council, however, which had been elected on a platform of which one plank was a desire to see the Sunday shows return to Ames should the people so desire, at a recent meeting voted four to two in favor of allowing the downtown theatres to remain open. The Chamber of Commerce and other civic organizations had been active in a campaign for the Sunday show while the measure was opposed by some members of the faculty of the Iowa State College at Ames.

W. G. Hale of Truro who has had the Strand theatre at this enterprising film point for some time has leased his theatre to C. M. Hutchison. Tragedy visited the Hale home on July fourth when the young son of Mr. and Mrs. Hale was drowned. The boy was attacked by cramps and although his two brothers tried to save him they were unable to reach him in time.

At Jessup, Iowa, the Grand theatre changed hands last week. Frank Kress was the former owner of this house. He sold to W. I. Campbell.

H. P. Wolfberg, district manager for Metro Goldwyn Mayer, was in DesMoines several days last week.

Earl Miller, owner of the Idle Hour Theatre at Dunlay, Iowa, has purchased a new sedan. Mr. Miller also operates the Opera House at Denison.

Grace Veenstra, secretary to A. W. Nichols, district manager for Paramount, is spending her vacation on a motor tour. She expects to visit Minneapolis and Duluth.

Lucille Bliss is the new girl at the Metro Goldwyn Mayer exchange. She will be in charge of records and the telephone desk. She succeeds Mr. Ted Lyons, one of the recent brides of Film Row.

W. G. West, booker at the same office, will also fade from the film row scene for two weeks holiday.

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Chicago

THE hundreds of friends of Bill Sweeney, veteran showman and of recent years, office manager for the Exhibitors Association of Chicago, will be glad to know that he is showing some improvement, although he has been away from his desk for the past two weeks. "Bill" is often said to have more friends in the film and theatrical business than any other single individual and Chicagoans and many visitors who call in at the Association headquarters, miss him and are hoping he will be able to return to his office very shortly.

Dave Rice, for many years manager of the Jackson Park and recently in charge at the North Center Theatre, is leaving shortly for Los Angeles, where he has been appointed divisional manager for Universal Theatres. It is understood he will have eight houses under his supervision.

Harry Corbett is no longer connected with the Ambassador Theatre, having taken charge at the Capitol.

Herbert R. Ettelson of the Strand Theatre, accompanied by Mrs. Ettelson is enjoying a three weeks' automobile trip in northern Wisconsin and Michigan. Among the points they expect to visit are Mackinac, Charlevoix and north woods resorts.

Steve Montgomery returned from his last week's fishing outing at Bangs Lake, Illinois, with a story which brought tears to his friends' eyes. According to Steve, he got fourteen fish but someone in the party had a slippery hand and let the entire string slip back into the lake.

Walter Fleugel of the Empire Theatre, Pekin, reports that his new $300,000 theatre, which is being erected on the site of the old Capitol, will be ready to open September. The new house is an atmospheric theatre, the inspiration for the style of architecture being Chinese, with pagodas and other typical features emphasized.

Joseph Koppel has recently been named general manager for the string of theatres operated by Louis Laemmle. Mr. Koppel will also continue in charge of the Astor and other houses which he has been managing for sometime past. He has recently secured an interest in the Janet Theatre on North Avenue.

Israel & Jesselson have taken over the Peoples Theatre at 47th and Ashland and the house is now operating under their management. Israel & Jesselson formerly were partners, the latter selling out his interest in the Halsted and Waverly Theatres, which Mr. Israel is still operating, and the new deal again brings them together.

Joseph Kennedy of First National Pictures, stopped off in Chicago for a conference with local executives last week. Mr. Kennedy was on his way from New York to the Pacific Coast.

E. H. Saunders of Metro-Goldwyn-Mayer, was here this past week for a conference with Divisional Manager Shirley and Manager Felix Mendelsohn.

Manager Pierce of the Peerless Theatre at Kewanee, was visiting on film row for several days last week, it having been the first time he has been in Chicago for many weeks.

Stanley Hatch, western sales manager of First National, spent a day in Chicago and then left for Los Angeles.

Publix' new twelve hundred seat theatre, which will be known as the Colfax, will open in South Bend, on October 4th. Manager Drake, formerly of Miami, Florida, will be in charge of the house and "Warming Up" Paramount's first synchronized picture will be the opening feature, Vitaphone and Movietone installations having been completed in the new house.

The Apollo Theatre at Belvidere, Illinois, is operating only three days a week and will continue on this schedule during the hot season.

Harry Lerner of the Lerner Theatre, Elkhart's large, de luxe house, is having Movietone installed.

Bland Brothers, it is reported, will take over the Famous Theatre, located at 3644 W. Chicago Avenue, on September 1st. This house has been owned and operated for sometime past by V. R. Langdon.

Harold Murphy, formerly director of publicity for Cooney Brothers, is in New York City and it is reported, may tie up with a large eastern circuit.

The La Salle Theatre, popular speaking playhouse at one time and later devoted to low priced movies, will reopen shortly as a popular price picture theatre. James Mills, operator of a string of restaurants in Ohio and owner of the building in which the La Salle Theatre is located, will operate the house.

J. Corrigan has been named manager of the Highland in place of Manager Shepherd, resigned. Harry Miller has been appointed manager of the West Englewood Theatre in place of former Manager Torrell, who goes to the Cosmo.

The Admiral Theatre has been closed and no definite plans for its reopening have been made. This house is controlled by the Chicago Title & Trust Company acting as receiver.

A. B. McCollum has bought out Manager Orr's interest in the Lorain Theatre at Hoopestown, Illinois, and it is understood that Mr. Orr will retire from the show business.

Cincinnati

L. B. WILSON, manager of the Liberty theatre, Covington, Ky., just across the Ohio river from Cincinnati, is long on business acumen, as proven by his recent activities. Wilson, in association with three prominent local citizens built the Liberty some five years ago. The house was a paying venture from the start. Several months ago, the organization took over the Lyric theatre, Covington, built in 1915 by Harry Lee. This house, after being extensively remodeled and enlarged, will reopen in August. The quartet has now purchased the Strand theatre, in the same city, which they will also remodel and redecorate. Wilson will look after the Liberty and Lyric, while Willis Vance will be manager of the Strand, when it reopens with popular priced pictures in a few months.

The Boulevard theatre, Vine street and Central Parkway, Cincinnati, which has been dark for several weeks while undergoing renovation and remodeling, has reopened with a change of policy. In addition to the usual picture program heretofore featured, musical tabs will be presented, the performances running continuously from 1 p. m. to 11 p. m.

Danny McNatt, formerly manager of the State theatre, Dayton Ohio, but subsequently transferred to Keith's, Cincinnati, in the same capacity, is absent but accounted for. He is enjoying a well-earned vacation.

Johanna Grosse, who has been regaling Keith patrons in Cincinnati by her unusual organ accompaniments, has been transferred to the Albee theatre, where her more popular numbers are "screened" while being played. Herschel Luecke has succeeded Miss Grosse at Keith's.

J. M. Johnson, manager of the Fischer exchange, Cincinnati, attended the sales meeting of the Fischer Film Co., Cleveland, over which Meyer Fischer presided.

Harold Makinson and Frank Gaethke, Barberton, Ohio, have taken a long-term lease on the Rondo theatre in that city. The house was built more than 15 years ago by the late W. H. Nice, since whose death it has been operated by his widow, and managed by Wade Andre. The theatre will be closed until September to permit improvements being made. The new owners also operate the Park theatre, at Barberton.

Jim Weed, manager of Keith's theatre, Dayton, Ohio, accompanied by his better half, and Ned Hastings, erstwhile manager of Keith's, Cincinnati, have hied themselves to the waters of Wisconsin, to lure the finny tribe.

Permits have been issued for the erection of a new theatre at Dayton, Ohio, to be located at Third and Mathison streets. The project is being sponsored by Al. F. Johnson, Inc., and is said to involve expenditure of $50,000.

Herrie P. Gregg, Dayton, Ohio, has been granted a permit for the erection of a motion picture house at 144 South Jefferson street, Dayton, Ohio, at an estimated cost of $26,500.

John McManus, manager of Loew's, Dayton, Ohio, is wearing a broad smile these days. He was complimented on his conduct of the house by W. A. Finney, western division manager of Loew's, who recently visited McManus in an official way.

It has been persistently rumored, and as often denied, that the Majestic Theatre Co., of New York, has been trying to acquire the Palace, Dayton, which caters to a colored following. The house was recently opened by colored promotors. It is understood that the New York company has taken over houses in Cincinnati, Columbus, Springfield and Canton, Ohio.

After an apparently unsuccessful attempt to steal the automobile of Harry Turberg, co-manager of the Palace theatre, Hamilton, Ohio, the culprit helped himself to Turberg's spare tire and other available accessories about the machine, while parked near the theatre.

Greenville, Ohio, is to have a new theatre, which will be erected by H. E. Clifton of that city. Harry C. Holbrook, Columbus, is architect.

The Kenton Amusement Co., Kenton, Ohio, of which W. W. Bowers is president, will erect a new house in that city.

J. A. West, 87, who recently passed away at Wilmington, Ohio, is said to have been quite prominent in movie circles, when the industry was still in its swadding clothes.

Salt Lake City

ACCORDING to announcement made here this week, a fire, said to have been caused by defective wiring, was discovered in the tower of the new Ramona theatre of Buhl, Idaho, July 9th, during the performance Saturday evening, causing a hasty call for the fire department. The woodwork was smoldering and smoke was appearing out of the windows when the danger was revealed. The damage was reported to have been slight.

Employees of the Capitol and Pantages theatres are engaged in a warfare of the links that is being participated in very enthusiastically according to reports. The preliminaries were staged last week with Manager George E. Carpenter of the Capitol Theatre leading the field for the first thirty-six holes with a score of 178. Manager George E. Carpenter, Assistant Manager Dave Edwards, Master of Ceremonies Dave Good, and A. Jones, Guy Herric, Morris Treewick and George Carter of the Capitol personnel are playing, with Grant Pemberton, manager of the Pantages theatre and an equal number from the Pantages, taking part. Prizes will be awarded to everybody, and motion pictures taken of the tournament with a good deal of trick photography, are to be shown at the Capitol and Pantages theatre shortly.

Carl A. Porter, manager of the Paramount Empress theatre of this city, returned last week from a two weeks' vacation trip to the Pacific Coast.

Ray Hendry, who has charge of the management of the Victory Theatre, and Harry Ashton of the Paramount Theatre of Ogden, Utah, left recently on a two weeks motor tour.

Last week the Fanchon and Marco "Opportunity Idea" was presented at the Capitol Theatre in which Lillian Smith winner of first prize in the Opportunity Contest held throughout the country last year at this time is being featured. Unusual talent, gorgeous costumes and an all-around unique stage presentation makes up this act with fifteen girls from as many intermountain and Pacific coast cities wherein these contests were held.

Louis Marcus of the Louis Marcus Enterprises throughout the intermountry country, is expecting to spend two weeks at Glen Wood Springs, Colorado, on a fishing trip, as his vacation, and will leave here within the coming week.

Mr. and Mrs. E. H. Littlejohn of the Star and Lyric theatres of Price, Utah, spent some time in this city recently, arranging play dates.

Mell Stringham of the Colonial Theatre at Ogden, Utah, has been conferring with local branch managers as has John Rugar of the Egyptian, American and Orpheum theatres of Park City, Utah.

Manager "Hap" Fredericks of the J. T. Sheffield Columbia exchange, is on an extended sales trip in the Idaho branch at this time.

S. D. Wiesbaum, District Manager for F. B. O. spent several days last week at the local office and then left with Branch Manager Fred Lind for the state of Montana. It is expected that both Wiesbaum and Lind will return to the local exchange within the next week.

Salesman Wm. Hughart made the Montana territory with the F. B. O. releases this past week, George Jenses covered Nevada, T. J. Walsh was also in the Montana territory and Barney Shooker the Idaho territory.

District Manager, Ben F. Rosenberg, of the Fox Film Corporation, left the Salt Lake branch July 11th for the East, after spending a few weeks in this territory.

J. L. Tidwell and Harry Levy are both completing the rounds of their respective territories at this time.

Mrs. Merle Nelson of the local Universal office, has returned from a very pleasant vacation trip to the Pacific Coast.

Earl Steele, owner and operator of the Venice Theatre at Nephi, Utah, was among exhibitors visiting the local Exchange Mart.

It is announced that the first showing of the new Idaho film, prepared for publicity purposes both in and out of Idaho, will take place July 16th at Oakley, Idaho. This picture has been prepared through the cooperative efforts of the United States forest service, forest associations of the state, the state board of publicity, and the state chamber of commerce. The film depicts agricultural, mining, lumbering industries and the recreational and wild life of the state, it is announced, as well as transportation and power development.

Fred Gage, local sales manager for United Artists, is making an extensive sales trip in the state of Montana and will return here soon.

David Bershon, Western Divisional Manager for United Artists, was in this city, a few days holding a conference with the local sales force, and then left for the Pacific Coast.

Philadelphia

A PERMIT was issued this week for the erection of what will probably be the smallest motion picture theatre in Philadelphia, when completed. The proposed structure will be on a site 27 feet by 97 feet and will have a seating capacity of 279. The estimated cost is $20,000. Construction will begin immediately on the new building which is said in building circles to be the forerunner of a number of small theatres in this city. It will be located at 2222-24 Market Street and will be built by the Eldee Construction Company for Samuel Rosenblatt and others. Plans are by Solomon Kaplan.

The Wishart Theatre at Front & Allegheny Ave., Philadelphia has closed for extensive alterations and improvements. It will reopen the latter part of August.

A bolt of lightning is believed to have caused the airplane in which Morris M. Titterington, an inventor, and Mrs. Bernice Gamble Andrews, a motion picture actress known on the screen as Patricia Perry, were flying from New York to Williamsport, Pa., to crash to the earth near Pottsville, Pa. on July 12th, killing both occupants. The two were planning to stop in Williamsport, the home of Mrs. Andrews' parents on a flight to Hollywood, Cal. Titterington was an experienced aviator and inventor of the earth inductor compass used by Lindbergh in his flight to Paris.

The new Stanley Theatre in Bridgeton, N. J., a Stanley-Fox enterprise, will open on Friday night, August 3rd, with a dedicatory performance of elaborate stage and screen features. It is expected that Governor Moore of New Jersey, Senator McAllister and Irving D. Rossheim of the Stanley Company, will make the dedicatory speeches. The seating capacity of the house is 1550. It will be managed by Harry Knoblauch, former manager of the Kensington district of Stanley Theatres.

Carl Suelke, Paramount's local city salesman, has resigned. No successor has been appointed.

Leo, the Metro-Goldwyn lion, with his retinue of five wagons, appeared in Philadelphia during the week of July 9th and visited practically all of the larger motion picture theatres. He was officially met and welcomed to Philadelphia by Mayor Mackey, who posed for his picture beside the cage in front of City Hall. The caravan was in charge of Mr. E. Bond, of the Metro-Goldwyn publicity department and was escorted about town by four motor cycle police.

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South West

N. B. McCOMB will open his new McComb theatre at Chickasha, Okla, in the near future.

Charles Mahone will also open a new theatre at Hobart, Okla.

John Aldridge, whose Palace Theatre at Blair, Okla., was completely blown away in the recent cyclone which struck Blair, announces reconstruction is nearing finish and he will soon be ready to reopen his new theatre, which will also be called The Palace.

Reports have it that Edward G. Kadane, the enterprising operator of the Gem, Criterion and A-Mu-Su Theatres at Frederick, Okla., has just completed arrangements to take over the Royal and Rialto Theatres in Clinton, Okla. These theatres have been under the management of M. M. Hite for the past several months.

Titenciz & Harrell have just purchased the Mutual Theatre at Meeker from P. B. McMurray and the Harrah Theatre at Harrah, Okla., from J. W. Patty and will take possession of both houses immediately.

Griffith Amusement Company, of Oklahoma City, who recently took over the Wigwam Theatre at Altus, Okla., from Marvin E. Wooldridge, has just completed negotiations with Kadane and Spears to take over the other two houses in Altus, the New and Old Empire Theatres.

M. E. Burkett has closed the Pastime Theatre at Lexington, Okla., during the remainder of the summer.

Wallace Walthall, National Screen Service, Inc., and R. M. Clark, Branch Manager for Liberty Specialty Film Company, were guests of G. E. Hughes and W. O. Kemp at Poteau, Oklahoma, recently, when they enjoyed a full day of golf on the Poteau links.

The Ritz Theatre at Bowlegs, Oklahoma, has closed for the summer months.

Announcement has been made of the opening of an office at 125 S. Hudson Street, Oklahoma City, by Tiffany-Stahl Productions. Red Jones of Kansas City will act in the capacity of District Manager supervising Kansas, Missouri and Oklahoma. The local office will be in charge of E. M. Peel, former Cashier-Booker for Enterprise Dist. Corp. The sales force will consist of two salesmen, whose names have not yet been announced.

Information has been received that T. L. Colvin has sold his Palace Theatre at Turkey, Texas, to Christian and Russell.

Russell Ramsey has closed his Dixie Theatre at Spiro, Okla., and the Joie Theatre at Bokoshe for the next two months.

Wallace Walthall, District Manager for National Screen Service, Inc., announces he has appointed R. F. Mims as Texas Representative for N. S. S., who will make his headquarters in Dallas. Mr. Mims was formerly associated with Mr. Walthall in the old Enterprise Distributing Corp., and is well known in Oklahoma and Texas. Mr. Walthall makes the further announcement that negotiations are under way for the appointment of John Hanway to represent N. S. S. in Arkansas, with headquarters in Little Rock.

Fred Smith, of the Main Street Theatre, Tulsa, Oklahoma, opened his new suburban theatre The Circle, Sunday night, July 15th.

S. S. Seibert, manager of the Salina Theatre, Salina, Oklahoma, advises he has closed his house for the remainder of the summer.

Jack Johnston, owner and manager of the Mecca Theatre, Enid, Oklahoma, has just closed a deal with W. W. Best, whereby Mr. Johnston takes over the new Royal Theatre at Marshall, Oklahoma.

Mrs. O. F. Moore has recently purchased the New Theatre at Konowa, Okla., from Messrs. Merrill & Hensley and has already assumed management of the theatre.

R. A. Kirk recently opened a new theatre in Stringtown, Okla., which is called The Stringtown Theatre.

R. E. Cox, closed the Rex Theatre at Panama, Okla., until September 1st.

Cleve Adams, District Manager for F. B. O., spent the early part of last week in Oklahoma City visiting the local Exchange.

Roy E. Heffner, Branch Manager for Paramount and W. P. Moran, Branch Manager for Universal, made business trips to Kansas City last week.

The Jackson Theatre at Pawhuska, Oklahoma, which has been closed for several weeks undergoing extensive repairs, re-opened last Monday night, under the new name of The State Theatre with Fred Cosman as Manager. This theatre is owned by the Pawhuska Theatre Company, Inc., A. B. Momand, Secretary-Treasurer, and is one of a number of theatres controlled and operated by Mr. Momand.

Lee Marcus, general sales manager F B O, spent several days in Oklahoma City recently on busines.

T. D. Cooper, short subject booker for M-G-M, Oklahoma City, has gone to the Military training camp at Fort Sill, Okla, for his vacation.

Manager W. P. Moran of Universal at Oklahoma City, last week went to Kansas City for a visit.

Mrs. Helen Braum and Mrs. Lillian Pittinger of Griffith Bros. staff, left last Saturday for a trip to California and points of interest enroute.

Green Bond, auditor of Griffith Bros., has returned to Oklahoma City from a fishing and hunting jaunt.

Belle Duke of Liberty-Specialty, is spending her vacation in California.

Manager Roy Hefner of Paramount, Oklahoma City is in Kansas City on a combine business and pleasure trip.

The Paramount, Oklahoma City office, announces the following changes in its personnel. Messrs. Logan and Para, have been transferred to the sales staff and Mr. Lindsay will return as booker, with Mr. Lamont as assistant booker.

M. A. Lightman, Eldorado, Ark., president of Arkansas M. P. T. O. has gone to Memphis, to attend his fathers funeral, who passed away in Houston, Texas, the past Monday.

Fred McConnell, Universal short product sales director, was an Oklahoma City visitor last week.

The R & R Enterprise are erecting a new $35,000 theatre at McKinney, Texas.

H. Ford Taylor is building a new theatre building at San Saba, Texas.

W. H. Williams is also on the theatre construction list with a new home for Midland, Texas.

John F. Clayton is contemplating the building of a theatre at Mart, Texas in the near future.

Otto Schmidt is to have a new theatre at Mason, Texas.

The Queen theatre being built for Mr. Krueger at Richmond, Texas, is nearing completion.

Ed Brady will lease the $90,000 theatre now being built at Edinburg, Texas.

The Webb Theater Corporation is enlargening its properties with another house at Odell, Texas.

Rogers & McDonald have opened their new theatre at Gordon, Texas.

The Franklin Theatre at Mt. Vernon, Texas, has been opened.

Charles Bros. have opened their new $60,000 Texas theatre at Alice, Texas.

The churches at Nacogdoches, Texas, denounced the Sunday opening of theatres at that place.

C. W. Matson has purchased the Dixie theatre at Giddings, Texas.

O. A. Englebrecht has purchased the Monarch theatre at Georgetown, Texas.

The Pantages theatres, in Dallas, Texas will go to second run synchronized pictures, using Vitaphone and Movietone processes.

Pictures will be shown in the hall room of the First National Bank Building, at Channing, Texas, to be the first show in that locality for some years.

The Orpheum Theatre at Waco, Texas has been remodeled, and with movietone and cooling systems added.

The new Palace theatre opened at Cotulla, Texas, June 15th.

The Sterling theatre at Dayton, Texas, has reopened.

Detroit

THROUGH arrangements just completed, the management of the Hollywood has provided an extension of its free parking grounds that will take care of an additional 500 automobiles in the rear of the theatre. The Hollywood, since its opening, has been the only large theatre here offering patrons the privilege of free parking. However, the lot which accommodated 1,000 cars heretofore was found inadequate for customers to park, and the owners have been negotiating for some time to acquire the necessary space.

The Oriental has changed from a first run film and vaudeville policy to second runs and vaudeville. It is understood that under the new plan this theatre will obtain features through an arrangement with the Co-operative Booking Co.

In Muskegon, Nick Kuris is building a new theatre at 256 Northwestern to be called the Ritz, the cost of which will be about $100,000. It will have seating capacity for 500 and will be of Spanish design throughout. The chairs are being furnished by the Detroit branch of Heywood-Wakefield. Harley Derr, former manager and owner of the Rivola in Muskegon, will assume his duties as manager when the house opens sometime in August.

H. M. Richey, general manager of the Michigan Exhibitors Association, is busily engaged arranging plans for the forthcoming Greater Movie Season.

Ben Cohn, who for the past three years has been associated with the operators of the Senate and Crystal theatres, Michigan avenue, Detroit, has been appointed manager of both these houses. He succeeds Arthur Baeher.

Milwaukee

N. I. BLUMBERG, former manager of the Milwaukee Theatre Circuit, is now associated with John Ludwig and Harry Perlowitz, of the Ludwig Film Exchange. This fast growing circuit has recently purchased the Vander Vaart Theatre at Sheboygan from J. Vander Vaart, and are contemplating rebuilding the entire theatre. Mr. Larson, of United Studios, Chicago is in charge of building operations. The erection of several new theatres is being contemplated.

Len Brown, newly appointed manager of the Capitol theatre at Madison, was formerly manager of the Parkway.

A. H. Frischel, special representative of Columbia Pictures, was seen at the Milwaukee exchange.

Sim Chapman has been added to the Pathe sales force and has been assigned the northern Wisconsin territory.

Two new sales representatives have joined Tiffany-Stahl's force. Edwin Phelps, formerly with Paramount in Chicago, is traveling southern Wisconsin, and Morris Anderson is now working in the northern territory.

Stanley Jacques, mid-west division manager for Pathe, and Fred Aiken, special sales representative, visited the Pathe exchange the early part of last week.

The Pathe exchange held a special showing of their product at the Badger theatre at Reedsburg for exhibitors in that region, and the screening was very well attended. A. C. Accola, of the Bonham theatre at Prairic du Sac flew up to the Reedsburg airport and, after the screening, treated the more daring of the exhibitors and salesmen to a ride in the clouds.

Charles Guelson, manager of the Badger theatre at Stoughton, was in the city last Monday when he stopped in for brief visits at the exchanges.

The peninsula sent down a delegation of visitors to the Milwaukee exchanges the past week. "Doc" H. T. Gallup, of the Delft circuit, Ray Zerbel, manager of the Delft theatre at Marquette, L. J. Jacobs, of the Delft theatre at Escanaba, and Paul Schultz, manager of the Orpheum at Hancock, comprised the contingent. Mr. Schultz was formerly a booker at the Fox exchange here and was kept busy greeting his old acquaintances in the exchanges.

Harry Hart, formerly general manager of Celebrated exchange, has joined forces with F. J. Frackman and the shingle now reads Frackman-Hart Pictures Corp.

Steve Dorece, manager of the Star theatre of Racine, and his wife were also recent visitors along film row.

S. W. Hatch, sales manager for First National, was a recent caller at the local exchange.

Harold Franklin, president of West Coast, and J. J. Sullivan, buyer for that organization, spent a few hours in the Midwesco office last Tuesday.

Ray Schultz, booker at Educational, claims to have realized his life's ambition. He is the proud father of a new baby daughter, weighing twelve pounds. Mr. Schultz is daddy, too, to three boys and is overjoyed at the advent of a girl in his family.

Frank Nowatcheck, of the American Legion theatre at Adams, made his first visit in a good many months to the exchanges last week.

M. Simon is the new short subject booker for M-G-M to succeed Leslie Jacques, who mysteriously disappeared last Saturday. Mr. Simon was formerly with M-G-M at Minneapolis.

Gus Radtke, who recently took over the Butterfly theatre at Sheboygan from Gilbert Eiles, was in the city straightening out bookings during the past week.

The Parkway theatre, under the management of Harry Perlowitz, was re-opened after extensive redecorating, on July 4th.

Mr. and Mrs. Sam Olson, of the Pastime theatre at Delavan, were in the city.

Baltimore

THE annual outing and picnic of the M. P. T. O. of Maryland will be held August 2, at the Hotel Bayou, Havre de Grace, Md., as it has been in the past.

Arrangements are being made for the affair now by a committee headed by Thomas D. Goldberg, of the Walbrook and Harford Theatres.

This year an admission charge will be made for each person who attends because the treasury of the organization cannot stand the expense.

A strong rumor is current here that the Valencia Century theatres may be equipped with sound and talking film mechanism in the near future although Howard P. Kingsmore, city manager of Loew's Incorporated here will not make any statement regarding the matter.

The Belvedere theatre, Cumberland, Md., has been redecorated with brown and tan. A new screen, new seats and new lighting fixtures have been installed. Matinees throughout the week have been resumed.

While the time is growing closer here for the signing of new contracts with the musical union, it is understood that the Rivoli, which reopened Saturday, July 21, with sound and talking mechanism, will have only one organist; that the New theatre, which reopens August 4, will not have any musicians attached to the theatre at all and just what the policy of the Warners' Metropolitan will be is not known.

Orchestras and organists were regularly employed at those houses prior to this coming season.

A new theatre for colored persons will be built on Grand avenue, N. E., Washington, D. C., by A. E. Lichtman, to seat 600 persons.

The Shenandoah Valley Theatres Co., is planning now to build a theatre at Harrisonburg, Va.

That a new house will be built at 13th and F streets, N. W., Washington, D. C., by the Keith-Albee interests to cost about $1,000,000 is the report that is circulating in the capital city. The site is wanted also by the United Artists and Paramount, it is said.

Two pictures a week will be shown at the Rialto Theatres, Washington, D. C., hereafter, according to the new policy and a new cooling system is being installed in that playhouse.

The seating capacity of the Liberty Theatre, Cumberland, Md., will be increased from 700 to 1370 seats, by Thomas H. Burke, the manager.

The whole playhouse will be rebuilt practically according to Mr. Burke's plans.

Ben Abrams, one of the pioneer salesmen of this territory, has just taken offices in the Mather Building, Washington, D. C.

The Washington, D. C. and Eastern Shore of Maryland territory is being covered now for Universal by Fred Klein.

A new organ is to be installed in the Colonial Theatres, Richmond, Va., according to Joel A. Levy.

Minneapolis

TWIN CITY exhibitors are holding their breaths, for another dance marathon is opening this week, and they still recall what the recent Minneapolis marathon did to theater business. The town literally went crazy over this form of entertainment, and the Minneapolis theatres suffered as a result. The next marathon is to be held in St. Paul, but many Minneapolis couples are entered, and there is a chance that theatre attendance in both cities may be adversely affected.

The State theatre in Minneapolis is installing Movietone equipment, and when this is completed it will be officially known as "the house where pictures talk." It has been featuring Vitaphone for well over a year.

The ushering staff of the Minnesota is now made up almost 100 per cent of University of Minnesota students. Some of the men are working their way through school, while others are trying to provide a background for a future theatrical career. The chief of service, Allister Saef, is a Harvard graduate and has his L. L. D. degree.

W. A. Steffes, president of the Northwest Theatre Owners' Association, is vacationing.

L. George Ross, who manages the Universal exchange in Minneapolis, has returned from Kansas City where he attended a meeting of western division sales managers.

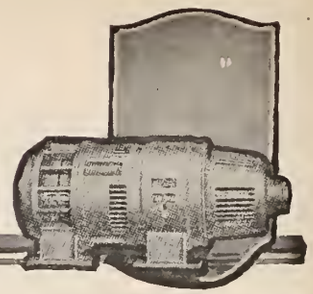
Milton Montgomery had his car stolen last week.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City



Projection

Optics, Electricity, Practical Ideas & Advice



Inquiries and Comments

Reflector Arc Losses Part I

TO many projectionists who are familiar with reflector arc operation and who know of the greatly increased efficiency of this type of illuminator as compared with the old condenser type it may come as a surprise to learn that, from a theoretical standpoint, at least, a potential doubling of the present light output appears obtainable if but some practical method be found.

At last thought, this would seem to be an utterly absurd claim in view of the fact that efforts have been made to intercept as much as possible of the light from the arc and redirect it through the projector optical system as efficiently as it is possible to do so. To this end, the primary interception of light is accomplished by mirrors of such design as to pick up 120 degrees of the light radiated by the arc. This represents the greatest angular pick-up which, so far, has been successfully used by any form of illuminator.

The use of mirrors corrected for spherical aberration has added considerably to the efficiency of redirection of the light through the optic system and large diameter, projection lenses of high correction serve to minimize the losses between the aperture and the screen.

Decrease from Hidden Losses 50%

Yet, it seems certain that hidden somewhere in the projector system there are serious losses which are deducting fully 50 per cent from the light available for projection purposes. It is debatable whether these losses, if found, can ever be eliminated as have some of those brought to light in the past, such as small pick-up angle, spherical aberration, and small projection lenses.

Sometimes, the source of light losses are uncovered only to find that they are inherent in the system and must therefore be accepted as a part of the natural operating characteristics.

It may be—in fact, it is quite likely—that the serious losses which still remain in the reflector arc projectors are of this nature so that nothing can be done to eliminate them.

That these losses exist is quite certain if the present theory of optics is correct. This theory holds, for example, that in any two given projection systems which are identical in every respect, that system will be the more powerful which uses the brighter light source. This presumes the use of light source areas which are the same so that the only difference in both systems is in the brightness of the light source. Furthermore, if one light source is twice as bright as the other, then the screen illumination obtainable with this system will be twice that of the other.

This is simply another way of saying that if all optical conditions in any two systems are reduced to the same plane, the difference in screen illumination will be directly dependent upon the brightness of the light sources used in the respective systems and will vary directly with the source brightness.

Light Sources Limitations

Different light sources, it is true, may impose physical limitations upon the optic system which act to prevent those sources from being used to their fullest advantage and may even result in a source of low brightness giving higher screen illumination than of great brightness. Before the introduction of the reflector arc, such a state of affairs actually existed because the 9 watt, **30 volt, 30 ampere** Mazda Lamp was actually capable of providing greater screen illumination than a 50 ampere D. C. arc using condensers.

The fundamental fact that the brighter light source can provide screen illumination in proportion to the difference in brightness was not altered, however, as was proved when the reflector arc was brought out. Even in its initial stages, when by virtue of design and mirrors used, the reflector arc was highly inefficient, it represented a vast improvement over the Mazda lamp and immediately established itself as the logical illuminator for practically all but the largest motion picture theatres.

Here we have an excellent example illustrating the logic of the source brightness theory. For years, a projector system using a powerful source, the electric arc, was so seriously handicapped by physical limitations as to permit a source of less than 1/5 its brightness to compete favorably with it. Yet the potential illuminating powers of the electric arc were there awaiting only the proper method of application to make available the high degree of screen illumination which it rightfully possessed by virtue of its brightness.

Source Controls Intensity

Other things being equal, the source brightness is the criterion of screen illuminating power and if the relative brightness of two sources is known, the relative screen illumination with the two sources instantly follows—providing, always providing, inherent losses in the one system do not act to offset the advantage of brightness which the one source has over the other.

In this respect, a comparison of the brightness of the three sources used for motion picture projection with the respective illuminating powers of these three sources will reveal an astonishing state of affairs. First, we have the Mazda lamp with a brightness of roughly 18,000 candlepower per square inch. Next, the ordinary electric arc with a brightness of approximately 100,000 c.p. per square inch, and, last, the high intensity arc with a brightness of about 300,000 c.p. per square inch. The ratio of brightness in the order named are roughly 1 to 5 to 15. In other words, the low intensity arc is 5 times as bright as the Mazda lamp and the high intensity arc is 15 times as bright as the Mazda lamp.

Compare, now, the screen illumination obtainable with these three sources. The Mazda lamp gives a maximum of about 1,200 lumens; the low intensity are gives about 2,400 lumens and the high intensity arc gives from 4,800 to 5,500 lumens.

The screen illumination ratios, therefore, are as follows: 1 to 2 to 4 (or 4½).

We find, therefore, that instead of the low intensity arc providing 5 times the screen illumination, it provides only twice the amount of light area; the high intensity lamp, instead of providing 15 times the light, shows only a maximum of 4½ times the screen light.

Yet the optical system in each case provides for a pick-up angle of 120 degrees and employs a half size objective lens. Somewhere, in both of the arc systems, huge light losses are being encountered and the fact that they have not yet been uncovered shows them to be of a subtle nature. At least one of these losses will be pointed out in the next article.

(*To be continued*)

Strand at Sunbury, Pa., Being Rebuilt

Work of rebuilding the Strand Theatre, Sunbury, Pa., part of the Comerford chain, of Scranton, was begun on July 11, under direct supervision of George P. Morris, construction superintendent of the Comerford Amusement Company. Manager J. M. Blanchard, of the Strand, announced that the work will be rushed to rapid conclusion. In order not to interrupt performances which will continue during the period of reconstruction, the workmen go on the job at the close of the last show each night and continue at work until 11 o'clock the following morning.

The screen will be moved forward, while the improvements are being made, and a partition will be built in front of the stage. Three rows of seats will be removed temporarily. A new section will then be added at the rear of the theatre, to include a commodious stage, dressing rooms, and other equipment for handling road shows in addition to motion pictures. When the addition at the rear is completed, activities will be shifted to the front of the theatre.

Carrier Engineering Corp. Moves to New Quarters

The Carrier Engineering Corporation, specialists in air conditioning, drying, processing and refrigeration, has announced the purchase of a four-story factory and office building located at 850 Frelinghuysen Avenue, Newark, New Jersey.

This building was formerly occupied by the General Electric Company, Edison Lamp Works Division. The new location is only a short distance from the present Carrier plant at 750 Frelinghuysen Avenue. The building offers a floor area of approximately 112,000 square feet.

The entire fourth floor is to be devoted to general engineering and executive offices. The Carrier Construction Company, which is the manufacturing division of the firm, will occupy a large share of the space for the manufacture of extended surface heaters and the new Carrier development for household heating and air conditioning. The Experimental and Research Laboratories will be provided with largely increased space ad facilities.

The manufacture and assembly of Carrier Centrifugal Refrigeration equipment, which is used extensively in connection with the air conditioning installations, will continue at the present location. Ultimately, monitor type shops will be erected on the ground extending from the new office building to the Pennsylvania tracks.

The transfer to the new quarters will take place prior to August 1.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bere Co-Ed, The	Murdock-Cavelier-Lencaster	Feb.	20	2 reels	Jen. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavaller	Feb.	1	2 reels	Mer. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cevaller	Mar.	1	2 reels	Mer. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Deleney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Doddles	Logen-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jen. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Feshion Madness	Windsor-Howes	Dec	8	5513 feet	Mer. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastlen	Sept.	27	5645 feet	Jen. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Ransom	Wilson-Burns	June	7	5584 feet	
Selly in Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jen. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Women's Wey, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Scarlet Woman, The	De Putti-Alvarado		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jen.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mer.	18	2 reels	
Blezing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mer. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mer.	25	2 reels	Mer. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Count Me Out	Barney Helium	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jen.	15	2 reels	Feb. 18
Dog Days—Sun and Rein	Bruce Outdoor Sketch	Jen.	29	1 reel	Feb. 25
Dummies	Lerry Semon	Jan.	1	2 reels	Dec. 23
Fell In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fendango	Lupino Lene	May	6	2 reels	April 14
Felix the Cet In Arabientics	"Sullivan Cartoon"	Mey	13	1 reel	June 2
Felix the Cet In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat in Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 28
Felix the Cat In Futuritzy	"Sullivan Cartoon"	June	24	1 reel	
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cet In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mer. 31
Felix the Cet In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat in Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat in the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mer. 10
Felix in the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jen.	29	2 reels	Feb. 4
Hints on Hunting—Day by See	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Malden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Pleese the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	
Kitchen Telent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mer.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mer. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Nevy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jen.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Belance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	Mey 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jen.	8	2 reels	Jen. 28
Rah Rah Rahl	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jen.	8	1 reel	Feb. 4
Roaming Romeo	Lupino Lane	July	29	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Cherley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jen. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Toubles Galore	Collins-McCoy	Aug.	26	1 reel	
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 26
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wildcat Velley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	Mey	20	2 reels	Mey 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hell	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	Mey	15	7000 feet	
Bowery Cinderelle, A	O'Melley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Saten and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Cerewe	Feb.	20	6600 feet	
Women Who Dere	Chedwick-Delaney	Mer.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroeds	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Greet	Gallegher-Dwyer	May	13	5886 feet	Mar. 24
Bendit's Son, The	Steele-Sheriden	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Berton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mer. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mer. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 28'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	Mey	11	6291 feet	
Deed Men's Curve	Fairbanks, Jr.-Blene	Jen.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	

Title	Star	Rel.	Date	Length	Reviewed
Devil's Trade Mark, The	Bennett-Mong-Douglae	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Driftin' Sands	Bob Steele	Jan.	1	4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	8	6481 feet	Aug. 19'27
Law of Fear, The	Rangor-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rahi, Rahi Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, The	Tyler-Clair		
Captain Careless			
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper	Aug. 26	
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Gang War	Borden-Pickford		
Eagle's Talons, The	Tom Tyler		
Fury of the Wild	Ranger (dog)		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet
Lightning Speed	Bob Steele	Aug. 26	
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Rough Ridin' Red			
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Singapore Mutiny, The			
Sinners in Love			
Son of the Golden West	Tom Mix		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		
Terror Mountain	Tom Tyler	Aug. 19	
Trail of the Horse Thieves, The			

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Aug.	19		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7400 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	5800 feet	May 19
Chasor, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	15	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6819 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6184 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kisa, The	Ellers-Burke-Knapp	July	22	7989 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Colleen Moore	June	24	7100 feet	June 23
Harold Teen	Lake-Brian-White	May	27	7500 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Reed-Young	July	29		
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	1		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6712 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7331 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11412 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6214 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6669 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast			7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	May	27	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Wheel of Chance	Barthelmess-Basquette	June	10	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	July	8		
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen		
Divine Lady, The	Griffith-Varconi		
Glorious Trail, The	Maynard-McConnell		
Hard Rock	Sills-Todd		
Heart Trouble	Harry Langdon		
Lilac Time	Moore-Cooper		Mar. 24
Night Watch, The	Dove-Reed		
Oh Kay	Moore-Gray	Aug. 12	
Out of the Ruins	Barthelmess-Nixon		
Phantom City, The	Maynard-McConnell		
Show Girl	White-Delaney		
Whip, The	Mackaill-Nilsson-Forbes		
Waterfront	Mackaill-Mulhall	Aug. 5	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	June 30
Road House	Barrymore-Alba	July	22		
Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10, '27
Shame (re-Issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
Street Angel, The	Gaynor, Farrell	Aug.	19	9221 feet	
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 28
Arkansas Traveler	Variety	Jan.	8	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Farmer's Daughter, The	Beebe-Burke	July	8		
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Aides, The	Varsity	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love Is Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
None But the Brave	Phipps-Morton-Knapp	June	24		
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	
Dry Martini	Gran-Astor-Moore	Dec.	17		
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Terry	Oct.	8		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
Our Daily Bread	Farrell-Duncan				
Plastered In Paris	Cohen-Pennick	Oct.	1		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River, The	Farrell-Duncan				
River Pirate, The	McLaglen-Moran	Aug.	26		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Man Higher Up	Bushman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 16, '28
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 16
Circus Rookies	Dane-Arthur	Mar.	31	5651 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane-Arthur	June			
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman, The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	18		
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6848 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	19		
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June			
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 28
Czarina's Secret, The	Bacianova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufa Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddites	May	5	1 reel	
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 28
Tokens of Manhood	Ufa Oddities	June	6	1 reel	May 28
Virgin Queen, The	Stanley-Dwan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle		
Bellamy Trial, The	Joy-Bronson		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Gray		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford		
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Napoleon	Special Cast		
Our Dancing Daughters	Crawford-Brown-Sebastian		
Show People	Davies-Haines		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
War in the Dark	Garbo-Nagel		
West of Zanzibar	Chaney-Nolan-Barrymore		
While the City Sleeps	Chaney-Page		
White Shadows of the South Seas	Blue-Torres		June 16
Wind, The	Gish-Hanson		

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6536 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Raiston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 26
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21

Title	Star	Rel.	Date	Length	Reviewed
Get Your Man	Bow-Rogers	Dec.	10	6998 feet	
Half a Bride	Ralston-Arlen	June	16	6263 feet	
His Tigor Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 26
Magnificent Flirt, The	Florence Vidor	June	2	6440 feet	June 30
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	6599 feet	Mar. 10
Partners In Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquotte	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 28
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice In Movieland	Novelty	June	23	2 reels	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dizzy Diver, The (Christie)	Billy Dooley			2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Hot Scotch (Christie)	Jack Duffy			2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Picture My Astonishment (Christie)	Frances Lee			2 reels	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Skating Home (Christie)	Frances Lee			2 reels	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	16	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Stop Kidding	Bobby Vernon			2 reels	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post			2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Have Ears	Madge Kennedy			2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
First Kiss, The	Wray-Cooper		
Fleet's In, The	Bow-Hall		
Forgotten Faces	Brian-Brook		
Hot News	Daniels-Hamilton	July 14	
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Loves of An Actress, The	Negri-Cooper	Aug. 11	
Mating Call, The	Meighan-Brent-Adoree		

Title	Star	Rel.	Date	Length	Reviewed
Odd Fellowe	Fields-Conklin				
Patriot, The	Jannings-Stone-Vidor	Oct.	6	9819 feet	
Quick Lunch	Fields-Conklin				
Sawdust Paradise, The	Ralston-Howes				
Side Show, The	Fields-Conklin				
Sins of the Fathers	Emil Jannings				
Sophomore	Rogers-Conklin-Brian				
Take Me Home	Daniels-Hamilton				
Warming Up	Richard Dix				
Water Hole, The	Holt-Carroll				
Wedding March, The	Von Stroheln-Wray	Aug.	14		
Wings	Bow-Regere			12 reels	Aug. 28 '27
Woman From Moscow, The	Negri-Kerry				

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.		13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Phyllis Haver	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Caught in the Kitchen	Billy Bevan			2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Dumb Waiter, A	Johnny Burke			2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan. 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan. 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tall Waggers	Sportlight	April	1	1 reel	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Godless Girl, The	Basquette-Prevost		10720 feet
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan		
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
Power	Boyd-Logan	Oct. 21	
Red Mark, The	von Seyffertitz	Aug. 26	7937 feet
Sal of Singapore	Phyllis aver		
Show Folks			
Sin Town	Allen-Fair	Jan. 20	
Yellow Contraband	Leo Maloney	Oct. 29	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keefe	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

STATE RIGHTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Amerangto	Feb		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	April		8500 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Little Wild Girl, The	Lee-Landis	Hercules				
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June		7000 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Futton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Ameranglo			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Cigarette Maker's Romance	P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Waslker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Lookout Girl, The		Quality Dist.	Sept.		
House of Shame, The		Chesterfield			
Thunder God	Cornelius Keefe	Anchor			

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	6510 feet	May 26
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borio	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cavalier, The	Bedford-R. Talmadge				
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer				
Ghetto, The	George Jessel				
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Marriage of Tomorrow	Miller-Gray				
Naughty Duchess, The	Warner-Southern				
Tollers, The	Ralston-Fairbanks, Jr.				

UNIVERSAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hershoit-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	8	4076 feet	
Back to God's Country	Adoroe-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Puttl-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7150 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Has Anybody Here Seen Kelly?	Love-T. Moore	Sept.	16	6243 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hershoit-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 efet	May 12
Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Puttl-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	23		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hershoit-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan.	30 '29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Diamond Master, The		April	8, '29	10 episodes	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 26
Frame-Up Man, The	Bob Curwood	May	26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhail	June	13	2 reels	May 19
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	18	2 reels	
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Half Back Buster	Trimble-Hardwick and Dog	Sept.	19	2 reels	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	28	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Hor Only Husband	Long-Adams-Laymon-McPhail	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	28	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	8	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhail	Jan.	4	2 reels	Dec. 16
Hot Dog	Oswald Cartoon	Aug.	20	1 reel	
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Indoor Golf	Long-Adams-Layman-McPhail	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 28
Jackson Comes Home	Bob Curwood			2 reels	
Just Wait	Young-La Salle	Sept.	28	2 reels	
King of Shebas	Arthur Lake	Aug.	13	1 reel	
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan.	9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhail	Aug.	8	2 reels	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Sleigh Bells	Oswald Cartoon			1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan.	18	2 reels	Dec. 30
Social Lions	Ben Hall	Mar.	12	1 reel	
Some Babies	Charles Puffy	Mar.	28	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan.	2	1 reel	Dec. 14
Son of the Frontier, A	Newton House	April	14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hall	Jan.	18	1 reel	Dec. 30
Special Edition	Ben Hall	April	9	1 reel	Mar. 17
Speed Sheik, The	Arthur Lake	June	18	1 reel	May 20
Start Something	Long-Adams-Laymon-McPhail	Feb.	1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May	21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec.	5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April	18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July	9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug.	12	12 episodes	
Teacher's Pest	Trimble-Hardwick and Dog	Nov.	14	2 reels	
That's That	Trimble-Turner and Dog	April	11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec.	21	2 reels	
Tricky Trickster, The	Ben Hall	June	4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb.	25	2 reels	Jan. 28
Untamed, The	Newton House	May	12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June	23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan.	16	10 episodes	
Watch George	Sid Saylor	Mar.	28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec.	12	2 reels	
What a Party	C. King-C. Doherty	Feb.	22	2 reels	Feb. 4
When George Hops	Sid Saylor	April	25	2 reels	Mar. 31
When George Meets George	Sid Saylor	June	20	2 reels	May 19
Whose Wife	King-Doherty	June	6	2 reels	May 12
Winged Hoofs	Newton House	Mar.	17	2 reels	Feb. 25
Winning Five, The	Lewis-Gulliver-Phillips	Sept.	26	2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan.	2	2 reels	
Wolves of the Range	Fred Gilman	Jan.	28	2 reels	
Woman Chasers	C. King-C. Doherty	May	16	2 reels	
Yukon Gold	Jack Perrin	July	28	2 reels	June 30
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue				
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 16
Newlyweds' Anniversary		Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhail	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhail	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhail	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan.	23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhail	Feb.	6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhail	Mar.	5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct.	3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar.	21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon			1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb.	6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April	23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb.	20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April	30	1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar.	31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June	11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb.	13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug.	11	2 reels	
Reel Life	Long-Adams-Layman-McPhail	July	4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April	16	1 reel	Mar. 24
Ride For Help, The	Newton House	July	7	2 reels	
Riders of the Woods	Edmund Cobb			2 reels	
Riding Gold	Newton House	Jan.	21	2 reels	
Ring Leader, The	Jack Perrin	April	7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar.	26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar.	5	1 reel	April 7
Royin' Romance	Newton House	Aug.	4	2 reels	
Rubber Necks	Sid Saylor	Spet.	12	2 reels	
Ruse, The	Jack Perrin	Aug.	25	2 reels	
Sagebrush Sadie	Oswald Cartoon	April	2	1 reel	May 5
Sailor George	Sid Saylor	May	9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan.	2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July	16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June	3	10 episodes	
Sealed Orders	Jack Perrin	Feb.	11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug.	22	2 reels	
Shooting the Bull	Young-La Salle	Oct.	24	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
Brides Will Be Brides	Laura La Plante		
Broadway			
Clear the Decks	Reginald Denny	Dec. 23	
Clearning the Trail	Gibson-Culliver	Oct. 7	
Cloud Dodger, The	Al Wilson	Sept. 30	4227 feet
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, Th3	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibosn	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Fallen Angels	Kerry-Starke		

Title	Star	Length	Reviewed
Gate Crasher, The	Glenn Tryon		
Girl on the Barge, The	Hersholt-O'Neil-McGregor		
Give and Take	Sidney-Hersholt	Dec. 2	
Hero of the Circus	Special Cast	Feb. 24	
Hoofbeats of Vegeance	Rex (horse)-Perrin	June 16	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet
Kid's Clever, The	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
Last Warning, The	Laura LaPlante		
Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Phantom Fingers	Cody-Thompson	June 2	
Play Goes On	Veidt-Nolan		
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4	
Red Lips	Nixon-Rogers		6947 feet
Riding for Fame	Hoot Gibson	Aug. 19	5424 feet
Salvage	Mary Philbin		
Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, The	Al Wilson	Jan. 13	
Stool Pigeon, The			
Taranga	Special Cast		
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove, The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Oct.	31	7460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.		9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug.		8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Awakening, The	Banky-Byron				
Battle of the Sexes, The	Bennett-Hersholt-O'Neill				
Hell's Angels	Lyon-Hall-Nissen			(about) 7 reels	
Love Song, The	Boyd-Velez				
Revenge	Dolores Del Rio				
Woman Disputed, The	Talmadge-Roland				

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr.	Oct.	15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8, '27
Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Caught In the Fog	McAvoy-Nagle				
Conquest (Vita.)	Blue-Warner-Wilson				
Glorious Betsy (Vita.)	D. Costello-Nagle			6800 feet	May 5
Home Towners, The (Vita.)	Richard Bennett				
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
Lights of New York, The (Vita.)	Costello-Landis-Brockwell			5267 feet	
Lights of New York, The (Vita.)	Coctello-Landis-Brockwell				
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr				May 26
Little Wild Cat, The	Ferris-Hall-Dawson				
Midnight Taxi, The	Moreno-Costello				
My Man (Vita)	Fanny Brice				
Noah's Ark (Vita.)	D. Costello-O'Brien				
No Questions Asked	Ferris-Collier, Jr.				
Redeeming Sin, The (Vita.)	D. Costello-Nagel				
Singing Fool, The (Vita.)	Jolson-Bronson				
State Street Sadie	Loy-Nagle				
Tenderloin (Vita.)	D. Costello-Nagle			6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton				
Women They Talk About	I. Rich-Ferris-Collier, Jr.				

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Book Worm, The	Harry J. Conley				July 7
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Cougat & Company	Violin, Songs & Dances				June 16
Florence Moore	Song Program				June 23
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Ingenues, The	Jazz Band				June 23
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Miss Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Realization	Herbert-Pam				June 16
Three Brox Sisters	Song Program				June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli				June 23

Hollywood—*Continued*

Veidt's Next

"The Play Goes On" will be Conrad Veidt's next story for Universal. Dr. Paul Fejos will direct and Carl Laemmle, Jr., will supervise. It will precede "The Charlatan."

Universal has just bought the rights to "Why Girls Walk Home," a story by Inez Gregg which will be placed in work immediately.

La Rocque on the Stage?

Rod LaRoeque is not as vitally concerned about the "talkies" as are some of the male stars—for it is possible that Rod will accept a pressing offer to appear in a New York produetion on the speaking stage upon the eompletion of his stellar role in "Captain Swagger."

Forced Landing

Grant Withers, popular young film actor, met adverse weather conditions enroute to Colorado for a series of personal appearances. The plane in which he was traveling made a forced landing on a plowed field near Santa Fe, New Mexieo, and it is needless to say that the soaring young player is not so interested in flying trips now.

Additions to Casts

"The Mystery Rider" (Universal)—Ben Corbett, Tom London, Bud Osborne, Walter Shumway.

"Brotherly Love" (M-G-M)—Mareia Haris.

"Show Girl" (First National)—Charles Delaney, Kate Priee, Donald Reed, James Finlayson, Gwen Lee, Richard Tucker, Lee Moran, Spec O'Donnell.

"Waterfront" (First National)—William Norton Bailey, James Bradbury, Ben Hendricks, Jr., Franees Hamilton, Knute Ericson.

"The Docks of New York" (Paramount)—Mitehell Lewis (replaeing Budd Fine).

"The Phantom City" (First National)—Eugenia Gilbert, James Mason.

"Son of the Golden West (F B O)—Duke Lee, Lee Shumway, Tom Lingham.

"Singapore Mutiny" (F B O)—James Mason, Gardner James, Will Irving, Martha Mattox, Harry Allen, Carl Axzelle, Robert Gaillard, Frank Nubery.

"Captain Careless" (F B O)—Mary Mabery, Perry Murdock, Jaek Donovan, Barney Furey.

"Backwash" (based on "The River") (Fox)—Margaret Mann.

"Riley, the Cop" (Fox)—Ferdinand Schuman Heink, Tom Wilson, Harry Schultz, Russell Powell.

"The Fatal Wedding" (Fox)—Mary Astor, Ben Bard. (Former relinquishes her role in "The Fog.")

"Just Twenty-One" (tentative) (Paramount)—Mary Brian.

"The Home Towners" (Warner Bros.)—Gladys Brockwell (replacing Irene Rich), Robert McWade, Doris Kenyon, Robert Edeson, Stanley Taylor.

"Moran of the Marines" (Paramount)—Brooks Benediet, Captain E. H. Calvert, Charles Coleman.

"The Redeeming Sin" (Warner Bros.)—Nena Quartaro, Warner Richmond, Georgie Stone, Lional Belmore, Phillipe De Lacy.

"Patienee" (Tiffany-Stahl) — John Westwood, Marion Douglas, Anders Randolf, John St. Polis, Roy Laidlaw, Jack Singleton, Dick Belfield, Gene MaeFarlan.

"The Gun Runner" (Tiffany-Stahl)—Nora Lane, Gino Corrado, John St. Polis.

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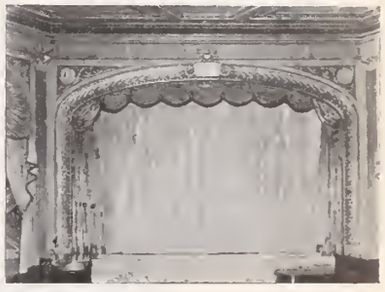
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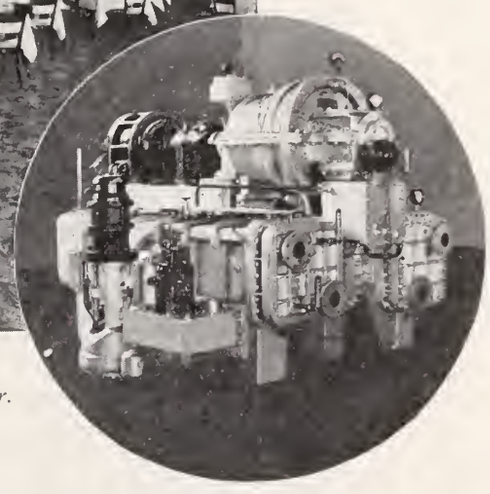
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THE STANDARD FOR THE INDUSTRY



You've heard about it—You've talked about it—Now you can HAVE

"THE DIVINE LADY"

25 *facts about the PRODUCTION of* "THE DIVINE LADY"

1 The picture was in production eight months.

2 Genuine three-masted sailing vessels of the 19th century were used for the tremendous battle scenes.

3 $25,000 was spent to reconstruct the three principal ships into men-o'-war.

4 The total spread of sail of these three ships would more than roof the New York Yankee Stadium.

5 3654 regular sailors and extras were used in a single day's "fighting."

6 5290 pounds of rations consumed each day by cast and extras.

7 1438 wigs were used by the thousands in the cast.

8 5630 naval and military uniforms employed.

9 4218 rounds of ammunition were fired by the 311 cannons with which the ships were armed.

10 29,960 pounds of gunpowder were required.

11 The three principal ships traveled a total of 1900 miles during the filming of the picture.

12 So realistic were the battle scenes that the cast and extras received 360 actual minor wounds.

13 Corinne Griffith appears in 48 different costumes—a record figure.

14 Victor Varconi as Lord Nelson required 18 costumes.

15 Over 60,000 feet of film was shot.

16 H. B. Warner as Lord Hamilton gives the finest performance of his career.

17 Five complete sets of rigging and upper spars were required for one of the ships, four sets being demolished in battle scenes.

18 38 make-up experts painted an average of 1300 wounds per day.

19 79 cauliflower ears and 234 broken noses were displayed by extras.

20 32 tailors, repairers and cleaners worked constantly to repair battle damage to uniforms.

21 The ships caught fire seven times from blank range firing.

22 All battle scenes were shot fifty miles off shore to avoid getting modern ships within camera range.

23 It is the fourteenth and greatest of sea pictures on which director Frank Lloyd has been employed. His greatest previous sea special was "The Sea Hawk."

24 Fourteen assistant directors were required for the battle scenes.

25 Twenty-two cameramen and over sixty assistants shot the principal scenes from every angle.

First National Pictures

RICHARD A. ROWLAND presents

CORINNE GRIFFITH in "THE DIVINE LADY"

with H. B. WARNER and VICTOR VARCONI — a FRANK LLOYD Production

A FIRST NATIONAL PICTURE

Motion Picture News

Volume XXXVIII NEW YORK CITY, JULY 28, 1928 No. 4

What About the Small Theatre?

Veteran Exhibitor Sees Sound Pictures as Boon

By William A. Johnston

ONE of the big questions of the day is: what will happen to the small town theatre as a result of the sound movie tidal wave?

Fortunately, one of the wisest exhibitors in the country, with interests in all types of towns and cities, including the smaller ones, supplies an answer deserving of close consideration. We cannot print his name, but his views are given after experience in the actual showing of sound pictures.

* * * *

Hear what he has to say:

"For the first time in the history of this business the small town theater can present exactly the same program that the biggest de luxe theaters offer.

"Such a thing has never been possible before. We could get the same pictures, but we could not afford orchestras comparable to those maintained in the major theaters; nor could we offer stage presentations and vaudeville.

"With the advent of sound pictures the complexion of the case is entirely changed. The barriers between the major first run key city houses and the small town theaters are breaking down.

* * * *

"It is but a question of time until we will have 'the whole show on the screen.' Not only a feature picture with sound—music, effects, dialogue, as the case may be—but comedies and other short features will have sound accompaniment.

"Already we have Vitaphone vaudeville. Through that medium the smallest theater in the most remote section can present the same talent that is offered in the big metropolitan centers. Sound pictures have drawn much of the best dramatic and musical talent in this country—they are destined to enlist more and more of the country's best entertainers.

"Entertainment that was hopelessly beyond the reach of the small town exhibitor will come within range. His theater may be smaller, less pretentious, more remote—but the quality of his program can be exactly the same as those presented in the country's finest theaters.

"Putting the quality of his program on a par with the major theaters gives the small town exhibitor an opportunity he never could enjoy until now.

* * * *

"Within two years the theater lacking sound pictures will be obsolete. The exhibitor who has not wired his house and equipped himself to present sound pictures will find his patrons falling away. A more aggressive showman in an adjoining town will draw patrons from the 'straight picture' house. The new feature has 'caught on.' The public will expect to 'see and hear.'

* * * *

"It may be many months before equipment could be delivered and installed even if it were ordered today. But exhibitors who are buying product for the new season would do well to limit their 'straight picture' contracts. Those who tie themselves up for a year's supply of 'silent' pictures may find 'hard stock' on their hands.

"The business is moving in the direction of 'sight and sound' and exhibitors must move with the tide or be swept down."

Watch Your Step!

THE sound picture is a great development in screen history. *Motion Picture News* was among the first to hail it. It opens up big new possibilities, and it came at just the right moment.

But—it caught the industry unprepared, and hysteria, plenty of it, has resulted. So much so, that some film veterans have been running around in circles, trying to find out what it is all about.

While the sound picture is here, and to stay; while it means a revolution throughout the industry, there is no occasion for panic. Cool headedness is a valuable quality at all times, especially now.

Exhibitors, because they are the direct contact with the public without which there would be no film industry, need to be on their guard against foolish moves which will have to be taken back later—and at great cost.

Remember, this development has a long way to go yet. It won't all happen in a day. A lot of things have to be worked out. Production is being overhauled right now—in many respects, being revamped entirely. But the industry must go on.

With only 500 theatres actually wired, it is easy enough to see that most of the public still is looking at silent pictures, and will continue to look at them for some time to come.

This means that the distribution and exhibition machinery of the industry cannot get fully into the sound era for months.

As to exhibition, unjustified changes need to be guarded against. For example, decisions of some exhibitors to dispense altogether with installation of organs in new houses would seem to us a grave error.

The organ is an institution of the picture theatre, for which, so far as we know, no substitute has been found or is likely to be. It is an instrument of dignity, of varied appeal, whose richness had much to do with making the picture theatre the community institution it now is.

More than that, it is an integral part of the showmanship of the modern theatre, a piece of equipment which, by its very presence, helps mightily in the rounded appeal of the show.

Frankly, we do not believe that it can be replaced, without serious loss in public estimation, by any other mechanism.

As an indication of the trend of things, a sales manager of one of the big film companies, just back from the road, told us this week that exhibitors are not interested in synchronized music scores. They are demanding "talking" pictures; the novelty of the music score that seemed to proceed from the screen is, our informant says, passing out already.

"I found," he said, "that exhibitors want the talkies, but they do not figure the synchronized music score as a big factor."

This would mean that the organ has, and will continue to have, its indispensable place in the picture theatre. The organ and the "talkie" may well be a winning combination for the theatre.

We advise exhibitors to watch their step in this matter. The organ is an established part of the theatre. Exhibitors planning new houses will do well to remember that fact.

There are exceptions to all rules. In the new day in the industry, the organ seems to us an exception among the big changes now taking place.—W. A. J.

Price Slashing Puts Ohio Theatres in a Bad Way

"Multum pro parvo" or its English equivalent "much for little" might well be adopted as a slogan for exhibitors in Lima, Ohio, where a battle of admission prices, begun three months ago, is still being waged to the detriment of the box offices both in the Lima and contiguous territories.

The Ohio theatre, operated by the Schines, was the first house to reduce its prices, slashing them to 35 and 20 cents for nights and matinees respectively. The Sigma theatre, featuring Vitaphone, reduced their prices to conform. The Ohio, however, soon announced newer reduced prices, 25 and 10 cents for night and matinee performances with no change in programs. Opposition houses have refused to meet the new scale of admission and are operating on the first reduction basis.

P. J. Wood, manager of the Ohio M. P. T. O., who went to Lima recently to look over the situation, summarizes it as an exceedingly deplorable one.

Film Classification Plan Opposed in Australia

It is being argued that one of the recommendations of the Royal Film Commission, unless changed, will work particular hardship to circuits and individual owners of continuous houses in Australia, according to a report received at Washington, D. C., from Assistant Trade Commissioner Charles F. Baldwin, Sydney. One of the censorship proposals of the Commission provides that only pictures marked "Pictures Suitable for Universal Exhibition" can be shown at matinees, exception being made in the case of long-run houses. It is expected that city theatres in particular will be affected adversely and so much more that the Commission foresaw that amendment of the recommendation must be made.

The total of children who attend matinees in continuous shows in Australia is generally considered to be less than 10 per cent. Any enforcement of this censorship pro- the matinee audience, all of the adults must witness nothing but juvenile films.

Hays Brands Quotas as Trade Prohibitions

In a statement in Hollywood recently, Will Hays declared that quota laws, such as the French regulations, are trade prohibitions and consequently violations of the convention adopted by the International Conference for the Abolition of Import and Export Prohibitions in May of last year. Mr. Hays' statement was made following the inception of endeavors on the part of Hugh R. Wilson, U. S. Minister to Switzerland, at the session at the import and export conference at Geneva, to abolish trade barriers. The convention, referred to in the Hays statement, was signed by D. Perruys of France as well as Wilson of U. S., he points out, and calls quota laws "disguised prohibitions." Hays notes that the French quota law requires American firms to buy one French picture in order to be granted French distribution for seven of their own films.

C. H. Moses Sells Staten Island Theatre Interests

All his motion picture interests in Staten Island have been disposed of by Charles H. Moses, president of the Isle Theatrical Company, who steps down from the presidency of the concern. Formed some years ago, the firm headed by Mr. Moses bought out the Johnson and Moses Theatrical Company. He began his theatrical career on the island about 18 years ago. He has no plans for the immediate future, but according to report, he is retiring from the industry with a large fortune.

Otto B. Mantell Eastern Agent for Mary Pickford

Formerly branch manager for United Artists in Geneva, Switzerland, Otto B. Mantell has been made eastern business representative for Mary Pickford. He returned from abroad last week and will leave this Saturday to confer with the star in her Hollywood home.

Before occupying the past at Geneva, Mr. Mantell was division manager for United Artists for Central and Northern South America.

Owen Davis Chief Editor at Paramount Studio

At the Paramount studio, located at Astoria, Long Island, Owen Davis, playwright connected with Paramount as writer and advisor on stories, will be editor-in-chief. The studio is soon to open.

Inside Slants on the Industry

PICTURES AND PEOPLE

The Mirrors of Filmdom

ONLY a few weeks away from the opening of the new season. . . . It'll be one of the most interesting on record. . . . And the most hectic. . . . The sound picture tidal wave will bring that about. . . . In fact, has brought it about already. . . . But, the little old public goes right ahead patronizing first class pictures, sound or otherwise. . . . Take the opening of "Lilac Time" at the Carthay Circle in Los Angeles. . . . The previous record was smashed by $2,308, and there is an unprecedented advance sale. . . . Ned Depinet has been receiving a bunch of wires from the Coast, telling about the big hit "Lilac Time" has made. . . . Then, "Street Angel" at the Roxy, New York, piled up nearly $126,000 and goes into a third week. . . . The Strand continues to pull 'em in with "Lights of New York." . . . In the offing is "White Shadows in the South Seas," M-G-M's first sound film, opening at the Gaiety soon. . . . Not forgetting for a moment "Warming Up," Paramount's baseball box-office sound hit. . . . The boys are jumping right into this sound thing with both feet. . . . The public wants it, so there you are. . . . Ask Warners; they know. On the books of that concern 542 accounts have been added in five weeks. . . . Reaping the fruits of pioneer work.

* * * *

. . . Along comes Fox with the announcement of the Poli deal. Three hundred and twenty-five theatres, now, in that fast growing chain. . . . Chalk up a new mark in enterprise on the part of Pathe—five hundred simultaneous showings of "The King of Kings" in October, with a synchronized national advertising campaign. Nothing left to guess work in this. And the merchandising experts in all fields are watching with great interest this innovation in show advertising. . . . M-G-M's suggestion to exhibitors is: Put on a "Joy Week" campaign and chase away box-office blues. Free accessories and other helps for theatres. A fine idea. . . . Nearly all the news nowadays centers around sound. . . . Over in Pennsylvania, a judge has ruled that the censors have no jurisdiction over the "talkies." The case will go to the State Supreme Court, then, no doubt, to the highest Federal tribunal. Very important to the whole future of the industry. . . .

* * * *

J. D. Williams and John Maxwell arrive from England, but no statements are forthcoming. Something big appears about to break. Maybe, it is the deal by which Maxwell and Williams with E. W. Hammons will handle the licensing of Photophone in Great Britain. We shall see. . . . Where J. D. is, things always happen. But he's not ready to talk yet. . . . Legitimate stage producers are wrestling with the sound problems. They called in a picture technician the other day and discussed filming of plays right on the stage, but were soon shown that this was not practicable. . . . Pictures have to be made in a picture studio. And they are pictures first and other things second. . . . Exhibitors call and wire and write, trying to find out about interchangeability and other big sound problems. So far, not much light has been shed. But, of course, it will have to be. The fact that the public demands the new form of entertainment will force that.

* * * *

. . . Quoting from ourselves, if we may: "In the show business, there is but one license that binds and lasts and that is the license of public good will." . . . The laboratory experts and the engineers do the indispensable job of creating mechanisms, but it takes showmen to put the breath of show-life into the machines. . . . Monta Bell, who gave us a red-hot interview several weeks back on sound pictures, rises to remark: "The picture is still the thing, and no sound device or other invention can change that fundamental basis of filming entertainment." . . . A good sentence to paste in your hat. . . . While we're on the subject of things the public wants and will pay real money to see, the play, "Ringside," authored by Hy Daab of F B O and Ted Paramore, Jr., formerly with Hal Roach, has scored a sensational success in Detroit and will come into New York. Attaboy, Hy! . . . Slants, slants and more slants on the talkie problem. For instance, the Authors League warns that dialogue rights belong to the man or woman who wrote the lines. Picture rights to plays don't include talk, unless the dialogue rights have been specifically contracted for. This will have to be threshed out, too. . . . It will be, no doubt. . . . Little old public wants talking films, so all problems will have to bow to that demand. . . . What has become of the man who used to say the public didn't know what it wanted?

* * * *

But in all this furore about sound, the most vital thing is audience reaction. . . . We had a chance the other night to size up, first hand, what the talkies mean, away from Broadway. . . . Up in New England, at the Roger Sherman Theatre, New Haven. . . . A beautiful house, by the way. . . . And an all-talkie program, which kept the audience in rapt attention. . . . Sound reproduction was first class, clear to the back of the house. . . . The feature was "Lights of New York," and, boy, how they liked it! Vitaphone special acts scored, too. . . . So there you are! . . .

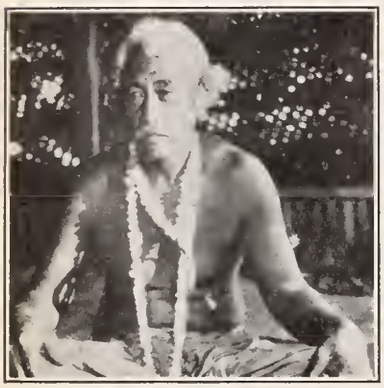
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A Naval Base During the Era of the Patriarchs. The Ark That Noah and His Sons Built Is One of the Spectacles of "Noah's Ark," the Warner Bros. Production. To the Right Can Be Seen Noah Himself, as Portrayed by Paul McAllister



A New Use for the Octupus. Johnny Hines as a Dapper Commodore in a Scene with Louise Lorraine, His Leading Lady in "The Wright Idea," a First National Comedy Vehicle Produced by C. C. Burr and Directed by Charles Hines



Polynesians Play a Number of Roles in M-G-M's White Shadows in the South Seas," Which Will Have Its N. Y. Premiere Next Tuesday. The Above Gentleman Is Chief Mehivi, of the Tahitians



The "Racing Blood" Quartet—Elinor Flynn, Al Cooke, Alberta Vaughn and Willie Gray. They Recently Finished "The Wages of Synthetic," No. 2 of the Series Being Released by F B O



Rita Carewe, Screen Star and Daughter of Edwin Carewe, with Leroy Mason, to Whom She Was Married Recently. Mason Is Leading Man in the United Artist Release, "Revenge"



They're More Than Animated Images—Are These Two, Clara Bow and James Hall, Whom Mal St. Clair Is Using as Punch and Judy for a Little Ventriloquistic Act. You'll See How Well This Trio Works Together in Paramount's "The Fleet's In"



Quite a Difference from the Climactic Scenes in the Finished Picture Are These "Rescue" Scenes as They Are Shot in Their Original State with the Camera Nearby. In the Scene Are George Lewis and Yvonne Howell, While Nat Ross Stands on the Platform with Eddie Phillips Below Him in the Water. The Picture Is a "Collegian"

Film Boards Reply to Gov't

Credit Committees Defended as Necessary and Wholly Reasonable; 3,950 Houses Changed Hands in 1927, Answer Declares

CREDIT committees as operated by the 32 Film Boards of Trade in the United States, and the confidential reports they make to their members, are necessary because of the industry's unique nature and are wholly reasonable in their purpose and effect, the Film Boards and eleven fellow-defendants stated in an answer filed July 20, in the United States District Court for Southern New York. On April 27 the federal government, in a suit filed under the Sherman anti-trust law, charged that the credit committees operated in restraint of trade.

The answer sets forth that there are more than 3,000 changes of ownership in the 22,000 motion picture theatres each year. This makes it imperative from the distributor's standpoint that facts as to the reliability of new owners, and the circumstances under which transfers occur, be readily available. In 1927, the answer states, 3,950 theatres changed hands, involving outstanding uncompleted contracts with distributors totalling $8,081,000.

Signatures to Answer

The answer to the government suit is signed by George W. Wickersham and Edwin P. Grosvenor, of Cadwalader, Wickersham and Taft, solicitors for all the defendants, and by Gabriel L. Hess and Charles C. Pettijohn, general attorney and general counsel respectively for the Film Boards of Trade. The other defendants are the Motion Picture Producers and Distributors of America, Inc., and ten leading motion picture producing companies.

"When a distributor signs a contract with an exhibitor," says the answer, "for pictures which are to be delivered in the future the distributor in fact advances a form of credit to the exhibitor, because after the contract is executed the distributor is prevented from contracting with a neighboring or competing theatre for the same run of the same picture. He is precluded by the terms of the contract from doing so. During the life of the contract the distributor agrees to give the exhibitor 'protection' for the period specified in the contract against the exhibition of any of the photoplays named in the contract at theatres in the immediate neighborhood or vicinity of exhibitor's theatre. If the exhibitor later repudiates the contract the distributor will not be able to place the pictures in that vicinity for the reason that the competing theatres will be completely booked with other pictures. Therefore the total amount of rental involved in the average contract for 20 to 60 pictures, which represents the entire earning power in that particular neighborhood of all the pictures named in the contract, is a form of credit which the distributor has given the exhibitor and the distributor acts in reliance on that credit.

"As nearly all contracts are concluded in the spring or early summer of each year and cover pictures to be released at regular intervals during the year beginning the following fall, there are comparatively few cases of the transfer of a theatre in which there are not outstanding uncompleted contracts at the time of the change in the ownership of the theatre."

The answer is emphatic in regard to the purposes of the Credit Committees.

"No exhibitor," it says, "except one looking for an unfair or dishonest advantage, or with a bad financial condition or a fraudulent transfer to conceal, has cause to object to the rules and regulations.

Transfers of Theatres

"In the course of each year there are numerous transfers of theatres made for the purpose of avoiding existing contracts. An improvident or unscrupulous exhibitor finds he has signed contracts for more pictures than he has available play dates in the season within which to show them; or decides that there are other pictures more desirable than those he has contracted for. Instead of negotiating an honest settlement or adjustment of his contracts he sells or transfers the theatre to a relation or dummy who notifies the distributors that he has acquired the theatre and thereupon solicits new contracts for pictures in total disregard of the existing obligations of the real owner of the theatre.

"The frequent changes of ownership bring into the field each year many new and inexperienced persons. Some of these are unsuccessful and sell out again in a few months with the result that their contracts also go into the discard.

"With the transfer of his theatre the

(*Continued on page 267*)

Decision Bans Sound Censors

New Philadelphia Court Ruling Directly Opposite to Recent One, Holds Board Cannot Delete Dialogue

THERE is a difference of opinion in the Philadelphia courts as to the authority of censor boards in the handling of dialogue or sound effects in connection with motion pictures. Entirely opposite decisions have been handed down in two courts and will doubtless bring appeals both from the effected picture company and the Board of Censors.

President Judge McDevitt in a decision handed down in Philadelphia, July 21, rules that the State Board of Motion Picture Censors has no authority to impose censorship on talking motion pictures. The ruling diametrically opposes a decision in a similar case given by Presdent Judge J. Willis Martin, of Common Pleas Court No. 5, who ruled last month that the spoken word cannot be used in connection with movie exhibitions in Pennsylvania unless the words, as well as the films are approved by the censors.

The decision handed down by Judge McDevitt of Common Pleas Court No. 1 sustains an appeal by the Fox Film Corporation from an order of disapproval by the board, declaring that the order of disapproval is an arbitrary and an oppressive abuse of discretion. The Board contended it had authority to censor the sound pictures under the act of 1915, which created the body.

The opinion of Judge MeeDvitt covers thirty-two pages and states in part:

"The order of disapproval entered by the board upon the film in question was an arbitrary and offensive abuse of its discretion; and in failing to approve said film, in the absence of a finding that the said film was immoral, indecent or obscene, it failed totally to exercise discretion as was vested in it by the Act of 1915.

"The Pennsylvania State Board of Censors has no jurisdiction whatsoever to compel the submission to it for examination of such language as is to be used in conjunction with a motion-picture film; the regulation heretofore adopted by the State Board of Censors and herein complained of has not been established in accordance with any power or authority conferred upon the board by the act which created it."

Further in his decision, Judge McDevitt says:

"The educational value of the Movietone invention would be entirely destroyed by such an assertion of authority, for the producers could make no record of any public address unless the speaker first submitted to the photographer the manuscript of his speech, to be censored by the board in advance. The address of an explorer, for example, could not be given extemporaneously."

Judge McDevitt, however, points a way out when he says:

"While conceivably it may be desirable for the board to have the right to demand the submission of language used in conjunction with the motion picture film, in order to ascertain whether the film is moral or proper, that is a matter which must be addressed to the Legislature, for neither the board nor the Court by judicial legislation can create such a power if not created by an act of Assembly.

"It must be borne in mind, therefore, that the issue raised by this appeal is not whether the board should have the power to censor language, but whether such power

(*Continued on page 273*)

Gigantic Ad Campaign on "King of Kings"

Pathe's Biblical Drama Will Be Nationally Advertised in Fan Magazines and Newspapers in $75,000 Drive

PATHE, announcing that "The King of Kings" will be shown in approximately 500 theatres in the United States during the first two weeks of October, plans a national advertising campaign to cost about $75,000 and to be launched just before the releasing date, October 1.

Two page spreads will, it is said, appear in the "Saturday Evening Post," "Collier's," "Photoplay," "Motion Picture Magazine," "Motion Picture Classic," "Picture Play," "Screenland" and "Screen Fun." Full page ads are scheduled to appear in the "Chicago Tribune" and in the "Chicago American." The combined circulations of the magazines is nearly 6,000,000, it is estimated, and reckoning three readers will read each magazine, and including the circulations of the newspapers, approximately 19,000,000 persons will see the ads, it is expected.

A direct tie-up will be effected in the advertising, which will include the names of the theatres, their locations and the time of the performances. The ads will appear in issues dated September 29 in the "Saturday Evening Post" and "Collier's," in "Photoplay" for October, and in the November issues of the other magazines.

"To insure the complete success of the plan, every factor that has proven basic, sound and essential in merchandising in other lines has been considered and adopted," says the announcement. Heretofore the great weakness in general advertising," it goes on to say, "has been the impossibility of satisfying at once the buying impulse aroused by advertising through direct tie-up with the theatres showing the picture. Exhibitors, recognizing that fact, have in consequence credited but minor value to general magazine advertising. The problem, too, of securing a sufficient number of first runs so located as to meet the public demand in every section of the country, has been apparently insurmountable. In consequence practically all the magazine advertising that has been done by picture companies has been institutional in character. It has been found almost impossible to direct the public in national advertising to specific theatres at a specification. The lapse of time between the appearance of the advertising and the showing of a picture in a locality was sufficient to lessen materially the beneficial effects of the advertising. Furthermore, of necessity, the picture advertised has been new and untried, and so the sales and the advertising have been made more difficult.

"Advertising authorities are waiting eagerly to determine how greatly the theatre box-office will react to national advertising when it is directed at an immediate market," the announcement states. "It is the earnest conviction of men expert in modern selling systems that the Pathe plan, now complete and ready, will establish a precedent in motion picture merchandising."

New Trial Asked for Seattle Bomb Suspect

Convicted of having been the person guilty of throwing the dynamite bomb which seriously damaged the Embassy Theatre in Seattle and threw its audience into a panic, Thomas J. Woodhouse, an unskilled laborer by trade, was last week sentenced to serve from four to five years at hard labor in the Washington State Penitentiary. Judgment was pronounced in the courts at Seattle, and Woodhouse is at present at liberty on $5,000 bail, pending the outcome of a hearing for another trial.

The courts have been unable to gain information as to who posted the original bail for Woodhouse. The prevailing feeling in Seattle theatre circles is that union differences were responsible for the attack. The reward of $2,500 offered by the Washington M. P. T. O., will not be awarded until the outcome of the second hearing. It will be divided among various city department employees who were instrumental in obtaining evidence.

7 Companies Chartered at Albany, New York

Motion picture companies incorporating in New York state at Albany during the past week included the following: Hamilton Avenue Theatre Corporation, capitalization not stated, Apostle Anagnost, Constantine Korpeoglon, Astoria; Philip Zlotchin, New York City; Corning-Liberty Corporation, capitalization not stated, Gloversville, H. M. Banker, Israel Geisler, Gloversville; Forrest E. Ferguson, Syracuse; Marathon Pictures Corporation, $20,000, Symon Gould, Essie Bregstein, David L. Lang, New York City; Syndicate Pictures Corporation, capitalization not stated, Lillian Cunningham, Peter Lewis, Henry R. Danziger, New York City; Ideal Imperial Pictures, Inc., $1,000; Robt. C. Roy, Jesse H. Barkin, Nathan S. Farbman, New York City.

Educational Powers of Films Demonstrated

The ability of the motion picture to teach was demonstrated last week in the fields of geography, history, commerce and economics in a demonstration before the summer sessions of the New York State College for Teachers at Albany, New York. According to Professor W. C. Deeker, director of the summer school, the film is finding favor as an educational means. He predicts great popularity for motion pictures in schools even greater than that of still pictures now used widely in schools.

"Midnight Life," Newest Gotham Production

The latest Gotham production to be completed is "Midnight Life," featuring Francis X. Bushman, Gertrude Olmstead and Eddie Buzzel, musical comedy star. It will be released July 28. The film is an adaptation of Reginald Wright Kauffman's novel, "The Spider's Web." It was given another title but this was found to conflict with a similar title owned by William De Mille on a vaudeville sketch of several years ago which he is now planning to produce as a two-reel sound picture.

Scott Sidney Dies Suddenly While in London

Death visited Scott Sidney, Christie director and producer, very suddenly last Friday, July 20, while he was in London to make a comedy for British International at Elstree. In February he had intended to return to Hollywood to produce sound pictures at the Christie studio.

Sidney was best known for "Charley's Aunt," the Syd Chaplin comedy.

Famous Players Canadian Corporation Expanding Dominion Theatre Chain

DIFFERENT purchases of theatre sites in Canada herald an extensive campaign of expansion on the part of Famous Players Canadian Corporation, Toronto, which is securing a stronger hold on the theatre situation in numerous cities.

The corporation has made formal announcement of its purchase of a large theatre site at Yonge and Hayter Streets, Toronto, in the retail shopping section. A 4,000-seat theatre for the presentation of silent and sound films along with stage presentations its cast to exceed $1,500,000, will arise in a year's time on this location, it is said. J. T. Bragg, comptroller of Famous Players, is named as the construction manager, while Murray Brown is named as the architect.

Famous Players has launched a theatre in Quebec City to seat 3,000; a large theatre in Ottawa, to cost $1,250,000; a theatre in Windsor, Ontario; another in North Bay, which will open in the fall; a theatre in Saskatoon, Sask., costing in the neighborhood of $270,000, and other theatrical projects.

An affiliated company of Famous Players, the United Amusements, Ltd., Montreal, has begun construction on a new theatre in Montreal to cost $165,000. The Palace Theatre in the same city is being closed for several months for the construction of a new stage and for other improvements that will cost $80,000.

Publix Stage Shows Ending on Coast

Although official information has not yet been made public, it was reported in Seattle, Washington, last week on very strong authority that next month will see the end of the Publix stage units on the Pacific Coast motion picture circuit. It is understood that the Publix shows will end their season in the new Minneapolis house, and their place in the Publix houses in Seattle, Portland, San Francisco and Los Angeles will be filled by West Coast stage entertainment.

In Seattle, reports indicate that the Fanchon-Marco shows which have played West Coast's Fifth Avenue Theatre for several seasons will be moved to the new Seattle Theatre to replace the Publix units, and the Fifth Avenue will henceforth be devoted to the "larger" pictures, Movietone subjects, and an occasional stage specialty. This was necessitated by the fact that the Seattle Theatre has lost on an average of $7,500 each week since it was opened in March, with one or two possible exceptions. Similar losses are reported from other Coast cities, and it is believed that the cost of about $5,000 per week for stage entertainment is without reason in smaller centers.

Official Procedure Ends Washington Disaster Case

The last chapter in the tragic collapse of the roof of the Knickerbocker Theatre, Washington, D. C., January 22, 1922, when 97 persons were killed and 103 injured, was written in the District Circuit Court July 2 when counsel for plaintiffs of 52 damage suits brought against the District of Columbia Government secured the dismissal of the cases.

Several suits had been brought since the catastrophe against various defendants, but in no instance was any claimant able to secure a favorable verdict. The collapse of the Knickerbocker roof occurred from the weight of snow which lay upon it following a very severe storm. The disaster resulted in a thorough survey of other places of entertainment by District authorities and one or two were temporarily closed, for fear of a repetition of the catastrophe.

Portland Theatre Robbed During Performance

While patrons were enjoying the stage and screen performances at the Portland Theatre, Portland, Ore., last Sunday evening at 11 o'clock, a lone bandit walked into the office of Manager Blavis and secured $1,000 in bills, the Sunday receipts, but overlooked a quantity of silver. The police are now making an intensive search.

Rudolph Radtke Accepts Berth With K-A-O

Rudolph Radtke, comptroller for Universal Chain Theatres, has resigned that post to assume new duties in the real estate department of the Keith-Albee-Orpheum at the home office. He will work in conjunction with J. J. Ford, assistant to Joseph P. Kennedy.

Film Boards of Trade Preparing Analysis of Chase-Hudson Bill

AN analysis in layman's language of the purport and possible effect of the Canon Chase-Hudson bill, latest of the legislative proposals to inject government bureaucracy into the motion picture business, is being prepared and will be ready for the trade press, the Film Boards of Trade and others interested, in about two weeks, C. C. Pettijohn, general counsel for the Film Boards of Trade, announced today.

"The policy of the industry," Mr. Pettijohn said, "is to meet such attempts at destroying the business by the simple process of getting before the legislative authorities, in open committee, the true facts in regard to our present operation and what would happen under the various panaceas proposed. We did this in the case of the Brookhart Bill.—frankly, sincerely and vigorously. It was sufficient.

"We also found, in studying the Brookhart Bill and in presenting the industry's case, that the lively interest of everyone, in all our branches, showed a determination to meet these attempted encroachments with full understanding of the issues involved. We will continue to prepare and release, well in advance of the time for action, analyses in plain English of the effects of all important legislative proposals."

Poli Circuit Purchased by William Fox

After Month of Negotiations, Deal Is Closed; Theatres to Be Wired and Modernized Immediately

AFTER long negotiations, William Fox officially announced on the night of July 22 that he had acquired the Poli Circuit in New England. The news did not come as a surprise. The deal has been on for months.

Some time ago, Max Schoolman and associates of Boston closed for purchase of the circuit, but the deal was not completed. At different times, other interests have dickered for control of the chain.

Mr. Fox announced the purchase price as $25,000,000. The Poli Circuit comprises twenty theatres in leading cities of New England, with an aggregate seating capacity of 45,000.

The announcement was made by Mr. Fox to newspapermen assembled in the executive offices of the Roxy Theatre.

In his announcement, Mr. Fox stated that a budget of $1,000,000 had been set aside by his corporation "immediately to renovate and modernize the entire Poli chain, particularly with regard to the installation of Movietone projection apparatus, so that these theatres may present not only motion pictures in sound, but the same type of motion picture entertainment now presented in the Roxy and other de luxe theatres throughout the United States."

The Poli Circuit has been held outright and operated successfully for 30 years by Sylvester Z. Poli, who is now 68 years old. The theatres acquired by the Fox Theatres Corporation include: the Capitol and Palace in Hartford, Conn.; The Hyperion, Bijou and Palace in New Haven; The East Main Street and West Main Street in Meriden; The Strand and Palace in Waterbury; the Palace, Poli, Majestic, Lyric and two others in Bridgeport; the Broadway Street in Norwich; the Palace in Springfield, Mass.; and the Plaza, Poli and Palace in Worcester, Mass.

Arbitration Introduced Into Louisiana

A LAW introducing arbitration into the state has been passed by the House of Representatives and the Senate of Louisiana. Immediately after the adoption of the measure the legislature adjoined without awaiting the governor's signature, which is merely a routine matter.

The new ordinance is a measure prepared by the American Arbitration Association. It is drawn up to expedite clearance of business by submitting disputed matters to arbitration. The possibility of recourse to law is not precluded by the measure should either of contestants determine to exercise his right.

Expect Large Attendance at German C. E. A. Meet

The invitations sent out by the German C. E. A. to their conferees abroad are meeting with a general response it is said. Already the exhibitors' organizations of ten different countries have promised to send delegates. Even the American exhibitors may be represented. The exhibitors' annual meeting is, therefore, developing into an international congress. The Spitzen organization, embracing every branch of this industry, has taken the official arrangements in hand as far as the guests from abroad are concerned. Everything will be done to display before the foreign visitors what the German film industry can show. The Renters' Association will meet at the same time.

FBO Has Completed Over 50% of New Program

Studio Has Finished 22 Features; 17 Gold Bonds to Be Produced; Five Million Spent on New Program

OVER 50 per cent of the first half year's productions on the 1928-29 F B O program has already been completed by the company's studio units on the West Coast, with an expenditure of approximately $5,000,000 having been made on the 22 features finished. It is expected the remaining half of the program, which includes 17 Gold Bond productions, will be finished before the end of the year and will involve another $5,000,000, thus rounding out the $10,000,000 set aside yearly by the company.

Already completed are "The Perfect Crime," with Irene Rich and Clive Brook; "Taxi 13," co-starring Chester Conklin and Martha Sleeper; "The Hit of the Show," with Joe E. Brown; "The Circus Kid," co-starring Joe E. Brown and Frankie Darro; and "Gang War," with Olive Borden and Jack Pickford. "Blockade," to star Anna Q. Nilsson, remains to be filmed.

The completed Gold Bonds also total six. They are: "Danger Street," with Warner Baxter and Martha Sleeper; "Stocks and Blondes," with Skeets Gallagher and Jacqueline Logan; "Charge of the Gauchos," with Francis X. Bushman and Jacqueline Logan; "Singapore Mutiny," with Estelle Taylor and Ralph Ince; "Sally's Shoulders," with Lois Wilson and Huntley Gordon; and "Sinners in Love," presenting Olive Borden, Seena Owen and Huntley Gordon.

Tom Mix' first F B O feature, "Son of the Golden West," is expected to be finished in the very near future. Tom Tyler has completed "Terror Mountain," "The Avenging Rider," "Tyrant of Red Gulch," and "The Trail of the Horse Thieves," Bob Steele has finished "Captain Careless," "Heading for Danger" and "Lightning Speed." Buzz Barton has two completed vehicles, "The Young Whirlwind" and "Rough Ridin' Red." Ranger the dog has finished "Dog Law" and "Fury of the Wild."

Several of the units making the above features journeyed to distant locations for their backgrounds. "Singapore Mutiny" was pictured off Catalina Island and, according to a clause in Estelle Taylor's contract, her role was finished the afternoon of July 24 to permit her to leave that evening for New York. Tom Mix made his location site at Victorville, Calif. Bob Steele made a trip to the naval base at San Diego and made use of a destroyer for atmospheric scenes for "Captain Careless."

With the signing of Tom Moore and Noah Beery for two pictures apiece, the remainder of the F B O feature program is beginning to get under way. Moore will star in "His Last Haul," to be directed by Marshall Neilan from a story by Louis Sarecky. Moore's other story will be "The Yellowback," to which no director has as yet been assigned. Noah Beery will be starred in "The Red Sword," a Russian story, and "Love in the Desert," which George Melford will direct. All of these will be Gold Bond productions.

The 13 other Gold Bonds will be "Stolen Love," "Tropic Madness," "Hey, Rube!", "Air Legion," "Voice of the Storm," "Hardboiled," "The Jazz Age," "The Convict's Son," "King of the Klondike," "The Record Run," "Lest We Forget," "Skinner Steps Out" and "Double-crossed."

Larry Darmour, producing four series of short subjects for F B O, is working on the sixth comedy of the "Racing Blood" series, entitled "The Sweet Buy and Buy"; the sixth Mickey McGuire comedy, "Mickey's Great Idea"; the third "Toots and Casper" comedy, "The Family Meal Ticket" and the second Barney Google comedy, "Ok Mnx."

Other recently completed short subjects are "Ruth Is Stranger Than Fiction" and "You Just Know She Dares 'Em," of the "Racing Blood series directed by Al Herman with Alberta Vaughn and Al Cooke in the cast; "Mickey's Babies" and "Mickey's Movies," starring Mickey Yule and the last of the current "Mickey McGuire" series; and Horsefeathers" the initial "Barney Google" comedy, presenting Barney Hellum in the title role with Phillip L. Davis as Sunshine.

Publix to Acquire Remaining Interest in A. H. Blank Circuit

A DEAL in the theatre circuits that has long been pending will be concluded soon when Publix will assume completed ownership of the Blank chain in the Middle West. Publix, a 50 per cent partner with Blank in the chain, now acquires the remaining 50 per cent interest, Abe Blank having agreed to the terms of the transaction following a visit to New York last week. The contract was drawn up in New York and sent on later to Des Moines for Blank's signature.

One of the first moves of Publix and one which is expected to properly take care of the Publix stage shows in Des Moines is the recently announced plan to expend $500,000 for the enlargement and reconstruction of the Des Moines theatre. The house will be given the name of the New Des Moines and will be rebuilt inside and out. The present seating capacity of 1,750 will be increased to 2,800. The front of the theatre will be extended and will be given a new ornamental garb. The balcony will also be extended to the front and on the sides of the house. A stage with modern equipment necessary to stage the Publix shows will be installed and dressing rooms in the enlarged basement will be built. Definite date for the beginning of the construction work has not yet been determined. It is expected to start either in the fall or in the spring and will take about eight months.

When the New Des Moines makes it bow it will have the Publix shows as a standard feature, while the Vitaphone equipment will be transferred to the Capitol Theatre.

Ward Crane, Actor, Dies at Lake Saranac

Following an illness of several weeks, Ward Crane, motion picture actor, died last Saturday, July 21, at Lake Saranac, N. Y., where he had gone about three months ago to regain his health. Up until a week or so ago, his health seemed to have improved, but he was shortly afterwards stricken with pneumonia and suffered a relapse that ended in death. His father was with him at the time of his passing.

Ward Crane was born in Albany where he lived for a number of years. At one time he served as confidential stenographer to Governor William Sulzer and during the war he attained the rank of officer in the navy. For a time he was stationed in Los Angeles, where he met Alan Dwan, the director, and was given his first chance at acting.

Messages of condolence were received from various stars. Among them was one from Jack Dempsey, a close friend of the actor, who was also present at the funeral held on Wednesday at one of the Albany cathedrals. A military guard attended as well as many state officials.

Pathe Resuming Serial Production September

On September 1 Pathe will resume its serial-making activities. On that date Spencer Bennett will put "The Fire Detective" into production. The story is an original by Frank Leon Smith and George Arthur Gray; the latter is doing the continuity. The new serial will utilize sets in both the Metropolitan and Pathe studios, it is probable. The two other serials that will follow will be "The Tiger's Shadow" and "Queen of the North Woods."

Brent and Brook Principals in "The Letter"

Evelyn Brent and Clive Brook have been assigned to the principal roles in Paramount's forthcoming film version of Somerset Maugham's "The Letter."

Miss Brent will have the Katherine Cornell role. Brook will play the husband. Work on the picture will probably begin following the completion of "Interference."

Omaha Suburbans in Booking Combine

A BOOKING combine among suburban theatres of Omaha is being formed by the World Realty Co., operating about 20 houses in the Omaha territory. It is understood that the Military, Hamilton, Beacon and Alhambra theatres, all independent, have entered the pool. World Realty operates the World, Moon, Sun, Avenue, Benson, Corby, Maryland and Roseland theatres in Omaha. Harry and Abe Goldberg head the firm.

Film Boards Reply to Government

(*Continued from page 263*)

previous owner or operator loses the capacity to complete the performance of his existing uncompleted contracts with distributors for the reason that each contract calls for exhibition at the theatre which he has transferred and as he is no longer the operator of that theatre he no longer has the authority to say what pictures shall be exhibited there. The contract does not permit the exhibition to take place at any other theatre than that specified in the contract. To show the pictures at some other theatre of the seller, if the latter owned another theatre, would moreover, violate the protection given other theatres in other contracts of the distributor for the same pictures and therefore would not be practicable.

"In many instances the principal or only asset of the exhibitor is the ownership of the theatre which he has transferred.

"Failure of the exhibitor to make a condition precedent to the change of ownership that the new owner, lessor or operator shall assume his uncompleted contracts results in a total loss on such contracts to the distributors in many cases.

Uncompleted Contracts

"Every purchaser of a theatre knows full well before he buys a theatre that the seller in all probability has uncompleted contracts with various distributors for the exhibition of pictures at the theatre which he proposes to buy. Every purchaser well knows, before he buys, that his purchase of the theatre will cause the seller to breach every existing uncompleted contract previously entered into by the seller for the exhibition of pictures at the theatre which is to be sold and that every distributor who has such a contract with the seller will suffer loss and damage on account of such breach, unless either the seller makes a settlement with the distributor before the transfer or the purchaser assumes the outstanding uncompleted contracts."

The answer declares that the Credit Committee system gives full protection to all responsible and honest exhibitors.

"Defendant distributors at all times," respondent companies say, "have been and are ready to complete existing uncompleted contracts entered into with the previous owner of a theatre and to deliver pictures under such contracts to the new owner or operator without demanding of the latter that he deposit security under such contracts or any of them."

Wisconsin Unit Convenes

M. P. T. O. Hold 14th Annual Meet at Milwaukee; Sound Films Topic; New Officers Are Elected.

MOTION Picture Theatre Owners of Wisconsin enjoyed their fourteenth annual convention at the Wisconsin Hotel, Milwaukee, on Tuesday and Wednesday of this week. About one hundred exhibitors were present at the convention which was officially opened by F. J. McWilliams, president, on Tuesday morning. Reports of various committees were taken up on Tuesday. J. O. Smith, representing the Radio Corporation of America and Mr. McKinney of Vitaphone addressed the Wednesday afternoon assemblage on the subject of synchronized and sound pictures.

R. G. Woodhull, national president of Motion Picture Theater Owners, was one of the principal speakers of the convention.

It was agreed by exhibitors that they be very careful in the matter of synchronized pictures until standard and uniform equipment can be obtained at a price that will make it possible for the exhibitor to so equip his theater.

The following officers were elected for the ensuing year: Steve Bauer will be president to succeed F. J. McWilliams. Fred C. Seegert is the new vice-president. George Beyer is Sergeant-at-Arms. E. Langemack, treasurer, and Max Krofta, recording secretary, were re-elected.

F. J. McWilliams was elected to the Executive Committee for a three year term, and George Fischer was elected for a five year term to succeed Tom Foster, resigned.

Members elected to the Board of Arbitration are: A. L. Robarge of Merrill, James J. Boden, South Milwaukee, and E. Berth of Kiel. Alternates are: Aug. Berkholtz of West Bend, Bert Fisher of Milwaukee, Charles Washicheck of Milwaukee.

204 New German Films

Schedules May Be Increased; New Standard Contract Forthcoming; American Pictures First in Austria

THE producers' schedules having been announced, it now becomes apparent that 204 new German features are scheduled or in production, according to a news despatch from H. Fraenkel, Berlin Correspondent for Motion Picture News. Further news bulletins indicate that contracts now in vogue will be abolished shortly in favor of a standard contract. The foreign trade will be invited to the meetings this year of the German Exhibitors and Renters associations to be held from August 21 to the 26. An additional report states that according to the official figures recently published by the Vienna Chamber of Commerce the American films led the field during 1927,

Of the 204 new German features Ufa has 17 and Defu, the German-First National concern, 15. These two companies head the list, which, it is thought certain, will increase during the next few weeks. It is estimated that more than half of the market's demands for the current season will be taken care of by home production.

The new standard contract has just been drawn up by a committee of exhibitors and renters. It will probably be ready for ratification near the end of the present month.

The exact figures of feature pictures handled in Austria during the past year are as follows:197 American; 140 German; 28 French; 15 Austrian. The United States also led in the number of short subjects consumed by the Austrian public, the numbers being: 406 American; 148 German; 119 French; 135 Austrian. These figures show that in both the feature and short subject fields Austria's home production is last in the tabulations. In view of the recent legislation, however, Austrian motion picture activities are taking a turn for the better.

Sapiro vs. M-G-M Suit Now Before Judge

THE action of the I. M. P. E. A. for an injunction against Metro-Goldwyn-Mayer to prevent the latter corporation from serving the M. and S. circuit in New York City is now in the hands of the court, briefs having been filed during the week. Aaron Sapiro appeared for the I. M. P. E. A. and Robert Swain for M-G-M.

Mr. Swain, in defending M-G-M, claimed that M. and S. had voluntarily withdrawn from the Sapiro buying group before entering into the deal with Metro. He charged the I. M. P. E. A. with operating in contrary to the Anti-Sherman Act in that exhibitor members of the group were banded together to allocate product.

Mr. Sapiro claimed that M-G-M had committed an unlawful act in making a deal directly with M. and S., asserting that knowledge of the contract said to exist between M. and S. and the I. M. P. E. A. had been in the hands of M-G-M.

Change in Release Dates for Christie Comedies

Three changes are announced in the recent schedule of release dates for Christie comedies.

"The Dizzy Diver," Billy Dooley's first vehicle with sound accompaniment, will go to exhibitors on August 11, instead of August 18. "Hot Scotch," Jack Duffy's first sound comedy, will be released on August 18, instead of August 25. "Stop Kidding," starring Bobby Vernon, will be ready for showings on August 25 instead of August 11.

Other Christie comedies, the dates of which have been announced, are definite.

Larger Pa. Organization

Recent M. P. T. O. Membership Drive Proves Extremely Successful; Arbitration Functions Effectively

AS a result of the M. P. T. O. membership drive, which started in April and was concluded June 15th, the following circuits are now members of the Pennsylvania organization: Stanley Company of America, with its Pennsylvania and Southern New Jersey houses; Handel & Hovner, with its circuit of 12 theatres in Southern N. J.; Wilmer & Vincent's circuit of theatres in Penna.; Equity Theatres, Inc., 45 theatres in Phila. and Eastern Penna.; East Coast Circuit of 9 houses in Eastern Penna.; Wm. Freihorfer's seven theatres in Philadelphia; P. M. Lewis with his circuit of 6 theatres in Atlantic City, N. J.; Fred G. Nixon-Nirdlinger's Circuit and the Appell Amusement Co. of York, Pa.

Arbitration has shown that from 1926 to 1928, of 845 cases, only ten per cent involving members of the organization reached the Board of Arbitration and of the total number of cases filed against members of the organization, which amounted to 79, fifty per cent were settled before hearing.

The M. P. T. O. of Eastern Penna., Southern N. J. and Delaware has taken the stand that its committee on the Board of Arbitration will not sit upon any cases brought by non-members, nor will it sit to consider any action brought by non-theatricals.

At the last meeting of the organization a committee was appointed to draft a code of ethics for the members. This committee consists of N. F. Power, of the Strand theatre, Doylestown, Pa., chairman; A. B. Smith, Salem, N. J.; J. M. Wax, Philadelphia; Lewen Pizor, pres. as ex-officio member; and George P. Aarons, secretary. The committee will hold its first meeting July 11th.

Of the 186 theatres in operation at the present time in Philadelphia, there are now only ten which are not members of the organization.

Prizes for securing the most new members in the M. P. T. O. membership drive have been distributed as follows:

First prize, $100.00, to William Bethel, Success Exchange, 32 new members; second prize, $25.00, to George Schwartz, Metro-Goldwyn, 20 new members; third prize, $15.00, to Ed. Whaley, United Artists, 16 new members; fourth prize, $10,000, to William Mansell, First National, 4 new members; fifth prize, $10.00, to M. Fishman, Success Exchange, 3 new members; sixth prize, $10.00, to George Marks, Liberty Exchange, 2 new members; seventh prize, $10.00, to M. Katz, Liberty Exchange, 2 new members.

Joy Week for Summer

M-G-M Inaugurates Idea of All-Comedy Programs for Consumption During the Hot Months

"LAUGH Week" finds a parallel with "Joy Week," conceived by Metro-Goldwyn-Mayer as an ideal method of combating the inroads on box offices during the hot summertime. The basic idea of "Joy Week" is practically the same as that of its predecessor, but M-G-M considers it more elastic as it allows exhibitors to present their weeks at any time that best suits their convenience. The company has garnered box office material in its new Joy Week Press Sheet and in a line of accessories to be offered all theatres taking up the idea of presenting all-comedy bills under the M-G-M banner.

A theatre booking a program made of comedy shorts combined with comedy features will have at its disposal special one-sheets, five styles of three sheet snipes and slides. These will be distributed free and tie-up possibilities will also be on hand with manufacturers of pennants, balloons, streamers, confetti, etc., the tie-ups to be arranged on a minimum cost basis. The press sheet offers suggestions for programs and lists the titles and stars of the productions, the number of reels and the running time of each subject.

Oklahoma City Labor Controversy Settled

A CONTROVERSY between the motion picture operators' union and Oklahoma City theatre managers reached an acute situation, but has been amicably settled. A walkout of all operators affiliated with the Capitol (Publix) and the Liberty (Mid-West Amusement Co.) was imminent, but after a conference between the would-be strikers and the theatre managers the position of the latter was sustained and the incident closed, but with a continuance of union operators working in the booths. The strike situation arose over the demands of the union for two men to be employed to operate so-called "talking machines."

Had the strike taken place a sufficient number of non-union operators had proffered their services to keep the theatres going.

"Gaucho" Shown Privately Before Royalty

A motion picture presentation was held last week at Brook House, the London home of Lord and Lady Mountbatten, when "Douglas Fairbanks as The Gaucho" was shown to a distinguished audience including King Alfonso of Spain, the Duke and Duchess of York, Admiral Beatty and other distinguished members of the naval and diplomatic services.

"U" Using 1700 Extras in Four New Features

One of the largest corps of extras ever used at the Universal studio was pressed into service this week at the Laemmle plant at Universal City where productions are now assuming celluloid form. 1700 were used altogether.

Harry Pollard, beginning work on "Showboat," used 900 extras for interior theatre scenes on board the Showboat. William Wyler used 300 in scenes for "The Shakedown," being made at the San Pedro oil fields. Wesley Ruggles used another 300 in "Salvage," also on location at San Pedro. The fourth and last batch of extras, 200 in number, was used by Nat Ross while directing scenes on the Russian River for the third "Collegians" series.

Production of New Films Under Way by Roach

Ever since the resumption of production at the Hal Roach Studios immediately following the month's vacation during May, every department has been running at high speed in order to prepare in advance the various releases of the four series of comedies which will be distributed during 1928-29 by Metro-Goldwyn-Mayer. Six productions have already been received in the New York offices of M-G-M.

Charley Chase has completed "Imagine My Embarrassment"; "Our Gang" has completed "Growing Pains" and "The Old White Horse;" Max Davidson has completed "That Night" and "Do Gentlemen Snore"; and Laurel and Hardy have finished "Should Married Men Go Home."

Other productions which have been completed as far as photography goes but which are still in the process of being cut and titled are the "Our Gang" production of "School Begins"; Charley Chase in "Is Everybody Happy" and Laurel and Hardy in "Early To Bed." This places the studio far in advance of its record at a corresponding period last year.

First National Releasing 4 Features in August

Four feature productions will be released by First National during August; the pictures and their respective dates are as follows:

"The Wright Idea," starring Johnny Hines, August 5; "The Strange Case of Captain Ramper," with a German cast, August 12; "Out of the Ruins," starring Richard Barthelmess, August 19; "Oh, Kay," starring Colleen Moore, August 26.

FBO Closes Deal for Cuba Distribution of Product

F B O Export Corporation this week closed a deal with the Cuban Film Company of Havana for the distribution of the F B O product in Cuba. Ambrose S. Dowling, manager of F B O Export, consummated the negotiations with Pedro and Serafin Saens, through their New York representative, Felipe Mier.

F. N. Releasing 2 Specials in September

"The Barker" and "The Butter and Egg Man," two special productions, will be released by First National during September. The former co-stars Milton Sills and Dorothy Mackaill, and the latter has Jack Mulhall in the title role.

"Lost in the Arctic" Shown at Gaiety in New York

The Gaiety Theatre in New York last Wednesday evening held, for the first time, the showing of "Lost in the Arctic," a new Fox Film Corporation release. It succeeded "Fazil," Fox production, into this house.

The picture is described as a motion picture record of an Aretic expedition headed by H. A. Snow, explorer and cinematographer, and tells of the fate of a group of explorers who were lost in the Arctic expedition of Vilhjamur Stefansson in 1913. Their fate was a mystery until many years afterwards when the Snow expedition cleared it up.

Snow is reported to have stayed in the icy wastes for about a year and has also recorded action pictures of the pursuit of whales, polar bears, seals, walrus, and other forms of polar life.

The picture is to be shown indefiinitely at the Gaiety.

Paramount Engages Two New Players

Paul Guertzman, a 15-year-old Russian refugee, and John Loder, a former British cavalry officer, have been engaged as screen players by Paramount, Jesse L. Lasky having discovered them during his recent trip abroad.

Loder has acted in pictures in Germany and his first role was under the direction of Alexander Corda. He played his first featured part in 1917. A year later he was given a position with Gainsborough Pictures in England where he is now completing a film.

S. M. P. E. to Hold Fall Meet at Lake Placid, N. Y.

L. C. Porter, secretary of the Society of Motion Picture Engineers, announces that the fall meeting of the society will be held at Lake Placid, N. Y., the week of September 24th. The spring meeting, which was held in Hollywood in the early part of May attracted unusual attention to the activities of the S. M. P. E. and it is believed that the fall meeting will be the largest ever held by the society.

27 Stern Comedies in "U" Exchanges Now

PRINTS of 27 new two-reel Stern Bros. comedies for next season are now in Universal exchanges throughout the country for pre-viewing. With the shipment last week of "Take Your Pick," the latest Mike and Ike comedy, the equivalent of comedies through the months of September, October, November, December, January and February are in readiness to be launched into circulation. The schedule of the Sterns is complete through January, with five additional comedies set for February and March release.

The group now in the exchanges includes six "Newlyweds and Their Baby" comedies, eight "Let George Do It" comedies, seven Buster Brown comedies and six "Mike and Ike" comedies.

Pittsburgh Unit Won't Arbitrate Until Gorris Suit Is Settled

PENDING the settlement of a suit brought against the Film Board by P. L. Gorris, an exhibitor of McKeesport, Pa., the members of the western Pennsylvania unit have served notice that they will not act on further matters of arbitration until a decision has been reached. A temporary injunction has been granted Gorris whereby distributors are restrained from enforcing the customary deposit demands.

At a recent meeting of the exhibitor association, members stated that they would not arbitrate until settlement of the case and voted that it be vigorously prosecuted.

Alabama Houses Change

Trend of Theatres in All Parts of State Is Toward Operation by Chains

MANY changes have taken place in Birmingham theatres within the past few months. The trend toward chain operation in that city and, in fact, Alabama as a whole, is very marked. For example, since January 1, the following towns have been added to chain management:

In Athens, Ala., Muscle Shoals Theatres, Inc. (Tony Sudekum and Louis Rosenbaum) have erected the new Ritz in opposition to the Dixie, the latter house having been under management of R. C. Allen for the past fifteen years.

In Alabama City, the two houses formerly controlled by Jack Martin—the Ritz and Savoy—have passed under control of Tony Sudekum, thus giving his chain four theatres in the Gadsden district.

In Russellville, Craddock's Airdome is in opposition to W. J. Hurn's Princess; Mr. Craddock also operating the Princess Theatre at Cherokee, Ala.

The Princess at Piedmont, Ala., long operated by J. G. Varnell, is now under management of T. E. and Morris Watson, who also operate the Strand at Montevallo and the Aldrich at Aldrich, Ala.

The Liberty at Attalla, formerly operated by George P. Walker, has been added to Thomas E. Orr's circuit, consisting of theatres at Boaz, Albertville and Guntersville, and it is reported that Colonel Orr is taking over a theatre at Ft. Payne.

In the Birmingham district proper, many changes are noticeable. The Five Points Theatre, which formerly was operated by J. W. Peck and son, has passed into the hands of the Marvin Wise circuit, which now controls ten theatres in the district. The former Joe Steed circuit, consisting of the Fairfield at Fairfield, the Wylam at Wylam and the North Birmingham at North Birmingham, have recently been sold to A. P. Sloss and associates, thus marking the passing from active theatrical management of one of the oldest showmen in the district—Joe Steed.

The Champion, a colored house, built and operated by Henry Hury, has been sold to Paul Engler, who conducts the Frolic, also a colored house.

Educational Studios Busy

Production Activity at Intense Pitch; 11 Comedies Now Complete and Five More Are in Work

PRODUCTION is booming at the Educational studios on the West Coast and the mid-summer zenith of activity is fast becoming a fact. In less than two months' time, nine two-reel and two one-reel comedies have been completed and production is well along on five more. Within the new month or so, exhibitors will be able to see eight or a dozen pictures for pre-viewing purposes, it is thought.

"Big Boy," whose first Juvenile picture for the new season was recently pre-viewed, has also finished his second of the series. The first is a comedy revolving around a fire house, while the second is said to be of a more pathetic nature. Charles Lamont directed the four-year old star in both numbers. Wallace Lupino has also completed two two-reel comedies under the direction of Jules White.

Lupino Lane is making a comedy burlesquing pirate lore. Henry W. George is at the megaphone in this offering. Al St. John is featured in two new completed Mermaids. In the first he is assisted by Estelle Bradley. Stephen Roberts directed the comedian in the two films. Monty Collins, recently graduated from the one-reel to the two-reel ranks, is starred in another Mermaid, also directed by Roberts.

Jerry Drew continues as the dapper comedian in a new Ideal comedy, recently completed by Charles Lamont. Monty Collins and Henry Murdock are the stars of two Cameos, which contain Ruby McCoy and Lucille Hutton. Charles Lamont will place the first Dorothy Devore into work within the week, while the unit making the "Russ Farrell, Aviator" series will continue location work in the desert near Mojave, Calif.

M-G-M Will Release 6 Features in September

During the initial month of the new season, September, to be exact, there will be six feature film productions on the releasing schedule of Metro-Goldwyn-Mayer. According to opinions expressed by various M-G-M officials, the line-up is one of the strongest ever assembled.

"Excess Baggage" will be the first of the new pictures to reach the public. It will be followed by "Our Dancing Daughters," said to be the first production to be filmed with the new ultra-modernistic settings and incandescent lights. "While the City Sleeps," starring Lon Chaney, "Beyond the Sierras," an adventure story of early California starring Tim McCoy, are two other productions that will make their appearance during the month. The last two September releases will be "The Bellamy Trial" and "The Cameraman."

Leo Morrison Sees Big Times for Actors

Leo Morrison, among the busiest of the Broadway agents, sees big times ahead in the "talkies" for the stage star, many of whom, however, have still to be sold on the sound pictures. Morrison has been identified with talking pictures since their inception. He placed "Chic" Sale in the first two-reel talking comedy about a year ago.

Among others whom Morrison has brought to the talking screen are Van and Schenck in popular songs, Leo Carillo in his four talkies, Clark and McCullough in "The Honor System" and "The Interview," Joe Cook in "The Ball Game" and Lionel Atwill in a dramatic sketch.

Weiss Sells Great Britain Rights to Serial

European Films, Ltd., of London, England, will distribute the Weiss Bros. serial, "The Police Reporter," in Great Britain, under the terms of negotiations just completed by Max Weiss, president of Artclass Pictures.

European Films, Ltd., is the British end of Universal, and details for the handling of the Weiss Bros. serial were handled by James Bryson, managing director, who conferred with the Artclass executive while the latter was in Europe.

Exchanges Must Handle Zoning Plan Protests

THE resolution of the M. P. T. O. Kansas-Missouri, protesting against the protection zoning plan of the Kansas City Film Board of Trade, which was submitted to the board recently, is not a matter for the board to handle, but is up to the individual exchanges, Harry Taylor, president of the film board, said. Thus it seems that the protection plan, upon which much time was spent in devising, is due for a natural death. Points brought out in the exhibitors' resolution alleged that no protection plan could be worked out which would prove fair to all theatres.

J. M. Franklin K-A-O Canada Representative



J. M. Franklin

J. M. FRANKLIN, manager of B. F. Keith's theatre in Ottawa, has become Canadian representative of the Keith-Albee-Orpheum Corporation of New York, with supervision over all Keith interests in the Dominion. His headquarters will remain in Ottawa and he will continue to manage the B. F. Keith's theatre there.

There are Keith or Orpheum houses in the principal cities of Canada, while there is an extensive organization for the individual distribution of Pathe, FBO and First National pictures in the country. Mr. Franklin declares that there will be no changes in personnel.

"Deported" Title of New del Rio Vehicle

"Deported" will be the title of the Dolores del Rio picture to follow "Revenge." The film will be based on an original story written by George Scarborough, playwright, and purchased from him by Edwin Carewe, who will direct.

In London, during August, Edwin Carewe will discuss the new del Rio picture with Joseph M. Schenck, president of United Artists. Miss del Rio is coming to New York next month for her first visit to the metropolis, and then she is sailing for Europe.

News Reel Resume

Paramount News

No. 103.—Mexico mourns Obregon; Hoover visits Coolidge; New York honors remains of Carranza; Foch returns to French front; Italia search goes on in the frozen north.

No. 104—Airplanes in mass formation; world's champion endurance swimmer; ocean fliers at Azores; the fall of Pekin before the Nationalist forces; Dempsey and Heeney; establishers of a new record for circling the globe; young child travels alone; golf stars in Schenectady contest; the world's largest wheel.

M-G-M News

No. 98—Mexico's slain leader; pony becomes expert high diver; Marshal Foch sees memorial unveiled; Hoover welcomed at Superior; trans-Atlantic fliers welcomed; Tilden dropped from U. S. team and later re-instated; monkey and dog as pals; star athletes at British pre-Olympic games; Indian hordes in demonstration before Juggernaut god.

No. 99—Two Americans who circled the world in 23 days; new electric traffic cop at Berkeley, Calif.; yachts becalmed as race opens; Dixie jazz played on tin cans; plane squadrons in review; the Russian expedition which saved the remnants of the Italia's crew; lilies blooming amid glaciers; mourning Mexico pays homage to Obregon.

International News

No. 58—Mexico grief-stricken over passing of leader; King George at University opening; Tilden dropped from cup team only to be later re-instated; Hoover greeted at summer executive office; Marshal Foch at unveiling; the biggest flying boat in the world; the Hearst family; Arctic dogs thrive in New York heat; throngs see British Olympic finals.

No. 59—Obregon lies in state before saddened Mexico; China girl scouts in drill; Texas pays honor to Capt. Carranza; Argentine polo team swamps Yanks; fliers who circumnavigated the globe; tourists ride the Hozu River in Japan; Mayor Walker in 'Frisco; planes in stirring display of strength.

Kinograms News

No. 5415—New York remembers Carranza at bier; Helen Wills returns from European victories; Mexico unburdens her sorrow at loss of Obregon; artists make annual pilgrimage to Cape Cod; the Bambino clouts two homers before his sister; singing festival in Esthonia; throngs cheer Hoover on his visit to Coolidge; Gov. Smith and family pose before the camera.

No. 5416—Fliers establish new record for circling the world; champion swimmer collapses after heroic swim; Leviathan in navy yard for beautifying Colorado Mt. climbed by religious enthusiasts; cowboys hold their first water rodeo; new machine teaches tricks to dogs; auto racers on slippery track.

Pathe News

No. 61—Artists visit the cape of the Sacred Cod; Britain's power shown in military display; America pays tribute to Carranza; King George sees Helen Wills win title; Gen. Foch at unveiling; twin lemon balloon in sky joy ride; Knight Templars march in Detroit; sailors take holiday in Honolulu surf.

No. 62—War-time destroyers to be dismantled; horse dive into lake and race for shore; night marksmen shoot at airplanes; France celebrates start of the Republic; train takes nose dive into ocean; fliers beat the moon in 'round-the-world trip; New Yorkers swarm Coney Island.

Fox News

No. 85—Hoover off to West to visit Coolidge; pageant at Siena, Italy; King of Afghanistan visits Kemal Pasha at Turkish capital; Major Fitzmaurice and German fellow fliers in Ireland; Dixie girls entertain kiddies; trains rescue autoists stranded by Arkansas floods; Hollywoodites reduce on skyscraper roof; speedy motor-boats race on New Jersey lake.

No. 86—Canton reds wreck large portion of city; Hoover confers with Coolidge; Carranza's funeral cortege in New York; President Obregon, who was assassinated in Mexico; Czechoslovakians erect monument honoring Wilson; water walking on pontoons, Viennese fad; Tunney and Heeney in workouts; engineers span precipices of Colorado Canyon; chorus girls have water battle on roof of Roxy Theatre in New York.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Radical Changes Needed, Says Weber

Producing Manager Says Forces Must Combine for Success

L. LAWRENCE WEBER, secretary of the Broadway Producing Managers Association, prominent as a producer of legitimate stage successes, and one-time motion picture producer sees radical changes coming if sound pictures are to be a success, and has little fear that the "talkies" are going to disrupt the legitimate stage.

Mr. Weber, always interested in motion pictures, gives it as his opinion that the only way sound pictures can succeed with dialogue and as reproductions of stage plays is for the motion picture producers to get together with the producers of the legitimate stage. He looks upon the present day picture director as entirely incompetent to direct pictures that carry dialogue and says the only possible hope for such pictures ever rising above the mediocre stage is to bring to them a combination of the art of the stage and the screen.

"The motion picture director has been visualizing pictures from the one angle for fifteen years. He cannot change overnight, nor do I think many of them are competent to direct under the new scheme of things. Excuses are being made for the directors on the ground of imperfections in the mechanical devices that record and reproduce sound. Of course there will be improvements in these devices, but even as they are at present, the majority of the glaring faults as seen on the Broadway screens now in connection with sound pictures are entirely faults of ignorance on the part of directors. They simply do not know the technique that now is entirely different than they have been accustomed to. They are not familiar enough with sound recording and amplifying devices to know what they are all about or just how they are going to be when reproduced on the screen.

"Remember now, I am not talking as secretary of the Producing Managers Association, but I am merely giving you my personal slant on this brand new angle of motion pictures. I do think that the only way they can become a success is to bring stage producers into the industry. What the Producing Managers Association will do as a body, I am not prepared to say. I do remember back fifteen years however, when motion pictures were first brought up before meeting of the Producing Managers and at that time it was their opinion that the motion pictures were just a fly-by-night affair that would have their flare and pass on. I am not too sure that the same condition or state of mind does not exist today with regard to the talking pictures. The producing managers are a hard body to get together and they have their own troubles, financial or otherwise.

"I think it would be a wonderful thing if some sort of scheme were worked out whereby we could pictures jointly to the mutual benefit of all. Picture producers may not think they need the Broadway producer, but they are going to make a big mistake and these talking pictures will not survive unless the best brains of the legitimate stage are consulted.

"For one thing you will find if the Broadway producer participated in the production of motion pictures there will be a tremendous cut in the cost of production of pictures. We would not stand for a minute for the ridiculous salaries now paid to stars and others in the picture game. Some of these salaries they pay inconsequential people are ridiculous. Why, I have seen girls go from Broadway into the pictures and get $2,000, $3,000 and $5,000 a week. It is entirely unnecessary and uncalled for and it could not exist if producing managers of Broadway were called in to participate in production.

"I believe that the actor or the actress should be fairly paid and possibly participate in the profits of a picture. It would not be fair to them to engage them for a picture that takes only two weeks of their time and at the same time deprives them of the customary time they would put in on the road in a legitimate show. And these pictures are going to deprive the actor and actress of a lot of money they would get on the road, for I think road companies would be few if legitimate Broadway shows are accurately and satisfactorily produced with dialogue.

"It would be no more than right to cut the player in on a share of the profits in addition to any salary paid him or her. For the sake of argument say, the players got ten per cent of the profits. That would recompense them for the time they would lose on the road and it would assure their best work in the picture presentation.

"Under any circumstances, I do not think talking pictures are going to disrupt the legitimate stage. The best players in the best shows are usually under run-of-play contracts and are bound to stick until the show concludes. There is a clause in the contract that precludes their appearances elsewhere without permission of the manager to whom they are under contract.

"Those players who have not run-of-play contracts will hesitate before signing for a picture that will give them but a week or two of work, unless, as I say, they are allowed to participate in the profits of the picture. These, however, are among the difficulties that will be overcome if the picture producers get together with the legitimate producers. I think if this could be arranged both the pictures, the legitimate stage and the players would benefit to a greater extent than ever before.

Woods Reported Heading Group to Acquire Sound Device

A L. H. WOODS is reported at the head of a group of Broadway producers who are contemplating the taking over of a sound device, on which Woods now has an option, and producing their own Broadway successes with dialogue. Among those mentioned as likely to become affiliated with Woods in the project are, Arthur Hammerstein, Max Marcin, the Shuberts, Sam Harris, Archie Selwn and William A. Brady.

According to the Broadway rumor, Woods has an option on the device until the middle of September, the producers are to put up equal amounts for acquiring the property, and the stage successes are to be produced under their direction.

There has been no word yet on the question of distribution, but the story is to the effect that the pictures are to be roadshowed in the principal cities of the United States in the legitimate houses. They will be withheld from showing in such cities as the legitimate production may play, at least until such time as the show has played those cities.

It is said that in the larger cities where the legitimate production will not be seen runs for the pictures are to be continued for a period of six months or more when possible. Prices, it is said will be kept down to the lowest figure, so that the pictures of New York stage hits will be available to all.

Mr. Woods refused to discuss the proposition for the present, but said there would likely be important developments by the end of the week. He did admit that negotiations were on for the sound production device and that the closing of the deal was likely in the near future.

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New Decision Bans Censoring Sound

(Continued from page 263)

has been conferred upon it by the Act of 1915."

The present case came up when the Fox corporation took an appeal recent from the order of the board after the latter disapproved a talking picture entitled "She's Still My Baby."

The opinion of Judge Martin upheld the censors on the same question. It was brought before the court in injunction proceedings filed by Vitagraph, Inc. These conflicting decisions can probably only be determined now by a decision from the Supreme Court. Vitagraph has already filed its appeal, and the censors are expected to take the same action on appeal from Judge McDevitt's ruling.

While Philadelphia is engaged in a judicial dispute as the rights of the censors, Baltimore censors are going right ahead making deletions where they are considered necessary, although no authority has been given the board to do so. Dr. George Heller is chairman of the board. He says deletions are rare, and rather than objecting to the procedure, exhibitors have helped the board in the matter.

Censoring of such films has to be done at the theatres equipped to show them, as headquarters of censors are not equipped versations in dialogue films are furnished with sound mechanism. Transcripts of conthe board by exhibitors, but film is viewed in theatres to get the proper emphasis.

Dr. Heller said that if a protest came up he could get a ruling promptly from Thomas H. Robinson, attorney-general, because the latter is fully informed on the matter. Should the attorney-general render an adverse opinion to the board in case of protest then an appeal would be made to the legislature.

Sound Synchronization for "Show Folks"

Ralph Block, associate producer at the Pathe Studio announces that sound synchronization will be used throughout "Show Folks," now being filmed under the direction of Paul Stein.

New musical scores written by Chris Schomberg, especially for the original dance numbers will be introduced to the public for the first time through the sound effects used in conjunction with the picture.

Lina Basquette, Eddie Quillan and Robert Armstrong have the featured roles in "Show Folks."

Minnesota Equipped for All Sound Films

Edward A. Smith, managing director of the new Minnesota theatre in Minneapolis, announced last week that his theatre is equipped to handle all types of sound films, including Vitaphone, Movietone, and Firnatone. The total cost of installation approximates $100,000.

The Minnesota theatre is said to be the first in the world designed and built with the idea of acoustics especially adapted to sound recording devices.

Selznick Heads Organization That Will Market Picturetone

L. J. SELZNICK reenters the motion picture industry as the head of a group who have acquired Cortellaphone, a sound recording and reproducing device, which at the present time records and reproduces on disc only. The organization under which Mr. Selznick and his associates will operate will be known as Picturetone, and has been chartered under that name in Albany.

Mr. Selznick has not yet announced his plans, but it had been previously announced by Cortellaphone that within a short time they contemplated reproducing sound from film. The Cortellaphone Company had also announced it would be ready to make installations within ninety days.

South and Mid-West Are Making Installations Rapidly

SOUND reproducing equipment is being installed rapidly in some of the larger cities in the south and middle west, and much interest is being shown by the motion picture patrons. There is still a hesitancy, however, on the part of many exhibitors, who are inclined to wait further developments before tieing up definitely to a contract.

Reports from different cities are as follows:

Considerable interest is manifested in Birmingham, Ala., among local theatre operators in the many "sound" devices now being placed on the market. Local theatre men realize that talking film devices are here to stay, but are cautious about committing themselves on the merits of any particular style of synchronization. They are keenly alive to the possibilities.

The growing popularity of sound pictures is responsible for the innovation which is to bring Vitaphone and Movietone productions to the Howard Theatre, Publix de luxe house in Atlanta, next week. Before an intimation of its intention was known to the general public the Howard had sensed the reaction toward synchronized pictures as a virtual demand for this new feature of theatre entertainment, and had ordered Vitaphone and Movietone equipment.

Under the direction of expert engineers the installation of that equipment is now completed. Preliminary tests are highly satisfactory.

Mechanics are rushing the final work of converting the Ambassador and Loew's State Theatre, St. Louis, into sound motion picture houses. Both plan to present their first talking feature pictures on August 4.

Loew's plans to open its sound policy with United Artists "Two Lovers," while Richard Dix in the part-talkie "Warming Up" will be the initial offering of the Ambassador under its new policy.

The Ambassador's first sound picture will be a Movietone product. The opening sound bill will also include several short subjects, completely eliminating the theatre's regular orchestra and stage presentation. Ed Lowry, master of ceremonies at the Ambassador, will take a two weeks' vacation starting on August 4. However, he will still be featured at the Ambassador as his second Vitaphone subject is booked for that time to fill the gap caused by his absence.

A corps of technical experts are completing installation of Movietone equipment at the Des Moines Theatre. The Des Moines is the first Iowa Theatre to have the new sound producing device installed.

The equipment installed at a cost of some $13,000 will be complete for its first public showing early in August.

Installation of talkies in the Indiana, Circle and Ohio theatres is planned this fall by Skouras-Publix theatres. The local houses will join other Skouras-Publix houses which have turned to talking films. Contracts for installation of equipment have been let to the Hatfield Electric Company, local electrical house. Equipment and installation will cost about $100,000 in the three houses. The Ohio is closed down until Labor Day for remodeling. The Indiana will be ready to show talkies August 4th.

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"U" Breaks Ground for Sound System

Main Stage, Theatre and Monitor Room Make Up First Unit

HOLLYWOOD, July 21.—Ground was broken yesterday at Universal City for the erection of unit No. 1 of the new soundproof stage system recently ordered by Carl Laemmle, president Universal Pictures. The first group will consist of a main stage, 60 x 100 feet; a combined theatre and monitor room, 36 x 50 and an apparatus section 73 x 53 feet.

The main stage is to be of the truss type, with walls built of sound-proof material and the floor insulated separately from the balance of the building to obviate ground noises. The ceiling is especially designed to prevent overhead sounds such as heavy winter rain storms and passing airplanes from penetrating the shooting chamber.

The theatre and monitor room will house an expert who controls the microphones and sound volume by a remote control system. The monitor hears only the recorded voice although he is able to see the players through plate glass windows. He is thus able to modify or enlarge the voices or atmosphere sounds.

The theatre will be built in exact proportions to an actual theatre. The screen, projection "throw" and sound volume will be proportionately diminished so that actual theatrical conditions can be simulated. Projection rooms are to be built so that a picture can be screened into the Main stage itself to accommodate post-synchronization when a 100-piece orchestra may be required, for example.

The apparatus section will house a generator room, a battery room, amplification room, two recording rooms, stock room, test rooms, office, two cutting rooms, disc-shaving room and rest rooms. The recording and amplifying rooms will be vibrationless, special concrete piles being sunk to separately support these two chambers. Work is progressing rapidly on the new units and they will be ready for occupancy early this Fall.

The first Universal production to be made with the Movietone process and which will introduce new and thrilling sequences in sound, including a prize fight, is "Shakedown." James Murray and Barbara Kent will play the leading roles.

Talking pictures will at last give Clarence Brown an opportunity to accomplish something he has wanted to do for some years.

Ever since the success on the stage three seasons ago of "Hamlet," in modern clothes, Brown has wanted to transfer it to the screen. The reason he has hesitated doing it is because he realized "Hamlet," as is, is not what is termed "screen material," without a mass of subtitles. Talking characters will take away this serious drawback.

Following the making of three pictures already assigned Brown for the Metro-Goldwyn-Mayer program, he hopes to venture a modern version of "Hamlet" on the talking screen.

Contemplated sound films are already bringing about radical changes in all studios," declared Edward J. Montagne, scenario-editor-in-chief of Universal, recently. "The voice test is becoming just as important as the screen test was only a few months ago, in casting pictures; and the candidates loom up everywhere.

The Ernst Lubitsch production, tentatively titled "Conquest," expected to start production in September, will be the first John Barrymore picture with sound devices and also the biggest screen vehicle in Barrymore's career, according to John W. Considine, chief of United Artists who will supervise the picture.

A huge stage to be exclusively used in the making of sound device pictures is being rushed to completion on the United Artists lot. Lubitsch is assembling a big staff preparatory to launching the new Barrymore opus.

Andres de Segurola's great demand for talking pictures is due in a large measure to the fact that he speaks and sings with equal facility in seven languages. The former opera star is now playing an important feature role in his third Vitaphone feature for Warner Brothers, the Fanny Brice starring vehicle, "My Man."

Fox Substitutes "Talkie" Program for Silent Comedy Shorts

BECAUSE the belief is held that the silent comedy is passed in this day of the talking movie, Fox Films announces that it immediately will discontinue the production of silent two-reel comedies and will concentrate on short subjects with sound, instead. Word of this decision is being sent to Fox salesmen throughout the country. The program of 26 two-reel comedies announced for the new season having become obsolete, the Fox production forces will turn out 52 Movietone Entertainments, 25 of which have been finished. Several of the comedies in sound have also been finished, including "The Family Picnic," "The Mystery Mansion" and "Four A. M."

Another angle said to be an important consideration behind the new Fox short subject policy is that a large number of first runs are scheduled to open in the fall in various key cities and that Fox is determined to supply these theatres with what is considered first run product, namely, sound pictures. Hence, the company's step to abandon the production of soundless films in favor of those with sound effects.

Fraser Discusses Sound Scenarists

Visualization, not theorization, is what is needed most in motion pictures, according to William R. Fraser, General Manager of the Harold Lloyd Corporation.

"The average literary man breaking into the profession of motion picture writing, strives more for word effect than he does picture results" states Fraser. "It is an entirely different proposition moulding together brilliant word passages than visualizing their possibilities in picture sequences.

"The trouble with a great many comedies is that in their incubation stage, they 'talk' funny, or dramatic, as the case may be. This talk takes on a much different hue when the director starts to work on the production, and finds that instead of action, he is handling a mass of words.

"There are several types of comedy writers, but it is invariably the one who has had experience in putting bits of business in stage plays, or vaudeville acts, or who has been educated entirely in the practical school of picture making, who is the best contributor to the success of pictures. The 'wise cracker' who can sit back and make his audience roar with funny stories and smart cracks, too often fails to differentiate between action and word gags. He deals too completely in the latter.

"With sound pictures reaching their present stage of popularity, the 'word' specialist will find a more important position in the picture world. But I believe the biggest factor in the production field will be the man who can "think" in terms of pictures.

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Cleveland Allen First With Movietone

The Allen theatre will be the first Cleveland theatre to offer Movietone. Installations are nearly completed and the first program will be presented July 28th. Fox news will be shown.

Paramount Completing Sound Details

Plans to Establish Distribution Offices in 9 Leading Cities

PARAMOUNT is rapidly completing details for the making and distribution of sound pictures. The company has decided to open offices in nine cities of the United States from which feature and short feature sound pictures will be distributed. They will also make trailers with sound accompaniment for those pictures so equipped.

As announced last week, Paramount will produce a minimum of 25 to 30 feature length productions with sound accompaniment. In addition to these, the Christie product will have sound, as will Paramount News and many novelty short features produced under the supervision of Emanuel Cohen, director of the short feature department.

"Warming Up," starring Richard Dix and "The Loves of an Actress," starring Pola Negri, are the first two feature length productions complete with sound. Others now in work are Anne Nichols' "Abie's Irish Rose," Ernst Lubitsch's "The Patriot," which stars Emil Jannings; "The Canary Murder Case," a detective mystery melodrama with William Powell, Louise Brooks, Ruth Taylor and James Hall featured in the cast; "Wings"; Erich von Stroheim's "The Wedidng March," in which he also plays a featured role with Fay Wray.

Short features complete with sound are "Dizzy Diver" and "Hot Scotch," two of the Christie series of two reel comedies. Other Christie subjects now in process of synchronization are "Stop Kidding," "Skating Home," "The Sock Exchange" and "Oriental Hugs."

Douglas MacLean's first feature length picture for Christie will be made with sound accompaniment at the Christie studio where the Electrical Research Products is now erecting a sound-proof stage. The title of this picture is "The Carnation Kid."

Construction of the sound proof stages at the Paramount Long Island studios is progressing and it is expected that they will be completed within a fortnight. The novelty subjects will be filmed there as well as the longer pictures.

One result of the invasion of sound into the picture field is the fact that this form of entertainment will draw closer together the Paramount and Publix organizations. In the past Paramount has confined its attention to production leaving the exhibition end of its business in the hands of Publix.

Approximately 50,000 musicians are on the payrolls of theatres owned, controlled or directed by Publix. Among these musicians are about 1,000 who have gained fame in their sphere of activity through creative ability. The men at the head of the Publix music and presentation departments have had years of experience in both legitimate stage and picture work.

Heading the list is Nathaniel W. Finston, chief of the music department who worked seven years with various talking machine companies including Victor and Columbia. Running close seconds to Finston are Frank Harling, the composer who wrote the music for "Deep River," Dominicko Savino, well known orchestrator and composer, Walter Donaldson, Dave Stamper, 15 years with Ziegfeld's Follies, and L. Wolfe Gilbert.

Other outstanding music and production men in the Publix organization are Herman Hand, orchestrator for Sousa, Paul Whiteman and Walter Damrosch, Einar Swan and Adolph Deutsch, jazz arrangers, and George Drumm who has been writing motion picture music scores for the past 20 years.

These men will work in conjunction with Paramount production officials in the making of novelty and subjects.

In order to expedite sound picture service Paramount will establish a sound picture exchange in 9 cities in this country strategically located. These sound picture exchanges will be located in the same buildings housing regular Paramount exchanges but will be operated separately.

Sound picture service stations will be located in Boston, serving Boston, New Haven and Maine; New York, serving New York, Brooklyn, New Jersey, Albany and Buffalo; Philadelphia, serving Philadelphia, Washington and Pittsburgh; Atlanta, serving Atlanta, Memphis, Charlotte and Jacksonville; Dallas, serving Dallas, New Orleans and San Antonio; Chicago, serving Chicago, Detroit, Milwaukee, Minneapolis and Sioux Falls; Cincinnati, serving Cincinnati, Cleveland, Columbus and Indianapolis; Kansas City, serving Kansas City, St. Louis, Oklahoma City, Denver, Des Moines and Omaha; San Francisco, serving San Francisco, Los Angeles, Salt Lake City, Seattle and Portland.

A master print of each sound picture will be kept at each of the sound exchanges and equipment for examination of sound prints is being installed at those offices. In the case of Vitaphone (disc) sound recording exhibitors will receive duplicate sets of records to guard against loss of exhibition through breakage in transportation or possible defects in the discs.

U. A. Films to be Made Suitable for Houses Wired or Not

UNITED ARTISTS' producers will make pictures for the international market and for all types of film houses—those "wired" with $15,000 worth of sound equipment and those not so equipped and dependent upon one upright piano—Al Lichtman, vice-president and sales head says.

The sound form in which the public receives its pictures will depend on the individual exhibitor; United Artists will offer picture entertainment intrinsically attractive, prepared for sound or silent presentation.

Synchronization and sound effects will be employed in each of the eighteen new pictures, it is explained, and the technique of making films will remain unchanged so that the 95 per cent of American film houses that are not "wired" also can properly exhibit the new United Artists Pictures.

Voices of Gloria Swanson, John Barrymore and Ronald Colman may be heard in their new pictures; the voice of Lupe Velez will be heard singing in "The Love Song," D. W. Griffith's film; Dr. Hugo Riesenfeld will arrange synchronized scores and sound effects; Irving Berlin is under exclusive contract to compose new songs for United Artists Pictures and already he has contributed "Marie" for Vilma Banky's new picture and "Where Is the Song of Songs for Me?", for "The Love Song." These are instances cited by Mr. Lichtman to indicate that United Artists is applying movietone and synchronization judiciously and not for mere novelty. He says the producers of United Artists have assured him that no imperfect sound pictures will be foisted on public and exhibitors, that "the golden goose is not going to be killed by haphazard sound pictures that only injure all use of sound."

"Some 1,000 theatres in the United States will have equipment for exhibiting sound pictures," Lichtman says, and "that means 19,000 theatres will not be so equipped and they must be supplied with pictures they can show." By use of synchronization and sound effects, says the sales executive, and by introduction of occasional dialogue or singing no injury is done to the technique of an otherwise silent picture that must presently be shown in the greater proportion of houses as a silent picture accompanied by a piano, a small orchestra or an organ.

Synchronization and sound effects will be general in United Artists Pictures; voice will be employed in some, as it fits the whole plan of the film; "Nightstick," the crook play that Roland West will direct, is to be a dialogue picture; so constructed that it can be exhibited with the dialogue sequences. Mr. West was a stage director before he turned to films. "Hell's Angels," air film, will have both sound effects and color.

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TALKING PICTURES

Pomeroy Named Director of Sound Effects by Paramount

ROY J. POMEROY has won a promotion from Paramount and in the future will be known as 'Director of Sound Effects.' Announcement of Pomeroy's elevation was made by Jesse L. Lasky, first vice president in charge of production.

By the same order, O. W. Roberts succeeds Pomeroy as head of the special effects department. For many years, Roberts was his assistant at the Hollywood studios.

Roberts and the technical department have moved to a different part of the studio, and the former stage devoted to unusual photographic effects has been turned into a sound-proof recording stage for the making of synchronized pictures.

Pomeroy's first motion picture work was with Paramount in 1922, when he made the striking scene of the opening of the Red Sea for the passage of the Children of Israel, closing the waters when the pursuers were half way across. This featured Cecil de Mille's production, "The Ten Commandments."

During the past six years, Pomeroy has been under contract to Paramount. Of late, he has become recognized as a leading mechanical inventor in Hollywood, an authority on sound pictures and other developments.

St. Louis Labor Controversy Still Waxes Warm

THE labor controversy in St. Louis has developed to a point where it has brought an exchange of letters between Dr. Frank L. Magoon, acting president of the St. Louis Board of Police Commissioners, and Guy M. Daily, president of the Musicians Mutual Benefit Association.

Dr. Magoon asserts that the police board and the police department have been strictly neutral in the controversy between the Musicians Union and theatres and other places of amusement that have substituted mechanical music for union orchestras.

Dr. Magoon's letter follows in part:

"Recently representatives of the Board of Police Commissioners met with Gov. Baker at his request concerning certain complaints lodged with him by a committee of the State Federation of Labor, of which you are chairman.

"We have gone over the items contained in the complaint carefully with the Governor. Many of the things complained of occurred several years prior to the term of the present board.

"It seems then the only matters of which you complain, where we are concerned, relate to the arrest of some parties charged with littering the streets in connection with picketing some theatres and the conduct of the police concerning the strike at the dyeing and cleaning establishments.

"These arrests were made in the ordinary routine of police duties of which the board members had no personal knowledge. Shortly following this incident someone called at headquarters and demanded of President Orrick that the officers concerned in the arrests of theatre pickets be summarily dismissed. The complainant was advised to make the complaint in writing and same would be thoroughly investigated.

"In matters of labor disputes it is the unalterable policy of the Police Board to act in a neutral spirit and our desire is that every member of this department display the same spirit.

"In conclusion we desire to state we stand ready to carry out the promise of President Orrick to make a thorough investigation of any complaint you desire to file with us against any officer of the department, and if they are proven guilty of the offense, to assure you they will be properly disciplined."

Daily's letter to Dr. Magoon follows in part:

"I acknowledge the receipt of your letter, addressed to our secretary, and in reply to same beg to state that, so far as our organization is concerned, the complaint made to the president of the Police Board and the Governor was that a number of our members, who, in a peaceable and orderly manner, were distributing circulars on the public streets of the city, stating that certain motion picture theatres did not employ union musicians, and were using machines, or what is commonly known as 'canned music' were arrested by the police, carried in the hoodlum wagon to the Central District Police Station, locked up and refused bond for several hours, under a charge of littering the streets with paper; that these men were tried before Judge Rosecan, in the First District Police Court, who not only found them not guilty of the charge, but severely reprimanded the officers making the arrest, and those immediately over them, for what he termed an unwarrantable invasion of the constitutional rights of these citizens.

"You state that somebody demanded of President Orrick, that the officers making these arrests should be summarily dismissed. No such demand was made by me or to my knowledge by any person connected with our organization. We simply laid the facts before him and asked him to determine the responsibility for the making of these unwarrantable arrests. He declined to do this unless we filed charges against the officers making the arrests; this we refused to do, and stated that he and his fellow commissioners controlled the Police Department and not we, and that it was up to him to inaugurate the investigation. This is our attitude now. Your offer to investigate the matter if charges be filed by our members means nothing to us and we decline to shift the responsibility from where it properly belongs."

Pomeroy Synchronizing "Abie's Irish Rose"

Roy J. Pomeroy, director of sound effects, directed the talking and singing sequences between Nancy Carroll and Charles Rogers as well as Jean Hersholt's rendition of the Jewish rituals for "Abie's Irish Rose," which is now being synchronized by Pomeroy.

During the past two weeks Pomeroy has directed tests in the form of short dialogues which have included practically every star on the lot. The tests are especially constructed so as to bring out each player's individual voice personality and will be filed away for the purpose of casting future talking motion picture films.

Broadway Authors Place Original With Fox

Eddie Dowling and James F. Hanley, co-authors and producers of "Honeymoon Lane" and other successful musical plays in which Mr. Dowling has been starred, have placed an original story with Fox Movietone for production as a feature subject.

The title will be "Footsteps" and the picture story is based on a theme song of the same name, both having been written by Messrs. Dowling and Hanley. The arrangement was made with Al Lewis and Joseph Pincus, for Fox Film Corporation through Walter H. Brooks.

Mount Carmel, Pa., Hears First "Talkie"

Mount Carmel, Pa., had its first taste of the "talkies," and fell for it hard, during the week of July 16, when "Tenderloin," starring Dolores Costello and Conrad Nagel, was offered at the Victoria theatre, with Vitaphone accompaniment, "at the regular prices."

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Photophone Will Have Hollywood Plant

RCA Photophone is to have its own sound producing plant at Hollywood. Arrangements are said to have been completed for the equipment of a sound studio for the purpose of making Photophone recording and talking film production avalaible to independents who have not been licensed by other recording systems.

Independent producers are in a quandary as to the manner in which to proceed with sound accompaniment because of the excessive costs of production under the different systems. Photophone, it is said, is ready to equip theatres and to do musical recording on disc or film at a considerable reduction over other systems.

Photophone is also said to be preparing to produce its own features and short subjects in Hollywood and is now lining up directors and writers on a contract basis.

Fitzpatrick Favors Disc Over Sound on Film

James A. FitzPatrick, pioneer producer of music films, including the "Schubert Series," sound-recorded for Paramount by the sound-on-disc method, and "In a Music Shoppe," a Fox Movietone sound-on-film subject, declares himself in favor of the former method.

"It has been my privilege to produce sound pictures by both the sound-on-disc and sound-on-film methods," states FitzPatrick, "and I deliberated considerably before coming to my decision in favor of the former system.

"Looking into the future a little, I feel that the eventual solution will be sound film running in synchronization with, but independent of, the picture film. But until this comes, I believe that for all around utility and quality the disc method will prove superior to the film method."

Warners Augment Casts for Specials

Several additions were made during the week to the casts of Warner Bros. Vitaphone specials now in work on the coast. Among those players selected by Darryl Francis Zanuck, Associate Executive of the Studio, were James Mack and Vera Lewis who were signed to appear in George M. Cohan's "The Home Towners" now being directed by Bryan Foy.

Clarissa Selwynne was named for a role in support of Fannie Brice in her first Vitaphone production, "My Man." Director Archie Mayo has taken the company to Pasadena for several days location work on the beach.

Fifth Seattle House to Be Equipped Soon

Trailers used on the screen of the theatre and captions used in the newspaper advertisements of the Seattle Theatre, Publix house, announce to the public that "Talking Pictures Are Coming to This Theatre." It is understood that the Movietone installation will be made soon, making the fifth Seattle theatre to be equipped for the projection of "talkies."

Entirely New Technique Needed For "Talkies" Says Laemmle

"TALKING pictures will be permanently successful only when an entirely new technique is utilized in their production," says Carl Laemmle, in disclosing the results of three months' intensive work, investigation and study of sound synchronization. This investigation has been going on at Universal City and in the New York laboratories of the company ever since it made its agreement with the Electrical Research Products, Inc., three months ago.

In these three months, plans involving the expenditure of over a million dollars at Universal City and $256,000 in the laboratories and studio at Fort Lee have been drawn, and the materials required have been ordered, and insofar as Universal City is concerned, are already being installed.

"There is a novelty, it is true, about hearing the human voice on the screen, which is a distinctly box-office draw at this moment," continued Mr. Laemmle, "But as soon as the novelty of this phenomenon has worn off and audiences have become accustomed to hearing the characters talk, they will no longer overlook the erudities of the technique of what is commonly called the talking picture of today. Unless a new technique is devised, a new technique of directing, of acting, and of cutting and titling, we will be right back where we were before, except that audiences will be yearning for the good old days when the moving picture was the silent drama, and they were glad of it.

"In the development of our sound activities at Universal City, and at New York, we have been proceeding cautiously, with a view to making our sound pictures as technically new and advanced as a new art deserves to be. For, to my mind, talking pictures present an entirely new situation. Moving pictures did not become an art until they entirely divorced themselves from the stage method of telling a story. They developed their own method of story telling. Now, with the new dimension, as it were, our organization is struggling, as probably every other one is, to fit it in artistically, effectively and in a manner which will be purely moving picture and not theatric.

"Our plans for synchronization include 'Uncle Tom's Cabin,' 'The Man Who Laughs,' 'The Last Warning,' 'The Girl on the Barge' and 'Give and Take.' But more elaborate technique will enter into such pictures as 'The Cohens and Kellys in Atlantic City,' with George Sidney and Vera Gordon; Reginald Denny in 'Red Hot Speed,' an automobile story; 'Man, Woman and Wife,' with Pauline Starke, Norman Kerry, Kenneth Harlan and Marian Nixon; 'Lonesome,' the Paul Fejos special. Others will be added to the list of this year's pictures as they go into production and we determine what treatment is best to use with them."

Henshaw in Merger With Producers Laboratory

Henshaw Pictures and Producers Laboratory have merged, according to announcement by Dale Henshaw, president of Henshaw Pictures, and Dwain Esper, president and manager of Producers Laboratory.

Henshaw Pictures has the exclusive contract for synchronizing sound and music with pictures for use on the Han-A-Phone reproducing appliance and will make twelve synchronized features for the coming season. Production on the first started July 10.

The Producers Laboratory will continue its general laboratory work, but will specialize on that incidental to the talking movie features, and is now installing the necessary equipment.

Movietone Will Present Newcomers in Comedy

Three new names, as the result of the advent of sound pictures, will shortly be introduced by Fox. They are Summer Getchel, Toy Gallagher and Ford West. They have the principal roles in the third all-talkie Movietone comedy, "Mystery Mansion," to be produced by the company.

Getchel and Miss Gallagher, unknown heretofore, have been specially schooled for this production by Fox Movietone experts. Ford West is a vaudeville headliner, a veteran trooper of the stage.

Authors' Rights Protected On Use Dialogue for "Talkies"

THE Authors' League of America now looms as another problem for the producers of motion pictures who plan accompanying dialogue. Joseph P. Bickerton, counsel for the Authors' League, is preparing a new contract. It will provide, it is said, that a producer can use dialogue only when talking film rights to a story have been purchased. Dialogue will not be permitted when picture rights only, have been purchased.

Mr. Bickerton says performance of talking parts of plays in pictures is an infringement upon the author's rights in cases where the producer has acquired only screen rights. Producers will not be permitted to have their own dialogue written in as such action is prohibited by the basis agreement between the producer and author. Right to alter dialogue will be covered in each individual agreement, providing such permission is desired by the purchaser.

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Will Launch Short Feature Sound Dept.

Plans for the organization of a department to make short features with sound in the Hollywood studios are announced by Jesse L. Lasky.

For the first time in his career as a producer, Lasky will have created a department to produce short reel and sound pictures. These one-, two-, and three-reel features will be part of a program of feature length pictures with sound already announced. Many will be filmed in the California studios and others are to be made at the Long Island plant, which has just been reopened.

"With Paramount entering the sound picture field," Lasky said, "we will be active in making short features. These will be synchronized with vocal and musical accompaniment. Approximately 50 feature length productions will also have sound effects. It is our plan to present a complete show in sound, including stage unit productions similar to those offered at the bigger theatres. Smaller theatres throughout the country will be given entertainment they have never been able to obtain.

"Owing to the proximity of certain stage talent to the Long Island studios it will be necessary to make a number of the short features there, but the rest will be produced in Hollywood.

"Stars from the New York musical comedy, legitimate and motion picture realms will appear in them. To do this properly we will create a special department to supervise the actual filming of short subjects."

Christies Start Work on Sound Buildings

Construction was started this week by the Christie brothers on the complete group of sound buildings at the Metropolitan studios. Contracts were signed between the Christies and the Austin Company, which recently built the new First National and Mack Sennett studios, calling for the immediate building of the first units of sound stages, recording buildings and theatre where synchronized pictures may be shown during the making. Western Electric equipment will be installed throughout in the new group of buildings.

The new sound film group at Metropolitan will be available not only to the Christie productions but also to the other companies which centralize their producing activities at Metropolitan such as the Harold Lloyd and Caddo companies, Carlos productions, the latter of which signed leasing contracts this week, and other producers.

Oregon Exhibitors Are Equipping Houses

Oregon exhiibtors are keeping abreast of the times, and are fast making arrangements to equip their houses with both Vitaphone and Movietone. Among the houses adding these features to their various bills are Hunt's Criterion at Medford, Ore., and it is expected that in the near future they will also equip both of their houses located at Roseburg and Grants Pass Oregon.

Bob Marsden and Denny Hull operating the Egyptian at Marshfield, Ore., are negotiating for Vitaphone and Movietone. The Rialto Theatre a West Coast house at Pendleton, Ore., has already installed the new apparatus and noted an increase in patronage.

Early in September the Rivoli Theatre, Portland will be equipped with Vitaphone and Movietone as will also the United Artists, this equipment being added while other repairs and renovations are being made.

Metropolitan Plant to Have Sound Equipment

Al and Charles Christie, owners of the Metropolitan Studios, which now house the productions of Harold Lloyd, Caddo Productions, several units of Pathe Pictures and others, have arranged for the installation of sound-picture equipment in the Metropolitan plant.

Western Electric equipment will be used in the Metropolitan studios, in accordance with Christie's contracts with Electric Research Products for the production of Christie Comedies and other pictures, and using Western Electric's system of sound reproduction. It is expected that two stages will be equipped for sound at once, and apparatus has been ordered for recording as well.

"Burlesque" to Be First All-Sound Paramount

"Burlesque," the filmization of the stage play by George Manker Watters and Arthur Hopkins will be Paramount's first all-sound picture production to be made in the Hollywood studios.

Victor Fleming will be the guiding hand behind "Burlesque," and Benjamin Glazer is now at work on the adaptation. Glazer has just completed the scenario work on "Beggars of Life," from Jim Tully's novel.

Warners Announce 4 New Road Shows

Four new Vitaphone specials were announced this week by Jack L. Warner as additions to the road shows to be released by Warner Bros. in 1928-29. One of these will be "The Grifters," from the story by C. D. Lancaster, just purchased by the Warner organization. It has been given over to Harvey Gates to adapt and Roy Del Ruth has been selected as its director. "The Grifters" will be produced, it is announced, as an all-talking film. Cast assignments will be made in the near future.

"Playing Around" from the stage success by Frances Norstrom has also been acquired by Warner Bros. as the basis for a big talking picture. The production executives are busy on preliminary arrangements for its filming, further details of which will soon be made public.

"The Madonna of Avenue A" will be the title of a Dolores Costello vehicle also in the group of road shows. This, of course, will make extensive use of Vitaphone.

Another story for Dolores Costello, as yet untitled, is also announced. This means that Miss Costello will be star of three road shows—"The Redeeming Sin," "The Madonna of Avenue A" and the unnamed production— in addition to "Noah's Ark," in which she heads the cast.

Exhibitors Service Bureau

Sends Theatre Cards to Names Printed in Society Columns

AS a feature of a campaign to stimulate private party business at the Capitol theatre in Atlanta, James A. Carrier, managing director and Southern District Manager for Universal, operator of the Capitol, uses a hand drawn card as a mail piece which he has sent every person whose name appears in the society columns of the local newspapers.

The card is a cordial reminder to the party to whom it is mailed that arrangements can be made by simply telephoning the management for a "theatre party" and stating that there is no service charge for such arrangements made by the theatre.

The card, post card size, flashes the headline "Just to remind you!" then the copy continues "A theatre party at the Capitol, Atlanta's finest theatre is an easy way for you to solve that social obligation. A phone call to this department stating the number of seats you require will save you time and inconvenience." It is signed by the Director of Public Relations.

According to report this mail campaign has been the means of increasing phone reservations for blocks of ten or more seats.

Carrier also presents a radio Frolic, broadcast from a local station at midnight every Tuesday night. The feature of the broadcast is the rendition of several musical pieces, with a prize of a ticket for all those sending in the correct titles of the tunes and compositions presented. To the sender of correct lists a card giving a free admission to the Capitol the following Tuesday night is mailed. Carrier reports that a careful check of these prize tickets discloses that ninety-eight per cent are returned and one or more tickets purchased by every one who receives a free admission.

Issue Campaign Book Featuring Ideas to Exploit Sound Films

THE first press book devoted to selling ideas to exploit talking pictures has made its appearance with the issue this week of the Vitaphone prospectus and work book, compiled by Warren Lewis, advertising and publicity director of the Vitaphone Corporation.

The work is concerned solely with publicity copy, descriptive articles and advertising suggestions on the sound phase of pictures equipped with Vitaphone dialogue or accompaniments, and is for the use of exhibitors in conjunction with the press books featuring particular attractions.

For exhibitors who are selling new installations, the new press book has especial value, because hitherto there was not at the disposal of the theatre introducing Vitaphone any work book or prepared campaign of equal resources for supplying newspapers with information and the advertising man with suggestions. The book contains 28 pages, and measures 9¼ by 12¼ inches.

Among the features of interest to newspapers as informational sources are the statement issued by Michael I. Pupin, Professor of Electro-Mechanics, Columbia University, when Vitaphone was introduced; a technical story of Vitaphone, describing in popular form the scientific principles involved; a brief historical sketch of Vitaphone illustrated with photos showing the apparatus used in the projection booth; statements by prominent exhibitors, and excerpts from the reviews of the first Vitaphone presentation in New York by the photoplay reviewers and music critics.

A number of advance publicity announcements and after-opening readers are also included, along with suggestions for a series of six newspaper ads describing Vitaphone in a course of educational talks and illustrations of posters, lobby cards and newspaper ad cuts and mats available for theatres.

Cooperative Page in Times Feature Strand Show

Cooperative newspaper advertising is an old standby for theatre exploitation in towns throughout the country, but it is the rare thing in New York City, and without precedent in the New York Times. The exploitation department of Warner Bros. last week aranged the first cooperative picture theatre ad that paper has carried, when a group of displays were featured under a strip head featuring the line "The Lights of New York," which currently is playing the Strand. A number of merchants represented under the heading with displays used the title of the picture as catchlines for their selling copy.

Winning Bathing Beauty to Get Stage Engagement

A three day Capitol Theatre engagement is to be proffered the winners of the First, Second and Third prizes at the annual "Bathing Beauty Contest" being conducted at Saltair, Utah. Manager George E. Carpenter is the manager of this house which is the latest edition to the Louis Marcus Enterprises.

Showmanship Briefs

H. M. ADDISON, manager of the Great Lakes Theatre, Buffalo, and Andrew Sharrick, Universal exploiteer, overcame the Buffalo newspapers' prejudice against tie-ups with motion picture publicity in a recent campaign on "Finders Keepers." It was a contest to get the best slogan to be used to advertise the Want Ad columns. The newspaper gave more than a hundred inches of space to the stories about the contest, as well as donating art stuff and advertising. The theatre gave away 200 free tickets. The theatre also staged a similarity contest, giving a theatre party to the girl most resembling Laura La Plante. This was one of the most successful publicity stunts pulled in Buffalo.

WARREN IRVIN, manager of the Carolina theatre in Charlotte, capped an excellent campaign for "Ramona" with an ingenious presentation idea in which he used two singers from the stage show unit in a prologue for the Dolores Del Rio vehicle. At the close of the stage act a stage traveller was closed and at the same time a "Ramona" song slide flashed on it. The singers began the number from behind the wings, while changing their costumes to Indian dress. They came out in the stage at the first chorus, a red spot being thrown on them. At the conclusion of the song the picture hit the screen.

TOM GORMAN, manager of the New York Hippodrome, celebrated Boy Scout night at the big playhouse last Monday evening as a special event for his presentation of "United States Smith," which deals with life in the Marine Corps. Detachments of Boy Scouts from the Bronx, Brooklyn and Manhattan attended the show. Gorman used special nights with great success on previous pictures, particularly a college play, and the idea still clicks as a publicity stunt and business attractor.

FREE dancing is an added attraction offered to the patrons of the motion picture theatre at Island Park, near Sunbury, Pa. Among the other attractions at the park is an open air dance pavilion, for use of which a fee is charged under ordinary circumstances, but the management announces in its newspaper advertisements that "there is no charge for dancing to patrons attending the show." Dancing starts immediately after the close of the theatre performance.

JACK CAMPBELL, of the Griswold in Troy, is finding it a rather hard matter these days to secure young ladies to participate in a contest to determine "a perfect 36" among the women of the Collar City. While the young women have no scruples against appearing on the bathing beaches of the city, they are rebelling against donning a bathing suit and parading before their friends from the stage of the theatre.

THE Kunsky Theatrical Enterprises, Detroit, are offering free admission tickets for the ten best sketches submitted in connection with the 20th anniversary of the company, which is being celebrated this week. The flag or banner must be a triangle about eight feet long and carry the caption "Kunsky Twentieth Anniversary," otherwise the designer will have free rein as to color and design.

Truant Snake Captured by Manager Stars in "Eden" Lobby Display

MANAGER GEORGE SOBEL, of the Stanley Company's Market Street theatre, Philadelphia, took advantage of the escape of a large gopher snake from a nearby pet shop to effect a very fine lobby display for the showing of "The Garden of Eden." The six foot snake escaped during the crowded shopping hours and nearly caused a panic as it lay on the sidewalk. Before being captured it held a crowd of fifty persons at bay and Traffic Policeman George Taylor who attempted to catch it, was severely bitten on the arm. He was hurried to a hospital where 1,500 units of serum used to counteract snake poisoning were injected into his arm.

Sobel, in the meantime, seizing his opportunity, succeeded in inducing the snake to crawl into a cylindrical film can and carried it to the theatre for his lobby display, which consisted of newspaper notices to the effect that the snake had been lured away from its place of confinement and was attempting to return to its primitive environment in the Garden of Eden.

City Store Aids Theatre in Neighboring Town

Boston Dealer Supplies Phonograph for Lobby Display at Strand Theatre, Malden

MANAGER R. E. MORRIS sold a Boston music store the idea of loaning a $550 orthophonic victrola which was used in advertising "Rose Marie" playing at the Strand Theatre, Malden, Mass.

Since Malden is only about ten miles from the metropolis of Boston, Morris contended that the music store would get a lot of publicity by allowing the use of one of his machines, so the store even sent the machine over in one of their delivery cars and called for it later.

The orthophonic was used in the lobby for the playing of selections from "Rose Marie" as the people came into the theatre for several days in advance of picture. The orthophonic was later used on the stage during the run of picture by synchronizing the music to those parts in the picture where Joan Crawford was apparently singing.

A handsome cutout of the three stars against a Northwoods background with two of the small mounted police cutouts on each corner was placed in a corner of the lobby with the electrola in the foreground. Proper cards tied the music up with the picture.

Just over the door in the inner lobby where people could easily see it as they came in was a small box of pretty Indian design with small totem poles and cutout letters spelling out the title of picture augmented by colored paper stuck over the letters.

Big Campaign Produces Results for Third Run Showing

ONLY seldom does the second or third run presentation receive better than the merest routine billing, and a brand of advertising support that can be classed as a "campaign" is rare in such instances. Occasionally, however, some picture of popular appeal is fortunate enough to get an advertising break on its second run, and in these cases, rare though they are, the results usually vindicate the wisdom of the exhibitor daring enough to go out and ballyhoo a return showing. Rarer still, is the case where the third run is exploited with any real vigor. This fact makes especially interesting a report this department has from P. D. Griffith, manager of the York theatre in Chattanooga, Tenn., in which there is related some of the features of a campaign which Griffith staged for his showing of "The Patent Leather Kid," playing third run in Chattanooga at his house.

The picture gave the York a highly satisfactory return on its two-day engagement. This undoubtedly was the direct result of the campaign which backed the showing. There was nothing said about "third run," and everything about the exploitation showed confidence in the picture's ability to draw people and give them good entertainment.

He opened up with a street stunt, employing a man dressed in loud sports suit trimmed with patent leather and carrying a sign on his back that gave the title of picture, name of theatre and play dates.

The lobby contained many implements of warfare such as machine guns, trench mortars, rifles and shells.

In the center of the lobby in front of the box office was a large cut-out of "The Kid" with real boxing gloves on his hands. Gloves were also draped over the box office.

Seattle Stunt for "Harold Teen" State-Wide in Scope

A tie-up participated in by the 5th Avenue theatre in Seattle and the Sunfreze Company, with headquarters in that city, to exploit the showing of "Harold Teen" developed such proportions as a publicity stunt that the ice cream company is planning to duplicate the stunt in other towns throughout the state of Washington.

The hook-up featured the "Gedunk Sundae," made famous in the Harold Teen comic strip. A five column ad was run in the Daily Times by the Sunfreze Company, which incorporated a twelve-section Harold Teen comic strip, especially drawn for the stunt. Blank spaces were left in each cartoon to be filled in by contestants. These had to be filled with a continuity of dialogue which would bring in four units to be mentioned, namely one of the Gedunk Sundae, one of the Sunfreze ice cream, one on the 5th Ave. Theatre and one on the name of the contestant's nearest dealer.

The first prize offered was a $10 West Coast Theatre script book and ten quarts of Sunfreze.

Door Hangers Distributed by Local Merchants

Through the assistance of three local merchants, Manager F. O. Slenker, of the Columbia theatre, Davenport, Ia., obtained distribution of 6,500 door hangers advertising his presentation of "The Lion and the Mouse" with Vitaphone accompaniment.

The merchant paid for the printing of the hangers they distributed and which co-featured their products in tie-up with the picture. Four days in advance of opening, 4,000 hangers were distributed by a dairy company by slipping them over the necks of milk bottles; another 2,000 were distributed by a laundry as tags on bundles and 500 were circulated by a cleaning establishment.

Copy on one side of the hangers read: "See and hear Warner Brothers Vitaphone Talking Picture. 'The Lion and the Mouse'." On the other side was advertising for the merchants, the dairy using the line "Just like the Marvelous Vitaphone, Our Dairy Products Speak for Themselves."

Seek Our Gang Double for Home Town Film

LOEW'S State Theatre, St. Louis, Mo., in conjunction with the St. Louis Times, an afternoon newspaper, is staging a motion picture contest for boys and girls of St. Louis and vicinity between the ages of 3 and 12 years. It is planned to form a local "Our Gang" company and produce a comedy film in St. Louis. Those who appear in this picture will resemble the kids in the famous screen gang.

Doubles are now being sought for Joe Cobb, Freckles, Wheezer, Mary Ann Jackson and Jean Darling, the blonde vamp. A dog that looks like Pete is also eligible. Hal Roach, producer of Our Gang comedies is co-operating and has promised to send a director, camera man and property men with necessary equipment to St. Louis to produce the comedy. Loew's State will feature the picture on its regular program after it is produced.

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
The Clearing House for Box Office Problems and Theatre Operation



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.

Never Too Old to Learn

From the writings of the late John Wanamaker I quote a small portion of one of his articles: ". . . Experience and example of others are the safest teachers. None of us is too old not to go to school every day."

It would seem that no matter where you look you will find the real successful men are those who are always ready to learn from others. Why not try and follow the example of such successful men? Don't sell yourself the idea that only your ideas are fit for your theatre or town. Listen a bit to what the other fellow is doing and just try to utilize his experience and ideas for your own benefit.

So we say to all of you who happen to be reading this page: "Read how the other exhibitors are doing things, see if you cannot use their ideas and above all let them know what you are doing and what your experiences have been."

The pages of the Managers' Round Table Club are open to every exhibitor and manager, whether members or not. You may send us your ideas and suggestions, you may ask your brother exhibitors a direct question or you may tell them what you think.

THIS IS THE CLEARING HOUSE FOR ALL BOX OFFICE PROBLEMS AND THEATRE OPERATION. USE IT.

Freshen Up With New Lamps

The blending of colors and color schemes has always been identified with theatres of a modern trend. The frequent changing of colors in the lighting of your theatre is bound to create favorable comment from your patrons and keep them from taking everything so matter-of-fact. I have found theatres where fortunes were spent in providing good lighting effects when the theatre was being built, and yet the bulbs were never changed for years at a time. Why? Long experience has already shown us that an extra set or two of electric bulbs is a fine investment and when properly handled will last for many years.

If you only take the trouble to look around your theatre at certain times with the sole idea in your mind that you want to "brighten" things up a bit—that your theatre is becoming too monotonous, not only to your patrons but even to you. You will find that the old pilot lights have not been relamped for months. The color on them may be faded, many of them may be burnt out. A new set, with possibly a new color will give you startling results. And that goes for your main fixtures, coves or any other portion of your theatre that is used for illumination. I heartily recommend a complete relamping of the inside of a theatre very six months. Those who can afford it might even do it more often. And get away from the sameness all the time. Try something new and experiment a bit with different colors in order that you may get the best results. Then if your patrons don't comment on it, I will publish an open apology for even suggesting the idea.

And this little story holds good for small as well as large houses. No matter what they are or where they are located, they are theatres just the same.

All Aboard

BY the time you read this, your Chairman will be well on his way for an automobile tour of Pennsylvania, Ohio, Indiana and upper New York state.

While we would like to visit every exhibitor in the states through which we will pass, this is an impossibility and we can only stop off along the set route that we have mapped out.

The experiences we will have on this trip should make interesting reading for all of us and give various angles on the movie business in different sections.

Particular emphasis will be stressed on the "talkies" question all along the line of travel.

Articles for publication on the club pages should be sent in to me, care of the NEWS and they will be taken care of just the same as before. C. E. L.

Serials and Good Showmanship

Are you one of those exhibitors who believes that Serials cheapen the quality of your show or theatre? Well, you don't have to answer. We admit that we were that kind of an exhibitor once, but we take it all back. While always believing in the proper use of a serial, we felt that in one of our houses it would be out of place, until circumstances kind of forced us to run one and now we are all for it.

Are we not in business to make money? No doubt about it, and if you find that serials will increase a Saturday matinee by several hundred dollars, and besides send home hundreds of kiddies to tell the grown-ups about the great show at your theatre, then they begin to mean even more than the increased matinee business.

I don't care what the conditions might be in your house, and aside from the, so-called, de luxe houses in the big cities, I maintain that a serial, even if only used at the Saturday matinee, will be a money maker and a business builder.

But don't put them in indifferently. The least you can do if you want to try it out is to get behind the serial and play it up strong. Sell the idea thoroughly and make sure that every kid in your community knows that it is coming to your theatre. Then, let the serial do the rest.

But above all, get that idea out of your mind that serials are bad for your house. It's Bunk. (Pardon the slang.)

Local Plays, Asset or Liability?

In the average smaller town you will always hear one universal complaint. The amateur theatrical shows and their effect on the box office. We might just as well protest against the weather getting hot in the summer as to protest against this necessary evil.

And it is necessary because in our opinion it stimulates interest in the theatre, it creates a steadier habit of going to theatre and if you want to take advantage of the situation then you will help the idea along.

. . Suppose some local group decided to put on a play. Don't you think it would be good policy to volunteer them your help. Get yourself right into it, help stage it, maybe you can work it into your own theatre on some arrangement that means money to you for a slow night. By all of this I don't mean that you should encourage these things, but if they must be, make them as much part of you and your theatre as you possibly can.

When the show is finally staged you will surely find that they have made known the fact that you and your theatre assisted in whatever capacity you did, and such publicity and good will is darned good business anytime.

I, for one, will never consider the average amateur theatrical as opposition. It is merely just part of the life of the town and must be accepted as such. Make it an asset and not a liability.

Non-Theatrical Situation

Our attention was recently called to what we considered a very clever bit of showmanship in a small town. One of the churches had decided to run a motion picture show once a week. They appealed to the local theatre manager for advice and assistance, and he, realizing that putting obstacles in their way would not help the situation any, decided that he would rather help them, so he undertook to see that they purchased the proper equipment, that the installation was properly made, and even suggested certain pictures they might run, and all he requested in return for his assistance was that they run a slide during their performance every week calling attention to his theatre and the entertainment he was presenting. He worded the slide as follows: Palace Theatre, always a clean entertaining show—in clean, healthful surroundings. Popular prices.

Which strikes us as a very sensible thing to do under the circumstances. We all hate the idea of non-theatrical shows, but there are times when we must make the best of it.

Using the News Service Bureau

Regular readers of the NEWS know that one of the oldest departments in it is the "Exhibitors' Service Bureau." And the reason we are calling attention to it is primarily to impress upon you that it would be well worth your while to make it a point to read everything in that Bureau. But when reading the various articles under that department, do so with the idea that they can be converted to your own conditions and requirements. I don't care what the stunt may be or whose idea originated it, but I do know that there is always some way of putting these ideas to work for you. True it may necessitate changing it around a bit or working it into your own local conditions, but fundamentally the idea can always be used.

The reason for this subject is that several requests were received from readers asking how such-and-such an idea could be converted to their conditions. If you want some help along these lines don't hesitate to write in making such requests and we will gladly offer our suggestions to meet your requirements. Just specify all the information needed, such as size of town, class of patronage, etc., and we will be delighted to help you.

Exhibitor's Second Sunday Case Trial Postponed

The second trial of W. Fred Walsh, manager of the Fairfield Theatre in Birmingham, Ala., on a charge of operating a picture theatre on Sunday, was postponed from Wednesday until Saturday morning, due to the illness of Mr. Walsh. The exhibitor has made it plain that he intends to fight the ordinance with all vigor. The Birmingham chief of police would not commit himself as to whether or not arrests would continue each Sunday in the event that Walsh continued to show pictures on the Sabbath. The case will not be reached in the Circuit Court before the September term.

MANAGER'S ROUND TABLE CLUB

Rapidly Becoming the Blue Book of Exhibitors and with a Membership of Manager's from all over the World, Who Firmly Agree with Successful Theatre Managers that the Interchanging of Ideas Between them Represents the Most Progressive Move in the Industry.

The Slogan of the Club is:—

USE THE NEWS

—With all of it's Departments and make it the Clearing House for all Box Office Problems and Theatre Operation.

YOU are Invited to Become a Member. All that is Necessary is to Fill in the Application Blank and Mail it to Me Care of The Motion Picture News, 729 Seventh Ave., N. Y.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

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Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Academy Tenders Mayor Walker Farewell Dinner

Motion Picture Celebrities and State Officials Join in Paying Respects to Visitor from New York

HOLLYWOOD, July 21.—The Academy of Motion Pieture Arts and Scienees tendered Mayor James Walker of New York a farewell dinner at the Biltmore Hotel last Tuesday night. It was attended by state and eity offieials, heads of the motion picture industry, directors and screen celebrities to the number of 700. The dinner marked the end of Mayor Walker's three weeks' visit to the Coast.

Ceeil B. DeMille, president of the Academy aeted as master of ceremonies, while Will Hays, head of the Produeers and Distributors Association was toastmaster, Among the speakers were Lieut. Governor Fittz, who represented Governor Young; Mayor George E. Cryer, and Mayor Walker. The Mayor was given an ovation as he arose to speak. A brief program of vaudeville acts and a film followed the addresses.

Augment "U" Writing Staff

When Carl Laemmle, Universal's president, had been in town but two days, things started to hum at the studio and the seenario department went into action with a vengeanee. Edward J. Montagne, editor-in-chief for the Laemmle organization, signed Will Chappell, a prominent novelist, Ilone Fulop, noted Hungarian authoress, and fortified his department with the engaging of Matt Taylor on a permanent basis. Having made a thorough analytieal study of sound deviees, Montagne has corralled an abundanee of information and his suggestions, as a result of it, have been relayed to every desk in the seenario department.

Spencian Wise-Cracking Series

Ralph Spenee, title writer, is making 26 half reel subjects of wiseeraeks which he ealls "Radiograms." Louis Lewyn is produced the short subjects, which will open at the Rivoli Theatre, New York.

Buck Jones to New York

Buck Jones, having finished "The Big Hop," his first independent picture, and his business manager, Donn McElwaine, have left for New York this week, where Jones will make personal appearanees at the Broadway Theatre. "Buck" will tour eastern cities before he returns.

Narrow Escape

Ben Lyon, motion picture star, and Captain Roseoe Turner, stunt flyer and World War aviator, narrowly escaped death reently while they were scattering flowers over the Breakfast Club, when their plane fell into the bed of the Los Angeles River. Lyon eseaped with cuts and bruises. Captain Turner was unhurt. Both are appearing in "Hell's Angels," a Caddo production.



Western Electric and Austin Company Officials Look Over Plans for the Metropolitan Sound Film and Talking Picture Studios and Buildings Where Work Has Started; J. S. Ward, Electric Research Products; R. L. Russell, Austin Company; Charles H. Christie, Phil H. Ryan, manager of Metropolitan Studios; H. C. Humphrey, Electric Research Products; R. E. Ward, Austin Company

Halperin's Complete Continuity

Victor and Edward Halperin have completed the eontinuity for "She Goes to War," the pieture Henry King will next direct for Inspiration.

On the Sick-List

The film colony was well represented in the Hollywood hospital last week. Rod La Rocque, popular sereen star, was operated on for appendieitis on Tuesday and is well on the road to recovery. Bebe Daniels, who was suffering from influenza has been discharged from the institution. Bess Meredyth, who reeeived injuries in an auto accident is out again swathed in bandages, and Harry D. Wilson, press agent, is walking around on erutches after a week in the hospital, following an automobile crash.

New Fox Gag Man

Carroll Graham, formerly on the publieity staff of First National, has joined the Fox forces as gag man. J. M. Jerauld, press agent for Fred Thomson, has resigned and returned to New York, following the completion of "Kit Carson."

Vacation

Thomas Meighan, having eompleted "The Mating Call" for Producer Howard Hughes, plans to spend his summer vacation at Great Neck. He will leave here this week.

Lila Lee Ends Work

Lila Lee has eompleted work in the leading role of Morris Schlank's production adapted from James Oliver Curwood's story, "Thunder God." Exteriors were filmed near Lake Arrowhead.

Second Honeymoon

Marie Prevost and Kenneth Harlan are co-starring on their second honeymoon at a beaeh eottage on the Malibu eoast. Plans for leaving town were abandoned until the opening of "The Raeket," the Caddo production seheduled for the Metropolitan Theatre.

"U" After Stage Hits

Paul Kohner, who supervised Universal's epic, "The Man Who Laughs," is negotiating for the purehase of several European stage successes, two of whieh are said to be ideally suited as starring vehieles for Mary Philbin.

Joseph J. Dowling Dead

Joseph J. Dowling, 80-year-old stage and screen star, died July 8 at his home in Flores ave. Funeral services were held last Wednesday. Dowling eame to Hollywood fifteen years ago and appeared in many pictures. He played in the title role in "The Miraele Man."

Advancement

Miehael D. Farley, who was recently appointed supervisor of westerns at William Fox West Coast Studios by Sol M. Wurtzel, general superintendent, was formerly a eameraman and entered the employ of Fox about six years ago. His promotion to supervisor of Westerns is in the nature of a reward of merit for work well done.

Ingram Remaining at Nice

Ramon Novarro, who recently returned

(*Continued on following page*)

Hollywood—*Continued*

to Hollywood after a three-months' tour abroad, visited Rex Ingram, while in Nice. The "Ben Hur" of the screen reports that Ingram apparently has no intention of returning to this country and is busy on new foreign productions.

"Revenge"

Edwin Carewe has shipped the first cut print of "Revenge" to United Artists and it remains for the distributing company to determine when the feature will be released. This is the third production Carewe has made for United Artists with Dolores Del Rio.

"River Woman" Completed

"The River Woman," the Gotham story of the Mississippi River levees, is complete and Jacqueline Logan, who co-stars in the picture with Lionel Barrymore, is scheduled to begin work in "The Spieler," a Pathe-De Mille production in which she will play the featured role.

Back Stage

The Million Dollar Theatre in Los Angeles was used last week for the filming of back stage scenes for "Take Me Home," Bebe Daniels' new comedy for Paramount.

On Location

There are nine Universal units now away on location from the studio. One, making "Taranga," is somewhere in the South Seas. A unit is in New York state filming "The Girl on the Barge." Two companies are working at San Pedro on "The Kid's Clever" and "Salvage." Hoot Gibson is making "The King of the Rodeo" at Chicago, while the "Collegians" company is working on the Russian River near Friseo. "Wolves of the City" is being filmed at Griffith Park, while "Beauty and Bullets" is being made at Newhall. A part of the "Show Boat" unit is at work on the Sacremento River.

In Production

"Sins of the Fathers," Paramount production, was started last week under the direction of Ludwig Berger. The studio was to have begun "Interference" also, but Casting Director Fred Datig is looking for an actress for the role of the wife.

Being made ready for production are: "Moran of the Marines," "The Wolf of Wall Street," "The Canary Murder Case," "Divorce Bound," "The Case of Lena Smith" and Adolphe Menjou's next picture. It is probable that "The Case of Lena Smith" will be preceded in production by another picture, as yet unselected.

Columbia Preparing

Columbia Pictures is preparing the script of three new productions, "Trial Marriage," "The Power of the Press" and "Runaway Girls." "Trial Marriage" will go into production first.

Signing Contracts

Victor McLaglen has signed a contract at the Fox studio. As a result he will receive what is said to be the first sales classification ever accorded to a star of the Fox organization, the "Victor McLaglen series."

Karl Dane has also signed a contract with M-G-M for another long term. At present he is working on "Brotherly Love."

Ross Lederman has been signed by the Warner Brothers to direct Rin-Tin-Tin in his new picture, title indefinite.

Titling and Editing

George Marion, Jr., has been assigned the task of titling "Hot Heels," a Paramount comedy. At the Tiffany-Stahl studio, Robert Kearn is now editing the production, "The Grain of Dust" while Byron Tobinson is likewise engaged in editing "The Albany Night Boat."

Paramount Films in Work

Several Paramount units have returned from location in various parts of the country. The unit making "The First Kiss" has returned from the Chesapeake Bay area in Maryland while the "Sophomore" company has finished its location work at Princeton, N. J. "The Beggars of Life" unit has also returned to the studio.

Ruth Elder Before Cameras

Ruth Elder, trans-Atlantic aviatrix, who will appear in "Moran of the Marines," has started work in the picture.

Born in Pennsylvania

Rarely in the history of the motion picture industry has a sales man of one of the larger companies switched to scenario writer and producer and made a success of it. That is just what Carey Wilson did. He jumped from sales staff of Fox Film Corporation to the producing end of the business and made good with a bang.

Wilson says he switched from film salesman to scenario writer just to prove that it could be done. While Carey has many pictures to his credit, he declares his best work to date was "His Secretary" with Norma Shearer and contends that it more clearly reflects just his idea of what a motion picture should be than any he has ever had a hand in. Among his outstanding successes are "Helen of Troy," "The Stolen Bride," "Naughty, But Nice," "American Beauty," "He Who Gets Slapped," "Lights of Old Broadway," "The Masked Bride," "Soul Mates," and a score of others, including his work in connection with "Ben Hur."

Carey Wilson was born and educated in Philadelphia. He served on the sales staff of both Fox and First National before he went into the production end of the industry. His latest triumph is "Lilac Time," starring Colleen Moore.

* * *

Sam Wood, also born in Philadelphia and who, in his early career was an investment broker, began his professional efforts as an actor with Famous-Players-Lasky. He is credited with having launched Gloria Swanson and Jackie Coogan on their starring careers, for he directed Jackie in "Peck's Bad Boy" and Gloria in "The Great Moment." The Paramount Junior Stars were also started on their screen careers when Wood directed them in "Fascinating Youth."

It was with the idea of becoming an investment broker that Wood went to Los Angeles. There was a great boom on at the time and since he had weathered the one in Reno, Nevada, in 1900, he felt fully qualified. It was not long, however, until he became interested in pictures. From acting he branched into directing and he has had more than his shares of success ever since.

Out of such successes as "Rookies," "The Fair Co-ed," "One Minute to Play," "Bluebeard's Eighth Wife," "Prodigal Daughters," and others, he prides more the direction of "Rookies," though being a rabid football enthusiast, he likes to look back, too, upon "One Minute to Play." Among his recent pictures are "Show People," "Pullman Partners," and "Telling the World."

Janet Gaynors Next

Janet Gaynor's next stella vehicle for Fox Films is to be based on an original story by Tristam Tupper. No title has been selected as yet, hut, according to announcement from Winfield B. Sheehan, it will be a Cinderella tale with Dutch settings. This production will be directed hy William K. Howard.

Another Baker Pupil

The graduates of Professor George Pierce Baker's famous dramatic class at Yale are coming in a steady stream to the Paramount scenario department in Hollywood. The latest Baker pupil to sign as a Paramount writer is William N. Robson, who joins his fellow Yale graduates, Leo D. Pride, T. J. Ahearn and J. A. Clark.

New T-S Features

Tiffany-Stahl has started a new production starring Belle Bennett under the temporary title of "Patience." Wallace Worsley is directing. . . Ricardo Cortez has also begun work on a new T-S vehicle entitled "The Gun Runner."

"Squads, Right" will go into production the early part of August, T-S says.

Transcontinental Telegraph

The building of the first transcontinental telegraph will be the story of Tim McCoy's next starring vehicle for M-G-M, tentatively called "Wires." John Waters will direct and the cast will he announced shortly.

New Contracts

Several figures in the production field of the motion picture industry have attached their signatures to new contracts. . . .H. D'Abbadie D'Arrast has renewed his contract with Paramount. . . Christie-MacLean Productions have engaged E. Mason Hopper to direct "The Carnation Kid." . . Myrna Loy's contract with Warner Bros. has been renewed for a long period. . . Jack Oakie has been signed as a featured player hy Paramount.

Her Next Flapper Role

Alice White's second starring vehicle for First National Pictures, to follow "Show Girl," is "Bluffers," a story of the jazz age. Mervin LeRoy, who directed Miss White in "Harold Teen," has been assigned to direct the new star in this picture.

St. Clair Signs Contract

Malcolm St. Clair, former newspaper cartoonist, comedian and scenario writer, has put his name on the dotted line to a new contract with Paramount.

Cast Chosen

Gotham has finished casting "Times Square," its second production on its program for the new season. Alice Day is the leading player of the group named. The story, from Norman Houston's original, is now being directed by Joseph Boyle.

Key City Reports

New York City

BROADWAY picture houses last week staged a sensationally victorious battle with humid weather — and the trick was done, as it always is, with pictures of strong box office appeal. The Paramount with "Warming Up," aided and abetted by the sound accompaniment, started its week with a record take for the week-end, and ended up with a gross that would be considered nice even for good theatregoing seasons of the year.

A break in the torrid spell last Friday evening and a rainy Sunday helped to rush some of the current bills off to a fine start. Theatregoing at the picture house undoubtedly has been stimulated by the added interest created over the sound novelty, and even pictures without sound are showing the effects at the box office of a renewed interest in the screen. The cooling plants, of course, figure in a share of the draw which the grind houses enjoyed during last week, particularly as an appeal for escape from the heat to the passing crowds.

Even the two-a-day shows reflected a greater interest in film presentations with the grosses they rolled up through the week. These offerings include "Wings" at the Criterion, now nearing a year's run and showing sufficient strength to give it a full year or more; "Tempest" at the Cameo, which had an improved take over the previous week; "Fazil" at the Gaiety (this one closed last Tuesday after seven weeks which, on the whole, were rather uneventful from the box office standpoint); "Red Dance" at the Globe; "The Lion and the Mouse" at Warners, which held its own very well last week.

The long run shows at the Rivoli and the Rialto improved over the previous week, "King of Kings" at the former bettered its first week and then closed to make way for "Warming Up," the current attraction; and "The Man Who Laughs" at the Rialto did a satisfactory business.

The bad news of the week issued from the box office of the Cameo, which went down to low figures with a double bill co-featuring "Stark Love" and "Moana."

The Capitol with "Telling the World" succeeded in proving that William Haines is very well liked by a great many fans. The reviewers on the dailies did anything but throw their hats in the air over this one, but the Capitol got customers enough past the box office to give it a very satisfactory gross. The Roxy stepped its figures way above recent weeks with the first week of "Street Angel," the gross mounting high, and continuing that way over last week-end—when the second-best figures in the history of the Roxy for a week-end with the result that "Street Angel" will go into a third week on Saturday.

The Strand with its all talkie feature "Lights of New York" had a corking second week with that bill. The gross was somewhat under the first week, but entirely good enough to please the management and set it up for a third and fourth week at the house.

Wednesday night brought a new two-a-day attraction to the Gaiety, where "Lost in the Arctic" supplanted "Fazil."

Philadelphia

SWELTERING weather struck Philadelphia last week and box office receipts suffered accordingly, in spite of the refrigerating systems in the principal down town houses.

The Stanley, with Adolphe Menjou in "His Tiger Lady" and a brilliant stage presentation "Eight Bells," with Jack Kaufman as master of ceremonies, had a rather dull week.

"Cossacks" ended its third successful week at the Stanton where it will be held for another week.

The Karlton, featuring Bebe Daniels in the "Fifty-Fifty Girl" had only a fair week.

The "Lion and the Mouse," a film with spoken dialogue began an engagement at the Aldine, where results indicate that it will run for another week.

The Fox had a fairly successful week with "Hellship Bronson" and an elaborate stage presentation.

Equity Theatres conducted an extensive campaign on the showing of "The Port of Missing Girls," screened simultaneously in ten houses this week.

The Carman with "Chicken A La King" on the screen and a pleasing stage presentation "Aritistic Moments" had a satisfactory week, all things being taken into consideration.

The new Forum Theatre had a good week with a spectacular presentation "Stepping Oddities," as the hit of the bill. The cinema feature "Buck Privates" was a secondary attraction.

Ottawa

GOOD pictures and good crowds, considering the time of year, made life worth living for the exhibitors of Ottawa, Ontario, during the week of July 16. Excellent variety was provided in the range of productions at the leading theatres and it was apparent that many of the fans took in two or three shows whereas they might otherwise have been contented with one theatre night for the week.

The Regent Theatre had a popular attraction in "The Big City," starring Lon Chaney, and this mystery drama was accorded a hearty vote of approval by large crowds. Chaney was at his best and had a strong supporting cast.

"Shepherd of the Hills" was equally strong at B. F. Keith's Theatre and, although it aroused tears galore, it was considered one of the best in weeks at that theatre. The picture caught the theme of the book nicely.

The fun-seekers turned out in force at the Imperial Theatre where the attraction was "Good Morning Judge," the big name being Reginald Denny. This farce-comedy was widely commended.

The Centre Theatre split the week with "Three Ring Marriage" and "A Thief in the Dark." The former was particularly well liked, Mary Astor doing a good bit toward making the picture a success. "A Thief in the Dark" was a little far-fetched.

"Chicago after Midnight," with Ralph Ince, was apparently what the regular patrons of the Laurier Theatre, Hull, wanted because they were there in goodly numbers.

William Haines drew a good crowd to the Eden Theatre, Hull, as usual, this time with "The Smart Set.' Haines is ridiculous but popular and the people will go anywhere anytime to see him.

The neighborhood houses in Ottawa had their usual action pictures and the attendance at each was up to the summer average. Tom Mix in "Tumbling River" aroused particular interest at the Fern, while Ken Maynard in "Gun Gospel" played to animated crowds at the Rex.

Cincinnati

AS the thermometer continues its upward trend, business in the Cincinnati houses continues its downward course. Exhibitors are daily besieging the office of the weather prognosticator, with the hope that the end of the unusual heat wave may be in sight, but the reports are not encouraging.

The Albee with Esther Ralston in "Half a Bride," did what might be considered a satisfactory business under the circumstances. The picture, as well as the six acts, and Johanna Grosse, a local favorite, who has just taken charge of the Albee organ together with continued advertising that the theatre was never over 70 degrees on the hottest days, brought out a somewhat better attendance than the week previous, but nothing to brag about.

"Les Miserables," at the Lyric, got by for the week, although there is no doubt that business would have been several times heavier with this picture had it been shown at some other time of the year.

There were quite a few fans on hand at the Capitol, where the "talkies" in the short subjects were featured in connection with "Lady Be Good." Business at this house was not characteristic of the regular patronage.

Keith's presented "'Diamond Handcuffs," to spotty returns, while "A Thief in the Dark," at the Strand, met a similar fate.

Monte Blue in "Across the Atlantic," for the first half, and May McAvoy in "A Reno Divorce," at the Family, just couldn't lure 'em in to an extent that was satisfactory to the management.

The three Cincinnati theatres that have permanently closed in the recent past, the Walnut and Gifts (Keith-Albee chain) and the Alhambra (Frankel chain) will undoubtedly help business at the other houses in time, but the absence of this opposition has not been felt to a very appreciable degree as yet. Nothing but a decided break in the torrid spell will do any good.

Los Angeles

BUSINESS in general was above average the past week. Following the opening of "Lilac Time" at the Carthay Circle, the house has sold out at every performance, and is still going strong.

According to Fred A. Miller, manager of the Carthay Circle, the opening week of Colleen Moore in "Lilac Time" was the greatest in the history of the theatre, by more than twenty-five hundred dollars.

Standing Room Only has also been the slogan at Warner Brothers Theatre in Hollywood where "Women Men Talk About," a Vitaphone subject continues to draw heavy crowds.

At Loew's State, where "Detectives" played to good business, an encouraging lineup on Friday, when "The Wheel of Chance" opened, indicates that this picture will do well.

"The Perfect Crime," at United Artists did only a fair business. Perhaps this is due to the advance interest in "The Tempest" with John Barrymore, which will follow.

Metropolitan reports splendid business on "Half a Bride," a Paramount picture starring Esther Ralston.

On the whole, picture houses have had no reason to complain, and the general trend is toward stimulated patronage at nearly all theatres.

Portland

AS the result of a slight increase in the hot weather, and the exodus of hundreds on the annual vacation to nearby mountain and beach resorts, and the many park attractions, the various first-run houses especially did not quite hold their own in the way of receipts, and, as they generally do, the expenses went merrily on.

"Happiness Ahead" drew fairly well at The Portland, as Colleen Moore has quite a following here, and the stage band, headed by "Happy" Phil Lampkin, made altogether a very happy combination.

Junior Coghlan probably never played to a more appreciative audience than the 500 carriers who were the guests of Manager Tebbetts at the Oriental, and who saw "Let 'Er Go, Gallegher." The balance of the week also saw fairly large and appreciative audiences. On the stage were Maurice and Rosie Dubin, singers from a foreign shore. Josef Srodka gave the request number "Babes in Toyland"; Glen Shelley at the Wurlitzer gave selections from "Faust," "Carmen" and "Lohengrin."

At the Blue Mouse, "The Lion and the Mouse" finished the fourth week, and set up another record for this popular house, having but few matinees even that were not crowded. On the last night a number of patrons were returned their money, who did not wish to stand up for the last show. With such stellar productions as are in prospect it will not be long before a new location must be found

"My Lady of Whims" featuring Clara Bow and Lee Moran proved amusing to good business during the week, supplemented by the usual snappy vaudeville acts. Warm weather does not seem to materially effect business at this house according to Manager Johnson, the veteran showman.

It was found that a good many in the suburbs had not been able to see **"The Gaucho" and in consequence The Hollywood, a large suburban house, reported good business** for the week with this offering.

"The Dove" was a hold over at The Columbia to fair business. Joseph Sampietro, orchestra director, was recipient of much praise for perfectly appointed musical score, using Herbert's "Sweethearts" to advantage.

Ramon Novarro in "Forbidden Hours" also played to good business at both night performances, with the help of Fanchon and Marco's "Great White Way Idea," which included Ward and Van, comedy musicians, Vina Zolle, coloratura soprano; Elmer Herling, baritone; Betty and Marguerite, specialty dancers. George Stoll and his stage band put considerable life into the stage party, and it will be a big regret to the majority should they be replaced.

New Orleans

WITH downtown first run houses playing strong pictures and the temperatures high, New Orleans theatregoers flocked to the theatres to be entertained as well as to escape the heat. Business was much improved over the previous week.

Theatregoers continue to be thrilled by the Vitaphone presentation, "Glorious Betsy," at the Saenger Tudor theatre. The feature has been held over for a fourth week. Conrad Nagel and Dolores Costello are featured. In addition to "Glorious Betsy," three acts of Vitaphone vaudeville and an address by Will Hays.

"Hot News," with Bebe Daniels and Neil Hamilton, proved delightful entertainment at the new Saenger Theatre. This picture was coupled with five ordinary acts of Publix vaudeville, and **drew them to the palatial playhouse in large numbers.**

Loew's State Theatre played "Steamboat Bill, Jr.," with Buster Keaton, Ernest Torrence and Marion Bryon and business was good. This highly hilarious and entertaining comedy was featured in conjunction with five strong vaudeville acts.

Glenn Tryon and Patsy Ruth Miller proved a winning team in "Hot Heels," the Orpheum Theatre photoplay feature and the week's business soared. Strong vaudeville helped draw the patrons, though.

Although its local premiere was held elsewhere in the city "Happiness Ahead" with Colleen Moore did a fairly good business for the Globe Theatre.

The Strand featured "Powder My Back," with Irene Rich and patrons went away well pleased.

The neighborhood houses continue to do excellent business, managers report. Many of the houses are featuring local talent shows, opportunity nights, bathing revues and other stage features three or four nights a week to attract business and are succeeding excellently.

The parks and bathing beaches continue to draw crowds nightly The parks feature free movies and vaudeville three nights a week and are largely attended.

The police drive on gambling in the city and nearby resorts is expected to aid theatre business in the city, managers believe.

Beginning Saturday, July 28, another talking sensation, "Movietone," will be a regular feature at the new Saenger Theatre. New York engineers and experts have been in New Orleans recently and are to install the "Movietone" in Loew's State Theatre also.

San Francisco

ANOTHER remarkable week, considering this is the summer time, has just been witnessed by two first run San Francisco motion picture theatres. These two theatres are the El Capitan and Loew's Warfield. Most of the other houses did only fair business.

The El Capitan Theatre was crowded all week with the showing of 'The Matinee Idol" and a few vaudeville acts. The crowd was considered marvelous for any time of the year.

At Loew's Warfield crowds filled that house all week. Here was shown Barthelmess in "The Wheel of Chance." The presentation acts, while also attractive, were not the real attraction for the week. The "Movietone" does not seem to draw well as it is not loud enough.

Bebe Daniels, always popular in San Francisco, drew well in "Hot News." However, business was not as contemplated. Here also was shown stage revue and orchestra demonstrations.

"Four Sons," shown for the last and fourth week at the St. Francis Theatre did fairly well, although the picture is considered marvelous.

"The Man Who Laughs," shown at the Columbia Theatre at advanced prices, while praised by all who saw it, did not draw well the second week. In fact some days the theatre was but one-fifth filled. The reason for this being, the prices and the location of the theatre.

"Glorious Betsy," did not draw well at the Embassy Theatre, even though the picture was liked. The location of the theatre being the reason, as well as the season.

"Walking Back" with Sue Carol, together with vaudeville acts, drew very well at the Golden Gate. All liking the picture.

The Union Square Theatre did fairly well with "The Flying Cowboy," "Newlyweds Imagination" and "The Devils Skipper," all of which were shown with vaudeville acts.

In the residential districts, **"Buck Privates,"** shown at the Coliseum Theatre, **"Across to Singapore"** at the Alexandria and **"What Price Glory,"** at the Majestic Theatre, **all did very well in the evenings. The afternoon business was not good.**

Seattle

THE Seattle Theatre, new Publix house, jumped back into first place in box office standing last week after a lull of several weeks. The film responsible for the increase in business was "The Cossacks" which seemed to be rather well received, considering its "heavy" nature. The Publix stage show, featuring Rita Owen and the Giersdorf Sisters, was quite acceptable. **Total business for the week was fairly good.**

The Fifth Avenue Theatre dropped down quite noticeably, after three weeks of very acceptable business for this time of year. The film was "Steamboat Bill, Jr." and the stage show Fanchon-Marco's "Sally From Hollywood" act, featuring Sally Rand. **Buster Keaton has practically no box office power in this city any more; hence the weak business.** The stage act was pleasing, but Hermie King and his musical associates were again the hit of the program with their novelties which have been taking every audience by storm for the last three weeks. Business just fair.

At the Blue Mouse Theatre, "The Lion and the Mouse" continued to play to very good houses for its third week. Matinee business has weakened somewhat, but the crowds still line up for admission at night, and a fourth week is scheduled because of the strong box office reports.

"Flying Romeos" at the Columbia Theatre was a very weak attraction and failed to get much business. This type of picture is not strongly popular here, and the box office report showed a poor week's gross.

At Universal's Winter Garden Theatre, **"Czar Ivan the Terrible"** played a return engagement after an original run at the Columbia. **The first time at the Columbia it showed nice results, but the Winter Garden run last week was way off.**

"The Vanishing Pioneer" was the attraction at the United Artists Theatre, and played to the usual average business at this 25c. house. It was not a strong film, but went over fairly well at the price.

The vaudeville houses had average attractions only—**"Sally of the Scandals"** at the Orpheum and **"Fleetwing"** at the Pantages. The vaudeville programs were better than the films in both instances. The new reserved seat policy at the Orpheum, with $1 top price, is showing a nice increase in gross business for the first two weeks.

"The Rat," playing to fairly good business at the Embassy Theatre, concluded the week's first run attractions.

Warm summer weather that has been apparent for several weeks is showing its effect on every theatre and amusement place, and exhibitors are now expecting a month or six weeks of moderately quiet business.

Minneapolis

RICHARD BARTHELMESS in "The Wheel of Chance" did a better than average business at the Minnesota this week.

"Forbidden Hours," with Ramon Novarro, showed to fair crowds, while Zane Grey's "Vanishing Pioneer" drew out the western fans in pretty good style at the Lyric.

Pantages found that "Square Crooks" made a nice windup for a good vaudeville program, and "Hold 'em Yale," with Rod La Rocque seemed to please at the Hennepin-Orpheum.

"Road to Ruin," which ran for over two weeks at the Strand, went into the Grand, a low-priced loop house, and did a brisk business.

The neighborhood houses did not have a geat deal to offer in the way of big entertainment, showing such pictures as **"The Wagon Show," "The Hawk's Nest," "Baby Mine," "Skyscraper"** and **"Breed of Courage." Business was not unusually good at any of them.**

Harrisburg, Pa.

THE hottest week of the summer thus far made deep inroads on the receipts of the picture theatres, although on the whole the managers are not complaining under the circumstances. Good summer time entertainment was provided in the first run houses.

John Gilbert, in "The Cossacks," at Loew's Beges, immensely pleased all who braved the heat to see him and the attendance was far from small considering it was midsummer and the daily temperature close to ninety.

Colleen Moore, in "Happiness Ahead," at the Colonial, was another popular offering that the critics praised highly. The audiences grew throughout the week as the merits of the show were discussed by those who attended the early performances.

Jack Holt, in "The Vanishing Pioneer," showed at the Victoria and received favorable comment.

At the State the screen attraction for the first three days was Owen Moore in "Husbands to Rent." At no time was there any effort to crash the gates notwithstanding the movie was coupled with a sprightly musical revue on the vaudeville side of the program. The movie the last three days at the State was "Chicken a la King," which won a lot of laughs.

The National offered Hoot Gibson in "The Rawhide Kid," with fair success, and the Russell presented a double bill including Bob Custer in "The Silent Trail," and Dolores del Rio in "The Gateway of the Moon."

The Royal showed "Legionnaires in Paris" with a fair degree of midsummer success.

The picture houses had to contend all week with an outdoor attraction, appearing nightly and with three matinees, in the form of the Art Mix Rodeo on the Harrisburg Fair Grounds, which drew pretty good sized crowds.

Baltimore

ANOTHER week of blasting heat put a decided crimp in business at the first-run theatres here during the week beginning Monday, July 16, with the exception of Loew's Century and Valencia theatres.

Those playhouses and the Stanley are cooled by refrigerating systems but for some unknown reason the Century and Valencia draw bigger crowds consistently than the Stanley. But the reason is hard to find.

At Loew's Century "Forbidden Hours" was the attraction, starring Ramon Novarro and Renee Adoree, with a stage presentation act entitled Chinese Nights, featuring Honorable Mr. Wu and his company of thirty orientals. The stage show seemed to be liked better than the picture which was well produced but weak as to story.

"Ramona," starring Dolores Del Rio, went over very big at Loew's Valencia even breaking the record set by "The Big Parade."

The Rivoli reopened Saturday, July 21, with Vitaphone and Movietone and non-synchronist device, with "State Street Sadie" as the sound-talking feature, a Movietone news and Vitaphone acts. Business on the opening day was excellent in afternoon and night auguring well for the future of this house which, before it closed was poorly attended. This house is again using all newspapers for advertising.

The Stanley had a fair week with "Wheel of Chance," starring Richard Barthelmess and a stage presentation act called "All Aboard" headed by Buddy Page with other vaudeville players. Here was a good picture and stage act which went only fairly well in a refrigerated house.

Business at the Keith-Albee Hippodrome, the Little Theatre and at the Keith-Albee New Garden, was only so-so until Saturday and then a relief from the very hot temperature helped bring up the receipts at those theatres.

"Nameless Men," was the attraction at the Hippodrome with five acts of Keith-Albee family time vaudeville; "Thanks for the Buggy Ride," co-featuring Laura La Plante and Glenn Tryon was on the bill at the Keith-Albee New Garden with six acts of Keith-Albee high class acts while Chained, the Benjamin Christiansen Ufa production was at the Little Theatre for its second week.

Atlanta

ATLANTA theatres enjoyed only fair houses this past week with Keith's Georgia leading in quality of bill, as well as net returns.

Thomas Meighan in "The Racket," not only drew favorable comments from local critics, but brought material returns to the Georgia's box-office. Ths picture was hailed as the best story given Meighan in a long time.

Next in line came the Howard showing "Half a Bride," plus Gene Dennis, billed as a circus. This "sychic wonder girl" received more publicity and was given a wider billing than any picture or feature played at the Howard in many months. She proved a good drawing card.

Loew's Grand next door had only fair audience with "The Lovelorn" and a vaudeville bill not so good.

The Capitol with Glen Tryon in "Hot Heels" claimed a bit below the average week. Tryon is liked by Atlanta patrons, but the kind of stories given him are on the verge of "killing" a potential star and money-maker, which he could very easily be. This is about the poorest story he has been given despite his recently other ones. Capitol audiences plainly showed they recognized that fact.

The Rialto gathered in an average week with Bebe Daniels in "Hot News," while the Metropolitan held a weakening fort with Al Jolson in "The Jazz Singer." This is the second week of a return engagement of this picture, it having run six consecutive weeks previously.

The Tudor with three westerns, "Aflame in the Sky," "The Cross Breed," and "Cherokee Kid" witnessed about the usual week.

A second run bill with the exception of "Your Wife and Mine" playing Friday, drew well for the New Alamo.

Pittsburgh

IN spite of hot weather, business was good at the local theatres, principally because five of the first run houses have closed for the summer. This is the first time such a condition has existed in Pittsburgh.

The Stanley theatre presented Vitaphone for the first time. "Tenderloin" was the film, and made an instant hit with the fans, although there is not more than ten minues' dialogue in this one. It has the fans talking, and went over in great style. The stage presentation, entitled "It Might Happen" was but average entertainment.

At Loew's Penn, "A Certain Young Man" was the screen fare. This proved to be a weak attraction, the show being saved by an "Our Gang" comedy entitled "Fair and Muddy," and an excellent stage presentation which was called "Main Street to Broadway."

The Grand offered "Harold Teen," which proved to be an exceptionally entertaining comedy offering, and got many laughs.

At the Liberty Clara Bow in "Ladies of the Mob" went over in average fashion.

The Cameraphone got a good play with "Steamboat Bill, Jr., and charged fifty cents admission, while other nearby houses were getting but forty cents.

The Alhambra brought back "The Harvester" and did a fair business for the week.



From the great novel by Francis Lynde, published by Scribner's. A big, vital drama which centers around the powerful personality of David Vallory. A picture that gets down to life's raw fundamentals.

Excellent
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NEW YORK

-SEASON-
1928-29

Salt Lake City

SOME very good box office receipts have been reported here by the downtown first run houses, in spite of the fact that exceedingly warm weather prevailed throughout last week, with the exception of a few thunder showers.

The Capitol Theatre, under the management of George E. Carpenter, enjoyed heavy business during their presenttaion of Bebe Daniels in "Hot News" and the stage offering, the "Diving Venus Idea" with the first bathing beauty parade of the season here, and featuring Arlene Langdon, Jimmy Fawcett, acrobatic dancers, and Dagmar Kobernoff, and Woods Miller, baritone. An added attraction at the Capitol last week was the act of Arlene's trained seals.

The Pantages Theatre also offered a special attraction with the personal appearance of Mae Murray in a special act in addition to the regular vaudeville performances and Joan Crawford in the picture production "Rose Marie." Crowded houses were the result of this bill.

Mary Astor and Lloyd Hughes in "Three Ring Marriage" was received fairly well at the Paramount Empress by satisfactory audiences.

The Victory Theatre is doing a tremendous business with the first "All talking picture" to be shown in this city, "Lights of New York" in connection with a Vitaphone program and the Movietone News Events.

The American Theatre did so well with their special presentation of "The Road To Ruin" last week that this picture has been held over for another week's run.

"The Notorious Lady" with Lewis Stone, Barbara Bedford and Ann Rork, played to very good crowds at the Gem Theatre.

"Closed Gates" with Johnny Harron and Jane Novak, and "The Dangerous Trail" were presented at the State theatre with satisfactory results.

The Rialto Theatre, a second run house, had a very good second run of "The Dove," featuring Norma Talmadge, Gilbert Roland and Noah Berry.

Elinor Glyn's "Mad Hour" with Sally O'Neil, Alice White and Donald Reed played to good sized houses at the Tower Theatre, a suburban house.

Chicago

THE long run loop houses had another big week, crowds continuing to flock to McVickers, where "The Street Angel" with perfected Movietone and Vitaphone was the attraction, and to the Roosevelt where "Sunrise" also with Movietone and Vitaphone accompanient, was the feature.

United Artists also had a satisfactory second week with "Drums of Love."

"Forbidden Hours" was the screen attraction at the Oriental where Al Kvale and his gang headed the stage show, attendance being excellent.

Another theatre which did satisfactory business was the Chicago, where "The Butter and Egg Man" was the screen attraction and a "Youth" program was offered on the stage.

The Orpheum Theatre did well with the return of "The Jazz Singer" and the Vitaphone.

Trixie Friganza in person was the headliner at the Granada and "Roadhouse" the screen feature, with Vitaphone and Movietone news reels as additional attractions, the big bill going over well.

The Marbro offered "Glorious Betsy" the talking picture, Movietone news reel and an elaborate stage show. "Ramona" on the screen and Benny Kreguer and his band on the stage, brought good houses to the Uptown Theatre during the week.

Fair business was done at the Capitol and Avalon, "Hold 'em Yale" being the feature at the former house where Del Lampe and his orchestra held the stage. "Happiness Ahead" was the feature at the Avalon and Roy Dietrich and his band headed the stage show. Both theatres also had Vitaphone and Movietone on their programs.

Paul Whiteman and his orchestra was the strong extra attraction at the Tivoli where "Half a Bride" was the screen feature, business being good.

Milwaukee

THE weather man decided to give Milwaukee a few days of sweltering weather at the beginning of last week, and the sudden change toward the end of the week to cold weather succeeded in saving Milwaukee theatres from having one of the poorest showings in the entire summer season. Practically all theatres suffered a decided let down from the previous week's good business.

"The 50-50 Girl" at the Wisconsin fared fairly well and drew moderately good houses.

"The Cossacks" in its second week at the Merrill did not live up to its first week, but succeeded in keeping the house fairly well filled.

"Lion and the Mouse" at the Garden, also held over for a second week, met with fair results.

"The Dragnet" at the Strand failed to connect.

"Jazz Mad" at the Alhambra was fairly well received.

The vaudeville houses were more fortunate for business at these two theatres was far more active than at the picture houses. The Orpheum featured "Wallflowers," and the Riverside offered "A Thief in the Dark."

Business in the neighborhood theatres was also very slow. "The Big Killing" was fairly popular at the Oriental. "The Road to Ruin" was featured at the Uptown, Tower, Modjeska, and Garfield theatres with moderately good results.

The Zenith on Thursday and Friday nights packs the house with a three act play by its dramatic company in addition to the photoplay feature which this week was "The Fighting Cub."

Ottawa

(Previous Week)

ONE tremendously popular feature was the big talk in moving picture circles in Ottawa, Ontario, during the week of July 2 and this was "Ramona" at the Regent Theatre. Manager Ray Tubman had booked it for a week and thought this would be plenty with hot weather rampant. Before Tuesday night, however, he had secured a continuation of a week and possibly more. People simply couldn't get into the theatre.

There were several other nice pictures during the week also, particularly at the B. F. Keith's Theatre where "Don't Marry" held the screen. Lois Moran was a substantial part of this production, many lady fans said, and the story was satisfactory.

Good crowds flocked to the Imperial to see "Partners in Crime." Some patrons said they wanted a comedy in hot weather, while others said they would go to see Beery and Hatton every time they appeared in a picture.

"Wheel of Chance" at the Centre Theatre had its love-thrills and the ladies liked it particularly. There was fair patronage despite sidewalk heat.

Patronage at the neighborhood houses in Ottawa has tapered off at last, following the close of schools and a general exodus to the country. The Fern theatre had a share of the regulars for "Prince of Head Waiters"; comedy "Smith's Cook" and third chapter of "Hawk of the Hills."

The Rex theatre had very fair crowds, considering everything, with "The Silent Avenger"; the serial "Trail of the Tiger"; a comedy and a news weekly.

Cleveland

DOWNTOWN houses last week won the Battle of the Elements. While it ranged from 90 degrees and up on the streets, the downtown theatres tempted the passers-by with their cool breezes blowing in the foyers. The temptation proved so strong that the ropes were dusted off and brought into use in some of the houses, while others had crowds waiting in the back of the lobby for seats. Relief was the first requisite. Entertainment came second.

"The Lion and the Mouse" had the advantage of drawing patronage on its own value as well as guaranteeing cool breezes. This was at the Stillman. The talking movie caused a big stir in this town. It went over very big and there were no criticisms heard except favorable ones. The Vitaphone effects and the cast were especially stressed. The story was incidental and received only fair comments.

"Forbidden Hours" proved excellent hot weather fare at the Allen. Light, sentimental, pleasing to look at, this picture was thoroughly satisfying to a gasping audience. Crowds had to be held in the lobby until vacant seats could be found.

"Beau Broadway" did fairly well at the State. It's an old story polished up in modern style, and well presented by a capable cast.

"The Heart of a Follies Girl" has nothing special to recommend it, but business at the Palace was good nevertheless. The artificial cooling plant and a good vaudeville bill had a lot to do with it.

"The Count of Ten" did satisfactory business the first half of the week at Keith's East 105th St. theatre. The picture has amusing and exciting spots to recommend it. Ray is especially good as a prize fighting rube.

Tom Mix drew good crowds at Keith's East 105th St. the last half of the week with "Hello Cheyenne." The regular Mix army of fans turned out regardless of the temperature.

"United States Smith" did fairly well at the Mall. The picture was liked on its merits, but the Mall has no cooling plant, and just a picture isn't enough to draw the crowds.

Neighborhood houses suffered.

Albany

WITH the mercury standing in the nineties a good part of last week, business just naturally slumped at the motion picture theatres in Albany and New York, although it came back well on Friday night when the weather turned cooler.

One of the best pictures of the week proved to be "The News Parade," shown at the Clinton Square theatre in Albany, and which was well liked and which did more than its share in a double feature program that included "Paying the Price," toward filling the house.

At the Mark Strand in Albany, Clara Bow in "Ladies of the Mob" drew well considering the weather.

At the Leland theatre, "Ladies of the Night Club" passed out as well as might be expected when nearly everyone sought their cars or their front porches evenings, in an effort to keep cool.

The same held true with "Broadway Madness" at the Mark Ritz in Albany.

Neighborhood houses complained that business was decidedly off during the week. Many of the theatres expected a good night when they broadcast the Tunney-Heeney fight returns.

In Troy, "Happiness Ahead," at the Troy theatre, played to rather slim houses for the first four days of the week, while the last three days found "Telling the World" cashing in better, but no doubt due to cooler weather.

Opinions on Pictures

Forbidden Hours

Not So Hot—Smacks of Early Film Days

(Reviewed by Laurence Reid)

HERE is a picture which reverts back to first principals insofar as its plot and characterization are concerned. Any dyed-in-the-wool fan (and one who is a mere tyro at picture houses) could spot it before the first caption is over. It carries a very thin story—one which never gets moving. It's all about a monarch who, through customs of the court, is prevented from marrying the girl of his choice, but who circumvents his plotters in the end. Now, we ask you, isn't this something of a chestnut? It goes back to pre-McCutcheon days, which is to say that it antedates "Graustark." The idea has worn itself out on the musical comedy stage.

Of course, this one carries all the customary trimmings. There must be plenty of conflict and intrigue and misunderstanding and what not. And this procedure of development must be developed until it's time to call a halt. Then it makes an about face—and everything ends according to the best regulated plots.

The picture's high spots are the settings and the costumes. The uniforms of the soldiers look very neat and are worn in the best swank of Hollywood extra life—and the peasant dresses are not out of order, either. So one can sum it up as tedious and lacking much whoopee. Ramon Novarro and Renee Adoree havn't a chance to get anything out of it.

Drawing Power: Title has allurement. Also players. Suitable for program houses. **Exploitation Angles:** Bill as romantic drama of mythical kingdom. Use stills. Play up Novarro and Adoree.

THEME: Romantic drama of king who is denied the girl of his heart but who wins her in the end.

Produced and **distributed** by Metro-Goldwyn. **Length**, six reels. **Released**, June 16, 1928. **Cast:** Ramon Novarro, Renee Adoree, Dorothy Cumming, Edward Connelly, Maurice Cannon, Alberta Vaughn, Roy D'Arcy.

The Street Angel

Popular Team Makes Box Office Film

(Reviewed by Laurence Reid)

THE way Charles Farrell and Janet Gaynor are clicking since their "Seventh Heaven" days would make Tex Rickard smile if he were presenting them instead of William Fox. These youngsters started the ball a-rolling, for every company is teaming up their most popular youthful stars.

"The Street Angel" hasn't the romantic appeal of "Seventh Heaven." It isn't nearly so spontaneous in development, nor does it carry the high spiritual value. At times it looks labored as if the earlier release was relied on too much for a pattern. But there is no denying its box-office quality. Frank Borzage, the director, has brought out its pathos very well and the sentiment is unusually prominent. Yet it doesn't become sloppy. If there are any flaws they can be pointed at the stressing of the heartbreak of the boy and girl and the rather slow march of the action. Still since it harps on the separation theme—one governed by circumstances enveloped in misunderstanding, there was no alternative for Borzage but to dress it with sentiment.

The stars extract every thing possible from their roles and strike the heartstrings when the moment of separation arrives. This scene is held a little too long. But it, at least, gives them an opportunity to get into real character and reveal their emotional gifts.

As for the production, it is finely mounted, the atmosphere being suggestive all the way, while the lighting and photography is magnificent. The Movietone synchronization is good, though there is too much volume of sound in the tender scenes. In all it should do a whale of a business. Gaynor and Farrell are riding the crest of the wave now. And they are in their element here.

Drawing Power: Popularity of stars and title. Good for first runs and all types of houses. **Exploitation Angles:** Play up stars who are among most popular players on the screen. Bill as romance of sacrifice and misunderstanding. Use Italian theme for prologue if you present musical acts. Mention director who made "Humoresque" and "Seventh Heaven." Bill as another "Seventh Heaven," presenting stars who put it over.

THEME: Romantic drama of sacrifice and understanding of young lovers who are eventually reunited after their romance is nipped in the bud.

Produced and **distributed** by Fox. **Length**, 9,921 feet. **Released**, Aug. 19, 1928. **Cast:** Charles Farrell, Janet Gaynor, Natalie Kingston, Albert Rabagliati, Guido Trento, Louis Liggett, Milton Dickinson, Helen Herman. **Director**, Frank Borzage.

"The Oregon Trail"

(Fox—One Reel)

THIS Variety is a gem. Scenes of simmering splendor shine forth in it. Not one, nor two, but many beautiful sights meet the eye. So gorgeous are they that they quite defy description. People living in cities do not meet with sights like these; inspiring evidence of the Creator's handiwork, they are alone in their majesty and to see them one has to travel far. Through the magic of the camera time and distance are not and the spectator can stand right on the brink of Crater Lake in the beautiful national park of that name and let its beauty sink in.

The camerawork is top-notch and the choice of scenes deserves commendation. A compact and well-built scenic and one that you won't forget in a hurry. That unforgettable shot of Crater Lake, whose waters are crystal clear and reach a depth of 3,000 feet, is like a painting. There is beauty peeping out in every portion of it.—RAYMOND GANLY.

Hot News

Up and Moving—and Bebe Puts It Over

(Reviewed by Laurence Reid)

ONCE in a while they roll good for Bebe Daniels—and this is one of the occasions when she has a good picture. Some weeks ago Nick Stuart started the cameraman story over the crest. And since Bebe is a girl who likes to crash into fields which are usually dominated by the boys, why it is only natural that she would appear as a camerawoman. The story is up and moving with the star playing the part of a cameragirl. It seems that her daddy is the boss of the Sun Newsreel—which has tough sledding especially when a rival company steals the prize cameraman. It is Bebe's job to scoop the scooper as well as win his heart. And Bebe does her job well.

That's about all there is to it, but it carries a kick which takes her into various kinds of adventures. She captures a series of thrill pictures and ends up by falling in love with her young rival.

The shots depict the camerawoman atop the Statue of Liberty, attending a Long Island garden party and aboard a crook's yacht. Much of the atmosphere registers pretty genuine, though not much could be said for the Statue scene—which doesn't click so well. There is plenty of action, with all of the players having plenty of assignments and taking care of them in acceptable fashion. It is about the best film Bebe has had in a long time. At least it is the most interesting one.

Drawing Power: Okay for everyday houses. Teasing the title will help it. **Exploitation Angles:** Tease the title. Play up the cameraman—and bill as another adventurous story for Bebe Daniels. Play up Neil Hamilton.

THEME: Comedy-romance of cameragirl who outwits expert cameraman, gets the scoop and wins his heart.

Produced and **distributed** by Paramount. **Length**, six reels. **Released**, July 14, 1928. **Cast:** Bebe Daniels, Neil Hamilton, Paul Lucas, Alfred Allen, "Spec" O'Donnell, Ben Hall, Mario Carillo, Maude Turner Gordon. **Director**, Clarence Badger.

"Hot Dogs"

(Universal—One Reel)

OSWALD, the lucky bunny gets a bad break in this number, for there is a circus in town, and he is without a farthing. It does not take the ingenious rabbit long, however, to crash the gate, but not before he is treated to a clubbing and a chase by officer pup. After stealing a hot dog, he is again chased by the cop, this time into the cage of Leo the Lion. Leo is about to make a meal of the frantic Oswald, when the latter presents his Lion's Club card, and they shake. Believing that he has fooled the guardian of the law, Oswald stages a getaway, catching a hitch on a passing wagon. But the joke is really on our hero, for he un-knowingly hopped a patrol wagon. Cartoonist Disney, has not injected any unusual animation into this release, but it is unnecessary to say that it will bring the laughs.—GEORGE J. REDDY.

"Imagine My Embarrassment"
(Roach-M-G-M—Two Reels)
(Reviewed by Chester J. Smith)

HERE we have Charley Chase in his first comedy for the new season. Chase undoubtedly is one of the best of the comedy pantomimists. He has mannerisms that are bound to bring laughs and he will get them in this picture, despite the fact that it is not as good as many he has done in the past.

The comedian perhaps gets everything possible out of the material he has to work with, but there is room for much improvement in story and situations and there is too much repetition in his gag stuff. One of his principal gags is falling over a tea-tray laden with food and being wheeled in by a butler. This, however is repeated four or five times.

The story brings Charley, his wife and the precocious youngster into the portals of society for the first time, and, of course, nothing they do is right. Charley finds himself in all sorts of sorry predicaments from which he finds difficulty in extricating himself, particularly with an unsympathetic wife who prods him for his errors. He does go through some humorous antics that are funny more because of the artistic manner in which Chase performs than for the humor in the situations or incidents.

"Pathe Review No. 32"
(Pathe—One Reel)

EVERY so often there is found in a Pathe Review release a subject worthy of particular mention, and on this occasion the honors go to a pictorial sequence "Making a Circus Out of a Canary." In order to make the filming of the above possible, no end of time and patience surely must have been required in the training of canaries, who give a remarkable performance, in an act of screen vaudeville. Other interesting numbers continued in this single-reeler include: "The Faroe Islands, Home of Vikings," showing Thorshavn, capital of the Danish archipelago, the stepping stone in the ancient conquest of the North Atlantic; "How To Make Movies Taught in One Easy Lesson," presenting a course for amateur cinematographers; and "Here's One with a Kick in It," showing Evelyn Law, Broadway's high kicking champion, in an unusual dance exhibition.—GEORGE J. REDDY.

"She's My Girl"
(Universal—Two Reels)
(Reviewed by George J. Reddy)

THIS latest release of Universal's "Let George Do It" series is on an equal par with previous numbers of these comedies. The film is funny, but far from uproarious. Sid Saylor, featured in this series is an earnest worker, and as a rule with the aid of a good cast of funmakers, manages to bring about some fairly good comedy in spite of thin story material.

George, as a cub reporter, is assigned by his city editor to cover the exclusive Van Dusen society wedding, from which all the best reporters of the paper had been thrown out.

George's many attempts to enter the Van Dusen home prove fizzles, until he wraps himself in a carpet, and finally lands in the room with the bride. Discovering that the bride is his childhood sweetheart, and that she is being forced into an unwelcome marriage, George sets about to break up the affair. The strongest comedy action of the piece occurs at this point, and carries along at a good pace to the end.

"Standing Pat"
(F B O—Two Reels)
(Reviewed by Raymond Ganly)

THE three amiable fat men who do their plumpest to make laughter the reaction to their comedies produced by Larry Darmour for FBO distribution are furnished with poor material in this one. Attempts at humor sputter and die and all in all they only garner a few chuckles and feeble ones at that. They have nothing to do and a condition of inertia, something taboo in a comedy, prevails. The gagmen didn't think up anything sparkling for this.

The three fatties are shown as salesmen peddling a cleaning paste. After many misadventures with clients, during which they destroy several suits of clothes, they are ordered by their boss to transport a piano to a neighboring mansion. Unwittingly they are carrying a donkey in the piano box as the original contents of the box was stolen by wide awake thieves. The donkey kicks vigorously, the three fatties run and fall all over the scenery and a slight flurry of fun develops in the strenuous efforts put forth.

No gags—no laughs is the case here.

"The Ol' Gray Moss"
(Roach-M-G-M—Two Reels)
(Reviewed by Chester J. Smith)

HAL ROACH presents the Gang in the first of the two-reelers for the coming season, and it is quite up to the standard of the past. There are some genuine laughs in it, though the action is much the same as in many that have gone before. The old fire chief and his white horse, after many years of service, are retired from the department, with the chief in financial straits.

The only means of existence for the chief is to use the horse in a cab service and he apparently has little chance in that direction because of the up-to-date competition of a swell taxicab. But the Gang takes care of that. They see to it that the taxicab is properly disabled as each "fare" approaches. The old chief and his cab are right on the spot and he does a thriving business, with the result that he soon pays off his indebtedness and is well on the road to prosperity.

While there have been a number of gradual changes in the personnel of the old Gang, it still is an appealing group of youngsters who are bound to retain their screen popularity. They have many good gags in this comedy and it should be very well received.

"The Ruse"
(Universal—Two Reels)
(Reviewed by George J. Reddy)

THE story in back of this two-reel Universal featurette starring Jack Perrin, as is usual with these Northwestern subjects is weak. The film makes up for that loss, however, with good outdoor action, and the excellent performance of Perrin. There are several exciting rough-and-tumble fights, plenty of snappy horse play, and a sufficient vein of romance to entertain. The atmosphere of the Northwest mounted, which is featured throughout this series also adds considerable color, as does the mountain background.

John Allen of the "Mounted" receives an assignment to round up a gang of fur thieves. Unknown to Allen and Molly, his sweetheart, the leader of the gang is the girl's uncle. The Mountie surprises the bandits in the midst of one of their raids, but though they escape, Molly's uncle is recognized. In a last effort of the gang to get the stolen furs across the border, Allen, by a clever ruse is led to a secret rendezvous, where he is overpowered. With the aid of his horse, Allen escapes, and accompanied by another of the mounted, gives chase to the fleeing outlaws, finally bringing them to justice after a fierce battle.

"Should Married Men Go Home"
(Roach-M-G-M—Two Reels)
(Reviewed by Chester J. Smith)

THAT popular combination, Stan Laurel and Oliver Hardy are starred in this Hal Roach comedy whose action develops largely in a mud hole on the golf course. The picture is by no means the best Laurel and Hardy have done, but it is passable. There are spots in it that are very funny, but the comedians have had much better material to work upon in the past.

As the story runs, Hardy and his wife are all prepared for a quiet Sunday at home, but their plans are interrupted by a visit from Laurel. The latter, in his awkwardness, wrecks a good part of the furniture in the Hardy home, until the Mrs. orders them from the house to the golf course. Only foursomes are permitted so the pair hook up with two fair golfers.

The real action starts when Stan objects to one of the club members lifting the ball from a bad lie in a muddy pool. In attempting to play the ball out, the irate golfer smears one of the girls with mud. Immediately she retaliates and for the remainder of the second reel mud is scattered generously on all the members of the cast, with the comedians winding up completely submerged in the ooze.

"Early to Bed"
(Roach-M-G-M—Two Reels)
(Reviewed by Chester J. Smith)

LAUREL and Hardy have a fairly humorous picture in this one, which undoubtedly would have been better had the attempt not been made to cram it too full of comedy. It is just one knockabout episode after another, with some of them funny and others not so funny. Had the action been cut down to a little more moderate speed and some of the sillier sequences eliminated, the best of the gags would have registered better.

Hardy is the recipient of an unexpected legacy, which makes him very wealthy, and he takes care of his boy friend by making him his butler. Stan makes elaborate preparations for Hardy's birthday, but the latter returns in a playful mood after having indulged too generously in champagne. Stan tries to urge him to go to bed, but Oliver persists in carrying on. Eventually both retire, but Hardy suddenly remembers his new Summer outfit, dons it and pays Stan a visit.

Stan, riled at having his slumber disturbed, tenders his resignation, which Hardy refuses to accept. Stan proceeds to make Hardy mad in an effort to get fired. He breaks bric-a-brac and destroys furniture, much to the early delight of his employer. Hardy finally remonstrates, but by this time Stan is completely riled and with a shovel chases him to the fountain pool, where some real humorous action develops. After both get a thorough ducking they decide to make up and all ends happily.

"Goofy Birds"
(Educational—Two Reels)
(Reviewed by Raymond Ganly)

"GOOFY" gives you but a slight idea of the wildly absurd idiocies in Charley Bowers' newest comedy. As fantastic as any tale conceived in a madhouse, it tells of two escaped lunatics and their pursuit of the "umbrella bird," strangest of all creatures. The two idiots, wrapt in their hunting and supremely nutty, are first-rate laugh creations. The things that happen to them are sublimely crazy and the "umbrella bird" is easily one of the oddest of the queer assortment of trick creations displayed by Bowers. These idiots do not wake up to find it all a dream; their nuttiness is persistent all the way through. Quite delightful is their bold adventure pursuing the mighty "umbrella bird."

Charley Bowers' comedies are most unique and intriguing. They possess the attribute of "different" more than any other series. His latest is as crazy as a loon and as entertaining as the most blase could wish. Add to this Bowers' workmanlike methods in arranging his gags, in carrying out his story straightforwardly to heights of nuttiness, and in investing his comedy with goofy charm. Quite a few favorable aspects and all contriving to make it a success as a laugh venture.

Produced under his famous process, Bowers is starred with Buster Brody in support. H. L. Mukler directed and Jay Turner did the photography.

Classified Ads

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For Sale

FOR LEASE—Attractive, Fort Wayne, fully equipped, suburban theatre, with 594 seats, in thickly populated neighborhood 1½ miles from nearest competition. Equipment priced low on option to buy. Chas. Reuss, Fort Wayne, Ind.



A representative group of Sunday newspaper displays with which first run theatres in various cities exploited presentations of "Ladies of the Mob." The title of the picture, in all these ads, as in the vast majority used on this picture, is subordinated to the widely exploited name of the star; Theatres represented above are: Ritz, Tulsa, Grand, Pittsburgh; Allen, Cleveland; Princess, Toledo; Seattle theatre, Seattle.

Regional News from Correspondents

Albany

STANLEY Company of America, which operates several theatres in Albany and Troy, is going ahead with its plan to erect a large residential theatre in Albany in the Pine Hills district. Bids for the construction of the house have been received.

Dave Seymour, manager and part owner of the Pontiac theatre at Saranac Lake, and one of the veterans in the business, died last week, at a hospital in Montreal. Suffering from lung trouble, Mr. Seymour came to Saranac Lake nearly twenty years ago, and regained his health. Before coming to the Adirondacks, he had been an actor.

Joe Quittmer, who is at the head of the amusement company bearing his name, in Middletown, is planning to spend a few days at Raquette Lake, and with his family will motor to the well known Adirondack resort.

According to reports reaching Albany's Film Row, the Park theatre in Newburgh, will become a second run house this fall. The theatre is owned by the Newburgh Cinema company.

Among visitors along Albany's Film Row last week were Mrs. V. F. Winne, of Cherry Valley; Clarence Dopp, who has theatres in Johnstown and Broadalbin, and Mrs. Thornton and her son, of Saugerties.

Charles Rosenzweig, of New York city, eastern district sales manager for F. B. O., was in Albany last week, where he met Harry Dixon, Buffalo manager, and Al Guteck, local manager, the three motoring to Gloversville for a conference with the Schine Brothers.

There will be few meetings of the Albany Film Board of Trade during the summer months. One meeting is scheduled for the last week in July, and probably one meeting will be held in August.

Mr. Holden, who served as manager for Universal in Albany three or four years ago, is now representing F. B. O. out of New York city.

Joe Becker, who formerly ran a silver fox farm at Schroon Lake, is now devoting his efforts to a theatre and general store at Long Lake.

Nick Baroudi is the manager of the Happy Hour theatre at North Creek. This house was opened a few weeks ago, and has exceptionally fine equipment. It is the only theatre in the village and is now running four days a week with good business reported.

Governor Alfred E. Smith and family as well as George B. Graves, his secretary, have cards these days which admit them to all Stanley theatres in Albany and Troy. The Governor, however, generally finds his pleasure by attending private screenings at the Executive Mansion.

Bill Donovan, who runs the theatre at Tupper Lake, and likewise a general store, motored with his family to Saranac Lake the past week.

Harry Brooks, projectionist at the Lincoln in Troy, is back from his vacation. During his absence, the machine was handled by Louis Rinn, also of Troy.

Father Blais, who has a theatre at Schroon Lake, reports business as only fair these days, but hopes that the month of August will bring a large influx of tourists to the Adirondack town.

Donald Ives, who has been assistant manager of the Troy theatre for the past four years, has resigned and purchased a vulcanizing plant in Troy. He has been succeeded at the theatre by Andrew Hendrick, of Buffalo.

Emmeline Feinberg of Pittsburgh, is in charge of the headquarters of the Albany Film Board of Trade, while Miss Edna Pfister is in Winnipeg for a month or so, instructing the secretary there.

John Wagar, assistant manager of Proctor's theatre in Troy, is back home from a vacation spent in Montreal. Ed Treambly, also connected with the Proctor house, is back from a vacation in New York city. It was his first trip to the metropolis in eight years.

Howard Richardson, who formerly operated a theatre in Chestertown, is now a resident of Florida. The theatre is now handled by Dr. Swan, who in addition to his duties as physician, is assisting his sister in running a bathing beach.

Ollie Stacey, having run the Majestic theatre in Albany for several years, will retire on November 1, but as yet has made no announcement as to his future plans.

A rumor to the effect that the Leland in Albany might be acquired by other interests, was denied during the week by C. H. Buckley.

Cora Page, cashier at the Troy theatre, is spending a two weeks vacation and in her absence the cashier from the American, which is now closed for the summer, is looking after the box office.

Walter Seaman, of Highland, is a busy individual these days, having once more taken over theatres in Marlborough and Highland, which he is conducting along with his electrical store in the latter place.

The Gateway theatre in Antwerp is holding a matinee each Saturday afternoon throughout the summer and finds business good.

The Van Curler theatre in Schenectady, was sold last week to Joseph Krist, of Bridgeport, Connecticut, for a sum reported to be in the neighborhood of $100,000. The property includes two or three stores. The theatre is leased to the Farash Theatre Corporation, with the lease still having five years to run.

Jerry LaRock, owner of the theatre in Warrensburg, is planning to run six nights a week during August. Louis Benton, who is branching out rapidly these days, has taken over the Star at Greenwich, conducted for many years by Mr. and Mrs. Dennis Regan.

W. W. Farley, of Albany, owner of several theatres in Schenectady, hurried to Ticonderoga, one day last week after being informed over the telephone that his son, George, who is spending the summer at a boys' camp, was seriously ill at a hospital. The boy is now on the road to recovery. Mr. Farley's law partner, Amasa Parker, died during the week.

The State theatre in Glens Falls, has installed an air cooling system and the fact is being well advertised throughout the territory served.

Peter Elliot, of Albany, son of Fred Elliott, will handle the Grand theatre in Watervliet, recently bought by his father, who will remodel the house and erect a marquee.

Columbia Pictures will open an exchange in Albany on or about August 15, with C. R. Halligan in charge.

The moving picture theatres of central and northern New York are cooperating these days with the New York Development Association in showing pictures in the interest of conservation of the natural resources of the state.

Many companies manufacturing talking movies are planning to incorporate in New York state, judging from correspondence being received these days by the secretary of state at Albany.

Cleveland

THE Little Theatre, East Ninth St. and Chester Ave. will reopen September 2nd reorganized as the Little Theatre Guild. The theatre is owned by the S. W. Manheim Amusement Company, and is under the management of Aaron Newman. Following the practice of Little Theatre Guilds in the east, a season membership of $1 will be charged. This fee will entitle members to a reduction in prices, a selection of seats and admission to special dramatic programs. A guild repertory company will be selected from among professional actors. This repertory company will be augmented by visiting stars. Exceptional productions will be offered at popular prices. The Little Theatre started its career in the field of art as the Little Theatre of the Movies. Programs were selected on their merit rather than on their audience appeal. This policy endured only a short time.

Maurice Spitalny, who wields the baton at the Stillman theatre, upon his return from a fishing trip in Canada, will conduct a series of municipal open air concerts in Gordon and Wade parks. The first concert will be given August 1st. Spitalny will have an orchestra of 55 pieces.

P. J. Wood, manager of the M. P. T. O. of Ohio stopped here for a day the past week, on his way to Columbus after a brief visit east.

Leona Myers, secretary to First National exchange manager Carl Leserman will be married at her home on August 15th, to William C. Enkler of Cleveland. After the ceremony, the bride and groom will leave for a motor trip. Miss Myers will not sever her connection with the film business.

The Board of Directors of the Cleveland Motion Picture Exhibitors Association held its regular meeting last Friday. Committee reports were heard.

Joe Loeffler, booker at the Fischer Film Exchange is on a vacation motor trip.

M. A. Malaney, publicity manager has returned from a two-weeks vacation trip spent Somewhere. Malaney refused to leave a forwarding address when he went away, and since his return has not divulged the name of the place. He's keeping it in reserve for his next summer's vacation.

Martin Printz, manager of the Circle theatre has returned from Europe. Mr. Printz, plans to go abroad again next year.

William Haynes, manager of the Allen theatre, and his family, and Harlend Fend of the Loew publicity staff, left for Canada for several weeks.

Minneapolis

EXHIBITORS are wondering if a revival of the road show in Minneapolis and St. Paul will affect their business seriously. A. G. Bainbridge, who recently leased the Metropolitan theatres in Minneapolis and St. Paul from L. N. Scott, has been to New York and came back with the announcement that some of Broadway's biggest hits—almost a score of them—have already been booked for the Twin Cities. Bainbridge really intends to put the Twin Cities on the dramatic map with a bang, and he may succeed in diverting considerable patronage from the movie houses, it is believed. He will continue to run the Shubert, a stock house.

Clem Pope, formerly manager of the Clemmer theatre at Spokane, Wash., has been appointed manager of the State theatre in Minneapolis, it was announced this week by G. Ralph Branton, supervisor of Minneapolis for the Finkelstein & Rubin enterprises.

Mr. Pope succeeds Harold Kaplan as manager, Kaplan having been assigned to do special survey work under the direction of Mr. Branton. The new manager has been associated with the motion picture business for 30 years. After managing theatres on the coast for several years, he became branch manager of sales for the Goldwyn company at Los Angeles. He then left this work to enter the production field, making travelogues in the orient and the South Seas. He served as a major in the French army during the war, and later returned to the theatre business as advertising manager for the West Coast Circuit.

The State theatre in Minneapolis opened its week on Friday instead of Saturday last week, inaugurating a new policy. Because many of the larger de luxe movie houses throughout the country are changing to the Friday openings, it was found necessary to change the play dates at the State so that there would be no conflict in state and film bookings.

Mae Murray is coming to the Pantages the week of August 17th.

Plans have not fully been completed for the reopening of the Strand and Garrick theatres in Minneapolis, but the two houses will probably be opened for the fall season some time in August.

Plans are being made to bring a number of Broadway musical show dancers and entertainers to the State theatre within the next few months. It is planned to have big stage programs supplement the many talking features which are planned for this theatre.

W. A. Steffes, president of the Northwest Theatre Owners' Association, is spending his vacation in Seattle, where he is also attending to some business. Upon his return to Minneapolis Steffes expects to announce dates and a meeting place for the old Allied group, which had originally planned to hold a meeting early this month at Duluth.

C. F. Hynes was a visitor at the home of his parents in Minneapolis. Hynes was for a number of years associated with Greater Amusements in an editorial capacity and is now acting in a similar capacity with Film Daily.

Recent visitors in Minneapolis were William Rosenthal, special representative for United Artists, and Paul Burger, assistant sales manager for United Artists, and C. C. Wallace, district manager for the same company.

The Iowa theatre at Bloomfield, Iowa, has been purchased by H. E. Rehfield, who sold his Bijou theatre at Huron, S. D., to the Northwest Theatres Circuit.

The management of F. & R. operations in Eau Claire, Wis., has been taken over by Robert Brose, formerly of Minneapolis. He succeeds E. J. Haas, who has joined the Midwesco theatre in Milwaukee.

After many years with the Friedman Film corporation of Minneapolis, Ted Karatz has joined the sales force of the Minneapolis Columbia office.

Jack Harrington and Malcomb Williams have been added to the "Road to Ruin" company, Minneapolis, by Frank Rubel, manager. Harrington was formerly with Educational and Williams with the United Artists sales staff. Rubel expects to completely cover the territory during the fall with the "Road to Ruin." He has already closed a contract with F. & R. for suburban engagements.

Cincinnati

TWO more Ohio houses to be wired for sound pictures are Loew's Ohio and Broad, both recently opened at Columbus. They will install Movietone, which they expect to begin to feature within the next three weeks. The Grand, owned by J. Real Neth, Columbus, is playing Vitaphone, being one of the first houses to have installed this feature when it was originally placed on the market.

Al Sugarman, formerly branch manager for Universal at Pittsburgh, but for the past nine years associated with the Cincinnati office of the same company, has taken charge of the Cincinnati office for Skirboll Gold Seal Productions, distributor for Columbia.

The La Belle Amusement Co., Proctorville, Ohio, has been incorporated for $5,000, with Fred C. Boettling, C. F. Edwards and H. B. Crummitt.

Caldwell H. Brown, general manager of the Brown Theatrical Co., Zanesville, Ohio, announces that his organization has acquired the Schultz, Imperial and Quimby theatres, which were formerly controlled by the Imperial Theatre Co., in that city, the deal involving approximately $600,000. Sam E. Lind, who was president of the Imperial Theatre Co., is retiring from the game to devote his time to other business, while Al C. White, associated with Lind in an executive capacity, will manage one of the houses for the new owners, when the formal transfer is made early in September.

J. G. Gregory, president and general manager of the Public Amusement Co., Springfield, Ohio, has awarded a contract to the Mid-West Engineering and Construction Co., Columbus, Ohio, for a one-story theatre to be erected on South Fountain street, at a cost of $40,000.

John McManus, manager of Loew's, Dayton, Ohio, which house has been participating in "Our Gang" contest, gave a special Saturday morning matinee free to all children in the city between 3 and 12 years of age, regardless of whether they were entrants in the contest. Several "Gang" comedies were shown.

Ted C. Schaeffer, Galion, Ohio, has joined the Ohio theatre forces at Mansfield, Ohio, as organist.

A new house is being planned for Mansfield, Ohio, although the names of those interested in the project could not be learned. However, it is reported that an architect has been selected to develop the plans for the theatre which will have a seating capacity of 750.

John A. Schwalm, manager of the Rialto theatre, and president of the Jewel Photoplay Co., at Hamilton, Ohio, accompanied by his wife, has returned from an extended trip to Culver, Indiana, where their two sons are attending the Culver Military Academy.

Harry Turberg, co-manager of the Palace theatre, Hamilton, together with his wife and son, are visiting in Chicago.

Gus Betz, projectionist at the Palace, Hamilton, recently passed around cigars to his many friends. Mother and daughter are reported doing nicely.

Denver

SOMETHING new in the way of robberies took place a week ago along film row when Sam Cain, Universal branch manager, arrived at his office one morning and found a perfectly good set of awnings taken away from the front of the building.

The Central theatre of Central N. M. operated by Messrs. Kunde & Stevenson was destroyed by fire recently and the town will be without a theatre until October 1st when the same theatre men exject to have a new theatre ready for operation.

Harold G. Dunn accompanied by his family, dropped in on film row last week. Mr. Dunn operates the Jewell theatre of Valentine, Neb.

Tom Villnave, owner and manager of the American and Rex theatres of Casper, Wyo. spent several days calling on Denver branch offices the past week.

P. H. Hoppen, manager of the Majestic theatre, Pueblo, Colo., was in Denver last Friday when he came in the interests of a case before the Board of Arbitration.

Three district managers were in Denver during the past week. Harry Lustig of Warner Bros. spent several days with Chas. Gilmour local Warner Bros. branch manager. Dave Bershon of United Artists, conducted business with Seth Perkins, manager of the local United Artists branch office here. George Hickey of Metro-Goldwyn-Mayer, accompanied by Ralph Pielow his assistant, also visited their companies.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

South West

WM. REDFEARN, of the Dixie theatre, Tulsa, Okla., paid film row his last visit before departing for his annual vacation, which he will spend in southern Illinois. Mr. Redfearn expects to be back about the middle of August.

A. F. Prouty advises he has closed the Roxy theatre at Roxana, Okla., for the remainder of the summer.

Sam Bhunk, booker for FBO, left last Sunday with his family, overland, for Chicago, where he will spend his annual vacation of two weeks.

M. Shiren of Tiffany Stahl Productions, New York, has been in Oklahoma City the past ten days looking after the installation of the new branch office of Tiffany Stahl, which will be opened at 125 S. Hudson street, Oklahoma City, July 22nd. Mr. Shiren has appointed Roy M. Avey as branch manager for the Oklahoma City office. Mr. Avey has for the last two years been salesman for the local Metro-Goldwyn office.

W. Z. Spearman, president of the M. P. T. O. of Oklahoma, and owner-manager of the Gem theatre, Edmond, Okla., spent several days in Oklahoma City last week getting his bookings in shape before leaving next week for his vacation. Mr. and Mrs. Spearman expect to take an overland trip which will include Washington, D. C., New York, and points in Canada.

J. E. Huston, manager of the Roxy theatre, Perry, Okla., called on friends on film row last week.

M. Van Prague, western sales director for Universal out of New York, spent the past week with the local Universal exchange.

F. B. Pickrel, of the Poncan theatre, Ponca City, Okla., was a business visitor on film row last week-end.

The Empress theatre, Oklahoma City, is now on its regular summer schedule of two changes a week.

Bertha Dowdy, of the local Fox office, is spending her vacation at Hot Springs, Ark.

The Building Commission of Oklahoma City is at present checking plans for a new $50,000 theatre to be built in Capitol Hill, Oklahoma City. Name of the builders has not yet been made public.

B. Williams has just opened a new theatre at Groom, Texas, which he has named the Blue Bird theatre.

Mrs. H. G. Bowers, secretary to Manager W. B. Zoellner, of Metro-Goldwyn, is spending her vacation in Indiana.

Mrs. J. H. Doake, billing clerk for the local Universal office, is visiting in Colorado.

S. E. Arledge, of the Crescent theatre, Garland, Texas, is making arrangements for the installation of a new cooling system in his theatre.

Harry Sniffin, traveling auditor for Universal, has been at the local Universal office for the past ten days.

F. J. Berry, home office inspector-booker of Fox, is making a business visit with the local Fox office.

Mabel Miller, of the local Home State office, is another of the lucky ones who are spending their vacations in the mountains of Colorado.

E. Peel, veteran exchange man, Oklahoma City, Oklahoma, is reported to have been engaged as booker for the new Tiffany-Stahl exchange, July 18, 1928, to be established in Oklahoma City shortly.

M. C. Upchurch, Walters, Okla., exhibitor said to have passed away on July 4th, from blood poisoning, but no other details available.

Emma Monford, cashier for Paramount exchange, and Lee Bowlby, of the same organization, at Oklahoma City, were married June 30th.

Carl Burton left Oklahoma City for Memphis, to be employed in the FBO Arkansas territory.

Sam Brunk, FBO booker, Oklahoma City, is vacationing in Emporia and Wichita, Kansas.

Jack Campbell is covering Arkansas for Educational now, working out of Oklahoma City exchange.

Mary L. Stephens, formerly with Home State, is now doing extra work for Wallace Walthall at Oklahoma City.

Manager H. K. Buchanan and Glenn Ellison, both of Home State, Oklahoma City, are now sporting new cars and say that the riding is fine.

Recent incorporations announced: The Cordell Amusement Co., Cordell, Okla., capital, $3,000; incorporators, R. E. Stonesifer, C. V. Hancock and F. C. Beach.

Tillman County Amusement Hall, Grandfield, Okla., capital, $3,000; incorporators, J. C. Rogers, R. D. Rodgers and N. P. Rodgers.

Southland theatres, San Antonio, Texas, reducing capital stock from $10,000 to $4,500.

Dave Ablowich has acquired the Colonial theatre at Greenville, Texas.

A. B. Momand has remodeled his Jackson theatre at Pawhuska, Okla., and renamed it State theatre.

Mahone & James will open their Oklahoma theatre at Hobart, Okla., soon.

R. & R. plan to remodel their Star theatre at Palestine, Texas.

Griffith Bros. will install a new variegated sign on their Tall Chief theatre at Fairfax, Okla.

Keith Payne is the new organist in the R. & R. theatre at Bobstown, Texas.

John Webster has purchased the local theatre at White Deer, Texas.

Mr. Wall will open his new Ritz theatre at Brady, Texas, in the near future.

H. G. McNeese has leased the Lyric theatre at Runge, Texas, from Alfred Tips.

A. M. Avery is to open his new Rialto theatre at Wellington, Tex.

The new Fre's theatre at Cureo, Texas, will open shortly.

Campbell Theatres, Inc., at Denton, Texas, have installed an air wash system to work with their fans.

Des Moines

SEVERAL hundred dollars have been spent by the Iowa Theatres Co., owners of the Regent Theatre at Cedar Falls, Ia., for the improvement and comfort of the patrons.

This house, known as one of the best houses in Northern Iowa, from the standpoint of comfort and beauty, has installed a new generator from National for the betterment of the projection.

Have also let contract for the recarpeting of the house. New lobby boards have been added, and the out and inside lobbies have been painted and decorated.

New stage scenery was recently added and new drops installed. This is one of the largest stages in Northern Iowa, and can handle the biggest in the way of road attractions and bands.

With the opening of the fall season the Regent will be prepared to give the patrons only the best.

M. R. Blair is the manager of this house.

Alexander Frank, who has been in charge of the Plaza and Rialto at Waterloo since he took these theatres over from the Wesco organization, was in Des Moines last week. Reports show that these houses are doing a good season of business in spite of the fact that the new Riviera Theatre which A. H. Blank-Publix opened up last fall has been doing record business.

Rose Kaplan, secretary to Jimmy Wynn, of Educational, was quite badly hurt in an automobile accident several weeks ago. The accident occurred while she was returning from Omaha, where she had driven with her father. The car oveturned near Atlantic, Iowa. Rose, who had several ligaments cut in her right arm and suffered other injuries of a serious nature, was taken to the hospital at Atlantic. She is still convalescing there. It will be some time before Miss Kaplan's left arm is quite all right again, but it is thought that she will suffer no further trouble.

Vic Schran is a new salesman at the office of Universal. He has been added as an extra man to the force and will cover Zone D. Mr. Schran comes from Cleveland, O., where he has had film experience over a period of time at the Universal office there.

Lucie Haynes, maintenance clerk at the office of Paramount, is now on a vacation. She is spending the time with friends in Ohio.

W. W. Sharp, poster clerk at the Paramount office, is spending several weeks at his old home town, Decatur, Ill.

D. V. McLucas, branch manager of the Omaha office of United Artists, was in Des Moines for the golf tournament and picnic sponsored by the Des Moines Film Board of Trade. He brought Mrs. McLucas and his family along and they report having a wonderful time.

R. A. McEwan, salesman for FBO, had as his guest during the Film Board of Trade party his brother, Hamilton McEwan, of Omaha. His wife and son were also here.

Among out of town exhibitors who were visitors in film row were E. Recknagle of Fonda, Ludi Boston of Muscatine, Charlie Dunsmoor of Marshalltown, Charlie Peterson of Hampton, Frank Curtis of Redfield, E. E. Morris of Eagle Grove, L. F. Wolcott of Eldora, W. A. Graham of Knoxville, William Johnson of Fort Dodge, Leo Moore of Centerville.

W. E. Branson has been appointed manager of Pathe's Des Moines branch, succeeding Walter Liebmann, who has resigned.

J. W. Greer, owner of the Starette theatre at Newcastle, Ind., will equip his theatre with a new photophone machine, which will take the place of his orchestra.

Indianapolis

WITH the arrival of M. R. Baker, house manager, in South Bend, Ind., the date for the opening of the Colfax theatre there has been fixed for August 4. The theatre building is virtually completed and work has been started on installing equipment for the Vitaphone and Movietone, the first of these features to be installed in a South Bend theatre.

The theatre has not yet been taken over officially by the Balaban & Katz interests in Chicago, lessees. The transfer is expected to be made shortly by the H. G. Christman Company, builders and owners.

Yeggs recently robbed the safe of the American theatre at Terre Haute, Ind., of about $150, according to Seiber R. Nicholson, manager of the theatre.

Salt Lake City

THE Capitol theatre, which competed with the Pantages theatre employes in a golf tournament, won by twelve points. Ernest Jones, Capitol theatre drummer, took the cup with a score of 67.

The Pantages staff has now challenged the Capitol staff employes to play again next week.

Louis Marcus of the Louis Marcus Enterprises left last week for a business trip to Los Angeles.

Fred Brown of the Rayart Pictures Corporation is spending the summer in New York with his family.

Manager James R. Keitz of the local Rayart exchange is covering the Idaho territory at this time.

Manager O. Wog of the local Paramount - Famous - Laskey exchange, made an extensive sales trip into the state of Montana. The entire sales force from this office was out in the territory this past week.

The Forum theatre of Sugar House, a suburb of this city, changed hands recently, having been sold by George Edington to Exhibitor Brown, who formerly operated theatres at Preston, Idaho.

The Orpheum theatre at Pocatelo, Idaho, is being closed down for the purpose of being remodeled and made into one of the finest theatres of the state. This house is operated by Cruthers and Archibald.

Louis Marcus is reported to have contracted for the Metro-Goldwyn-Mayer product 100 per cent for his circuit, with the exception of Salt Lake City, which has been contracted for by Pantages here.

L. C. Wingham, manager here for Metro-Goldwyn-Mayer, returned last week from a sales trip covering the state of Montana, and will leave soon for the Idaho branch.

Manager Al O'Keefe of the local Pathe branch covered the state of Montana in company with Sales Representative McElhinney of this office. George Hayes made the Idaho branch, Lon Hoss is at present working in Wyoming and Jack Connors is covering the Utah territory.

G. E. Rosenwald, division manager for Universal, left the local office after a short visit for the Northwest. Manager Tony Hartford is expected to leave for an extended trip into the territory this week.

Mrs. Ackerman, secretary to Manager Hartford, has left for her vacation.

Izzy Schlank, manager of the Universal office at Butte, Montana, paid a flying visit to this city recently for the purpose of consulting with Division Manager Rosenwald.

Friends of Bill Heineman, former branch manager here of the Universal exchange, regret to have heard the news of his brother Elmer Heineman passing away in St. Louis a short time ago.

Guy Coleman, exhibitor from Midway and Charleston, Utah, was a film row caller in the interest of his houses.

Dave Farquhar, local exchange manager for the Columbia Pictures Corporation exchange here, is back from a trip through the Yellowstone branch.

Home Office Auditor C. MacKain of the Columbia Pictures Corporation will arrive here this commencing week from Denver.

Salesman Rick Warren has left the local Columbia Pictures office for the State of Montana, where he will remain for a few weeks.

Thomas Walsh, FBO salesman, is at present covering the Montana territory; Wm. Hughart is in the Western section of Montana, and Barney Shooker is covering Idaho, while Branch Manager Fred Lind is also making a sales tour through Montana.

S. D. Weisbaum, district manager for FBO in the Intermountain territory, left the local office for Denver, after making a trip throughout Utah and Montana with Manager Lind.

The local United Artists office is being renovated with new steel equipment to be installed in the accessory department.

C. C. McDermond, recently with Universal, has returned to the United Artists sales force and will cover Utah and Nevada.

William Mendelsohn, United Artists, exploiteer, is in this city from Los Angeles.

Among exhibitor visitors seen along the film row here this past week were: Frank Bennett of Spring Canyon, Utah; Thomas Berta, of Rock Springs; William McFarlane, of the Manti theatre at Manti, Utah; E. Ostlund, of the Rivoli theatre at Springville, Utah, and Horace Burkenshaw, of Sandy and Riverton, Utah.

Harmon and Louis Peery of the Egyptian and Ogden theatres of Ogden, Utah, were also in town.

Manager "Hap" Fredericks of the J. T. Sheffield Columbia exchanges is still working in the Idaho territory.

Mell Stringham of the Colonial theatre of Ogden, Utah, conferred with local branch managers here last week, as did George Smith of Magna, Utah.

Charles Walker, local exchange manager for Fox, expects to leave for Idaho shortly.

Manager W. F. Gordon of the Associated First National exchange returned from an extended sales trip into Montana. Salesman Claude Hawkes covered the Southern Utah territory, and Vete Stewart the Montana section.

New England

POLICE of Worcester, Mass. arrested a boy aged 16, of that city on a charge of malicious mischief, last Tuesday night.

During a performance at the Olympia Theatre, a section of the sprinkler system started operating while the theatre was well filled with patrons.

Police say the boy lighted a packet of paper matches and held them beneath one of the sprinkler heads, starting the flow of water. Water poured down the walls of the theatre and seeped through the balcony floor to the Orchestra.

The insurance fire patrol and representatives of the Rockwell Sprinkler Company responded and an investigation followed. The damage to the theatre is estimated at several thousand dollars.

The Central Square Theatre at East Boston has been acquired by the New England Theatres Operating Corp. M. F. Cronin was the former owner.

Henry Scully, formerly a special representative, is now identified with the Pathe organization at Boston as salesman.

Chet Breed has resumed selling for Educational after an illness and has returned from a long trip through Maine.

Lee Gorman started the construction of a new theatre at Portland, Me., which will be opened in the Fall.

Moe Grassgreen, sales manager at Fox exchange, Boston, returned from a vacation spent at Scituate where Mrs. Grassgreen was convalescing from a recent operation.

The Leroy Theatre at Pawtucket reports much success with the new Movietone installed recently.

Arthur Ruscica, a former student at Fox exchange in Boston, was recently appointed branch manager at Havana.

Joseph Roth of Consolidated Films, is back from a tour of the key cities of New England.

Charles Wilson of the Pathe staff, who covers Maine, has bought a new automobile.

William O'Brien, former Pathe salesman, is making a decidedly popular chief of police at Old Orchard, Me. both with the townspeople and the summer colony.

Detroit

NEGOTIATIONS have recently been completed whereby pictures for the Keith-Albee Uptown, Woodward and Six Mile Road, will be booked through the Co-operative Booking Corp., of Detroit.

George Strudel, formerly of the Oriental, Chicago, is now manager of the Michigan Theatre, succeeding Walter Immerman, who has been appointed manager of the Lubliner-Trinz houses for Publix.

Polishers are busy rubbing down the vermillion red marble columns inside the new Fox theatre, completing the elaborate carved ivory work, decorating the proscenium arch, blazing the auritorium dome, installing the huge two console organ and finishing the suite of projection rooms ready for a battery of "talking and color" machines. With sidewalks around the theatre and office building being laid and already in service along Woodward Ave., and with shop and lobby fronts being completed, the opening of the house seems assured for early September.

The new Fisher Theatre, which will be one of the most beautiful houses in this city, with 2,715 seats, will be operated by Kunsky. A first-run policy patterned after the first-run houses downtown, with a large orchestra, organ solos, presentations and the pick of pictures is to be inaugurated.

A change in the management of two Kunsky theatres was announced last week. Rex Minkley, formerly at the State, leaves to occupy a similar position at the Royal Oak and Karl Kreuger will be seen hereafter in and around the State office.

South East

GENERAL conditions are improving in Alabama. Reports the past week show that 33 new manufacturies will soon begin operations in the state, adding an estimated payroll of $15,000,000. Local steel mills are putting men back to work and there is no question but that there is a more optimistic tinge than there was two weeks ago. While local boxoffices have not yet shown any marked improvement, there are strong reasons for believing that in September the district will again be hitting on all six and receipts improved accordingly.

Work is still progressing on the remodeling of the old Jefferson theatre, now the Erlanger-Jefferson, and announcements indicate that the house will open within the next few weeks.

Mrs. Kate Thompson, wife of the Eltagran salesman, suffered a severe fall the past week and is confined to her bed as result of bruises and strained ligaments.

M. A. Shields, long prominent in North Alamaba politics and owner of the Picto theatre, Huntsville, Ala., was a Birmingham visitor the past week. Mr. Shields declared that Huntsville was experiencing a wonderful boom, citing the fact that the new Lincoln mills would add many thousands of dollars to local payrolls and, also, mentioned the new resort hotel, the Monte Sano, a $250,000 structure, which will soon be under construction and which is designed to bring thousands of health-seekers and vacationeers to North Alabama.

Dale Troy has been appointed manager of the Belle theatre, Gadsden, Ala., operated by Will B. Wood.

The Princess theatre, Birmingham, Ala., was the victim of a burglar the past week, losing $400.

The Little theatre of Birmingham, which has been the storm center of a sectional row for the past few weeks, elected a new board of directors, renaming Mrs. Vassar Allen president.

J. M. Creswell, owner of the building occupied by the Capitol theatre, Milan, Tenn., is planning to enlarge the structure in order that the seating capacity of the theatre may be doubled. The house will be remodelled into one of the most modern, in that section, with lighting effects and new cooling new stage, new heating system, new plant.

Emil Bernstecker, recently manager of the Lyric theatre, Jackson, Tenn., has been transferred to Dallas, Texas. He is succeeded by J. L. Cartwright, who is not new to Jackson theatregoers, having formerly been manager of the Lyric.

J. E. Whitten, of the Majestic theatre, Lapanto, Ark., was a visitor to Memphis last week.

C. M. Pilgreen, of the Bluebird theatre, Calhoun City, Miss., was also in Memphis last week on business.

Mai Browning, of the FBO exchange, is spending her vacation in Little Rock and Hot Springs.

Lucile Powell, of FBO, in Memphis, is at Mississippi, enjoying her vacation.

It is understood that plans are under way for the installation of Movietone and Vitaphone in the Lyric theatre, Jackson, Tenn.

Margaret Cato, stenographer in the M-G-M exchange, has returned from a visit to Asheville, N. C.

Charles E. Kissnich, southern district manager for M-G-M, with headquarters in Atlanta, was in Memphis the past Monday and Tuesday.

Dorothy Aylor, assistant to Geo. Jones, booker in the Memphis office of Universal, was quietly married to Paul Schwartz, of Memphis, last Saturday evening. The marriage was a complete surprise to the personnel of Universal's Memphis branch. The couple are spending their honeymoon in Jackson, Tenn., the home of the bride, before returning to their respective positions.

A. J. Sharrick, personal representative of Carl Laemmle, and Lou Metzger, of Universal, last Monday conducted a special sales meeting at the company's Memphis office.

R. B. Williams, southern district manager of Universal, with headquarters in Atlanta, was a recent business visitor to the Memphis office last week.

H. R. Hisey, booker for First National, is vacationing in St. St. Louis, Mo.

Other recent callers on the Memphis film row were: M. A. Lightman, of Arkansas Amusement Corporation; E. L. Drake, owner of the Gem theatre, Jackson, Tenn.; S. B. Johnson, owner of the Regent theatre, Cleveland, Miss.

The new theatre in Largo opened Saturday, the 21st. The house is owned by H. J. McBeath, who is acting as manager, and L. W. McClung, who is in charge of the projection and presentations. The name, Max theatre, has been chosen for the house in honor of the owners, the two Macs.

Things are humming in Tarpon Springs. The great sponge fleet is in port and the sponge sales are running around $60,000 a day. Show business is getting a good break, which is mighty interesting for Mrs. N. V. Darley, the manager of the Royal theatre there.

Joyland, the new amusement park on Clearwater Beach, has established bus service to Tampa. A price of one dollar is made for the round trip, which is very reasonable considering the round trip comes close to a hundred miles.

The amusement park, which was started on the east side of Tampa at Six Mile Creek, seems to have "blown up." Great progress was made the first few weeks. Many fine citrus trees were razed to make way for the Midway and several buildings were moved. An immense hole was excavated for the swimming pool, two flowing wells were drilled, and then suddenly all work ceased and the promoters have not been around for nearly two weeks.

Harry Kerr, chief projectionist of the Strand, Tampa, returned Wednesday from his vacation, spent in Cuba.

H. V. Darley, manager of the Rivoli in Ybor City, left last Thursday on another trip to Cuba to look after his movie interests there.

John T. Hendry, the showman of Fort Myers, visited in Tampa the past week. Mr. Hendry has remodeled his house there, the Majestic, and made a skating rink out of it.

Ira Stone, assistant manager of Universal exchange, Jacksonville, Fla., attended the opening of the new Amusu theatre in Fernandina last Wednesday night.

C. B. Ellis, manager FBO exchange, is in New York at present.

E. J. O'Leary, feature sales manager for Pathe, is due in Atlanta for a two-day visit to the local exchange, after which he will continue his tour of the several Pathe exchanges in the south. He will be accompanied by Southern Division Manager Dan Michalove. They plan to go from Atlanta to Memphis, thence to Oklahoma City, Dallas and New Orleans.

During an all-day session Tuesday, July 17, the Atlanta Joint Board of Arbitration disposed of forty-one cases, postponing final action on ten others, until the next regular meeting, for various reasons.

W. G. Carmichael, Atlanta branch manager of United Artists, spent a week in South Georgia and Florida.

J. W. Mangham, Jr., Liberty's branch manager in Atlanta, left last Thursday night for a trip into south Georgia and Florida.

Miss Eloise McLaughlin, of Liberty's personnel, spent the weekend in Lake Burton, Ga.

Friends of J. M. Young, cashier of Bromberg's Atlanta office, will regret to learn of his illness.

J. H. Butner, manager of Educational's Atlanta office, covered the Florida territory recently.

Tom Brannon, president of Eltrabran, left the past week for New York, driving his car to Washington, D. C., from where he will continue his trip by train. He expects to visit the company's Charlotte office and to stop in Greensboro, N. C., where he will be joined by Mrs. Brannon, who is visiting relatives there. She will accompany him to Washington and stop over to join him on his return trip home. Mr. Brannon expects to be away from his office about two weeks.

P. C. Bryan, manager of Fox's Atlanta branch, made a trip into Florida last week.

Lacey Johnson, head of Paramount's real estate department, and Traver Faulkner, in charge of the company's film depot, arrived in Atlanta last week from the home office. While nothing definite regarding the object of their visit has been announced, it is understood that they were in Atlanta for the purpose of arranging for storage space for Paramount's new synchronized pictures, the quarters of the Paramount exchange on Walton street not having any room available for the records and other adjuncts.

Exhibitor visitors to Atlanta's film row included: D. T. Clary, of the Sparata theatre, Sparata, Ga.; D. D. Dixon, of the Belle theatre, Gladsen, Ala.; A. L. Shepherd, of the Rex theatre, Davisboro, Ga.; E. A. Booth, of the Booth Enterprises, Greensboro, Tenn.; Sol Samuels, of the Martin theatres, Columbus, Ga.; Mr. and Mrs. Charles Powell, of the Grand theatre, Moultrie, Ga.; Nick Economou, who operates the Grand theatre at Montezuma, Ga.; C. A. Crute, of the Lyric theatre, Huntsville, Ala.; P. J. Henn, who operates the Haven theatre at Canton, Ga.; W. H. Welch, of the Strand theatre, Dallas Ga.; B. P. Neal, who operates the Amusu theatre at Villa Rica, Ga., and Cy Colley, of the Westmont theatre in Montgomery, Ala.

Philadelphia

THE Motion Picture Guild, it is announced, will open a "Little theatre" on Market street, near 23rd, in Philadelphia, for the showing of art films, such as these theatres have furnished in New York, Washington, Baltimore and Detroit. Although American-made films will be shown, these theatres in other cities, have made a specialty of introducing to American audiences films made in other countries in addition to screening many revivals of famous pictures of the past. As most picture houses are bound by contract to show only the output of Hollywood, these little theatres should do well as the English, French and German studios are busier than ever, and Japan, Italy and other countries are furnishing many new films all the time.

The first Pennsylvania showing of Latzo-Loughran fight pictures was held at the Equity Theatres Earle theatre, Allentown, Pa., the week of July 23rd. Masterpiece Film Attractions had the exclusive film rights to the pictures.

The regular monthly meeting of the managers of Equity Theatres, Inc., was held on Wednesday, July 25th, at the general offices of the company in the Schaff building, Philadelphia.

Excellent progress is being made on Equity Theatres new Darby house, which will be opened early in the fall.

Harrison Brothers' new Ambler theatre at Ambler, Pa., a 1500 seat house which will be completed early in the fall, will be one of the most modern and up-to-date houses in Montgomery County. It is being equipped for Movietone and Vitaphone.

F. J. Shepherd, formerly connected with Tiffany-Stahl and Columbia Pictures, will cover the Harrisburg and Lancaster territory for Oscar Neufeld's Success Pictures.

Seattle

HERSCHEL STUART general manager of the West Coast Theatres in the Pacific Northwest territory, left last week on a business trip to Los Angeles where he will confer with West Coast officials relative to the fall program for the houses in this district. He expected to be away for about two weeks.

The Yesler Theatre, suburban second run house in this city, was damaged by fire of unknown origin that caused loss to the total amount of $1,000. Most of the damage was confined to the orchestra pit, stage, curtains and lighting equipment.

Matt Aparton, manager of the local Universal exchange, announced the appointment of Frank Cass to the sales staff of the "U" office. Mr. Cass was formerly a sales representative for Manager Ben Fish's Metro-Goldwyn-Mayer office.

Something new in the way of previews for Seattle was inaugurated recently by Manager Ted Gamble at the Columbia Theatre when he announced that every Thursday would be "Preview Night" at the Columbia. The plan calls for the pre-showing to the public of a new film, title not to be announced, at 11 p. m. Admission to the regular last performance at the theatre at 9 p. m. entitles a patron to remain for the preview without additional charge. Films from all companies are shown on these nights.

Hugh W. Bruen, former owner of the Arabian, Ridgmont and Woodland Theatres, local neighborhood houses, spent a number of days in Seattle the past week meeting many of his former exhibitor and film friends. Mr. Bruen has been living in Southern California since the sale of his houses to Universal several seasons ago.

E. A. Zabel, showman of Olympia, Washington, was another film row caller. Mr. Zabel represents the theatre classification of the Olympia Kiwanis Club, and was one of the representatives from his city to attend the Twelfth Annual Convention of Kiwanis International here late in June.

After a vacation of several weeks caused by the many producer conventions, the Seattle Arbitration Board of the Film Board of Trade met again last week to discuss its many duties. So full was the docket that two days were required to handle all the cases, with Joe Bradt presiding on the opening day and O. W. Klawitter heading the list the second day.

Fred Mercy, Jr., one of the leading young exhibitors of the territory, spent a short time here recently arranging dates for some of the films to play the Mercy circuit in Walla Walla and other Eastern Washington towns during the coming season.

Jan Sofer, for several seasons musical director of the United Artists Orchestra, and recently associated with Universal's Winter Garden Theatre, this week will be moved to Universal's Columbia Theatre where he will organize a new small symphony for this house, which has long featured its music as a strong box office attraction.

J. O. Borris, a newcomer to the exhibitor ranks in Seattle, has opened his North Park Theatre, a small new suburban house in the North End residential district.

Lewis Lazar, associated with the presentation department of Publix Theatres, has left here for New York after having spent several weeks in this territory with Canager Alex Levin of the Seattle Theatre and the staff of the Portland house also. He was to return to the East by way of California.

George Herpick, former partner of Frank Edwards, Seattle's new mayor, when the latter operated the Winter Garden Theatre, was appointed Port Warden by the Mayor. The City Council is expected to approve the appointment at its next meeting.

Mr. and Mrs. Spickett, owners and operators of the Palace theatre in Juneau, Alaska, returned to this city after a vacation of several weeks in Southern California, and planned to embark for their home town shortly.

Joseph Skirboll, head of the Western division of Warner Brothers' Vitaphone sales, spent a few days with Manager Carl Stearn at the local exchange last week.

Two other Western division managers were also in this territory—J. Frank Shea, who visited Arthur H. Huot at the F B O office, and Joe Goldberg, head of the Columbia Pictures sales in the Pacific Northwest.

Seattle has had another distinguished visitor in the person of Rodney Pantages, son of Alex Pantages. Rodney, who was raised in Seattle, spent a while here with Manager J. Lloyd Dearth in his capacity of assistant to the "big boss."

Ray Grombacher, president of the Motion Picture Theatre Owners of Washington, and leading showman of the Spokane and Eastern Washington territory, arrived in town recently for a business session on Film Row. Before he left, the took time off for a conference with Secretary J. M. Hone of the M. P. T. O. W. relative to plans for the second half of the year.

San Francisco

SOL LESSER has returned from a sojourn to Omaha and Rochester, Minnesota, where he was a patient of the famous Mayo Bros. institution. A slight operation accomplished a wonderful relief.

New reflector lamps have been selected by E. Hughes of the Pinole Theatre as one of the many improvements he intends to make. E. Hughes bought out Eaton, who formerly operated this theatre.

Max Blumenfeld's new theatre at San Rafael is progressing rapidly. This new 1,700 seat house will represent the last word in equipment and design.

The Automatic Ticket Register Company of New York have placed exclusive distribution of their products with Preddey.

The new Parkside Theatre, a $300,000 structure will be ready for the people of the Parkside district on August 1st. It has a seating capacity of 1,400, and cost more than a quarter of a million dollars, including the equipment. The theatre is located on Taraval street and Twentieth avenue, and will be operated by the Golden State Theatres Corporation.

Murray Phillips, shipping clerk at Western Poster, spent a two weeks' vacation in the North Redwoods and Lakeport.

Claire Foley, the local Film Board of Trade Secretary, left San Francisco recently for a three weeks' vacation at her home in Omaha. During her absence her sister, Rowena Foley, is in charge of the local Film Board office.

Jim Donahue, who has been holding down the head bookers position in the local Paramount office, has been promoted to salesman. In the line of promotion Tilden Willie is to be head booker, Derby Wilson goes to the Ad Sales Department, and Wm. Boland in the shipping department.

B. R. Wolf, the electric expert, who is now representing the Arctic Nu-Air Corporation in the San Francisco zone of motion picture theatres, has recently installed the machine in the Community Theatre, New Castle; Folsom Theatre, Folsom; the new theatre at Sanger for Wm. T. Gustine; the Winter Garden Ball Room, Modesto, and the Rosemont Grill at Sacramento.

Van Winkle, the new owner of the Liberty Star Theatre, Bay Point, is installing new projection equipment, reflector lamps, and a ventilating blower. The American Studios of this city are putting in all of the new scenery.

Geo. Roy, formerly of Reno, has placed an order for complete projection equipment for his new theatre.

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Booklet

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BERNHARD LUNDBERG, Manager

Winter Resort:
Hotel Lincoln, Miami Beach, Florida



New York & New Jersey

PLANS for the erection of a new modern theatre at Tuckahoe, N. Y., are being made at the present time. It is reported that the persons interested are residents of Tuckahoe, who have linked forces with the owner of a chain of theatres in New York. Two sites are under consideration for the building of the house, both in the unincorporated section of the town, at Main, Tuckahoe Road and White Plains Post Road and the Mill and White Plains Post Road.

Word is anxiously awaited along the film curb, as the outcome of the court fight of two prominent film men, Jack Meador and Harry Aiken, to offset restrictions in their construction of a huge garage in back of the Roxy theatre, Meador and Aiken, together with the Yellow Taxi Corporation, are in back of the project.

According to report, it is planned to operate this garage along Roxy lines, with uniformed attendance and complete servicing. A parking place of this nature and in this section, would prove ideal for the film people and theatre patrons alike.

Times Square after theatre crowds were served a thrill this past Monday night in the form of a spectacular automobile chase and gun battle between a score of police and intoxicated occupants of a motor car. The wild chase began on the East side, and wound up right in the heart of the Rialto, causing one of the worst "show-break' traffic jams yet witnessed.

Whether residents of Peekskill, N. Y., will be allowed to attend motion picture shows on Sunday, rests upon the decision of Supreme Court Justice Taylor of Mount Vernon, who recently heard argument in the application for temporary injunction sought by the Peekskill Theatre, Inc., to restrain village officals from enforcing a law forbidding Sunday shows.

The Mineola theatre, at Mineola, L. I., formerly operated by the Calderone Circuit of Hempstead, has been taken over by the Mineola Theatre Corporation, and will reopen on August 8th. The managing director is Ralph W. Latham, president of the corporation, and Bennett Brandon is manager.

Harry Harris, of the Harris Circuit of theatres, has returned from a vacation in Chicago.

Billy Brandon, who some time ago departed from the theatre business, has reentered this field, and is now owner of the Kelton theatre, Burnside and Harrison avenues, the Bronx. Mr. Brandon formerly owned the Olympia theatre, 107th street and Broadway, and also the Bunny theatre, 147th street and Broadway.

The new Prospect-Palace theatre, Prospect avenue and 150th street, the Bronx, is scheduled for opening July 30th. Names of the owners of this house have not as yet been learned.

Charles Fischer and associates have closed their Fulton theatre, Fulton street and Nostrand avenue, Brooklyn, and also the Paragon theatre, Fulton street and Eastern Parkway, for the balance of the summer.

The State theatre, Elizabeth, N. J., has been closed by Mr. Schusterman.

Report has it that the Ann-Lee Corporation will reopen the Subway theatre, located on Myrtle avenue, Brooklyn, on August 1st. This house, formerly owned by Henry Grossman, has been closed for some time. The building has since been completely renovated by the new owners.

The deaths of two well known film men were reported along the curb this week. Al Rosenthal, formerly connected with the Ritchey Poster Company, and most recently associated with Continental Posters, was stricken with an attack of acute indigestion, while participating in a game of cards at the Cumberland Hotel, and died within twenty minutes.

Adolph Weiss, salesman for Greater N. Y. Films, Fox and Pathe, passed away Tuesday morning at the Flower Hospital. Mr. Weiss, who was 57 years of age, and a pioneer in the film business, recently underwent a serious operation at the above mentioned hospital, and up until the time of his death speedily failed.

1600 Broadway was the scene of a robbery Tuesday afternoon, when a sneak-thief entered the offices of the Mayer-Davis Company, on the fourth floor, and made off with employees pocketbooks and jewelry. Police and detectives were called in and an unsuccessful search was made of the building, revealing only the empty pocketbooks on the sixth floor.

Jack Tierney, superintendent of the film department of Pathe exchange, is at present away on a vacation.

Milt Kronacher of Pathe has been spending the summer at Long Beach.

The Motion Picture Operators' Union, local 306, affiliated with the I. A. T. S. E., has removed its general offices from 324 W. 42nd street to an entire floor at 125 West 45th street.

The new headquarters are commodious and able to take care of the growing activities of its membership. Sam Kaplan, Simon Tare, Mr. Steinberg and other officers have their suites, besides which there is a general meeting room for the executive board and one members' lounge room.

J. Carkey, who formerly managed the Strand theatre at Ogdensburg, N. Y., and later went to Watertown, has resigned from the Schine Circuit.

The Roseland Pictures Corporation are now located in new offices at 1650 Broadway.

The erection of a new Ridgewood, N. J., theatre by Stanley-Fabian is intimated, with the recent selling by A. R. Winans of the Schwartz property on West Ridgewood avenue to Dave and Jacob Stern of Paterson.

A new theatre, it is rumored, will be built in Patchogue, N. Y., including apartments and stores. The site is expected to be the old Bishop homestead, 146-148 West Main street. Construction work will soon be launched.

Baltimore

TICKETS to the annual outing of the M. P. T. O. of Maryland, at Havre de Grace, Md., sold for $5 each, which was the first time in the history of the organization that a charge was made for the affair.

The ticket entitled the holder to a full day of entertaiment and luncheon and dinner at the Hotel Bayou.

Thomas D. Goldberg of the Walbrook and Harford theatres headed the committee of arrangements, which included Louis Garman, Samuel Back, Phillip Miller, Herman A. Blum and Charles A. Nolte.

Gustav Klemm, motion picture critic for the Evening Sun, here, left for Maine, Saturday, July 21, for a two weeks' vacation. He was accompanied by Mrs. Klemm.

Eddie Sherwood, proprietor of Sherry's Night Club atop the Stanley theatre, here, has left for a six weeks' vacation. During part of the time he will spend with his mother

Two of the guests on a yachting party given by Mayor William F. Broening, before he sailed for Europe recently for his vacation, were Samuel Back and J. Louis Rome, of the Associated Theatres Company.

The Fotosho theatre, Suffolk, Va., is being remodeled by the Suffolk Amusement Corporation, at a cost of about $165,000. When the playhouse reopens, about October 1, it will be called the Roxy.

The Ghent theatre, Norfolk, Va., will be taken over by Wilmer and Vincent, August 1. The playhouse will be renovated and will be used for second run pictures.

During the recent illness of Joe Oulahan, salesman for Paramount of the Washington, D. C., exchange, his father died. Joe has returned to work again.

A summer hotel on South River has been rented by Sidney Lust, film exchange proprietor and theatre owner of Washington, D. C.

A motor trip to Canada is being enjoyed now by L. Cherry, treasurer of the Loew theatres here. He is accompanied by Mrs. Cherry.

Through an arrangement with radio station WTAR of Norfolk, Va., Nate Sauber, manager of the Universal Exchange, Washington, D. C., was enabled to broadcast the 1928-29 program of that company to listeners-in.

A new motion picture theatre to seat 1050 persons is to be built here on Gilmor street between Edmondson and Harlem avenues by the Fidelity Amusement Corporation. The building will cost about $200,000 and measure 61 by 150 feet. It will be called the Harlem. The design was drawn by Theodore Wells Pietsch, architect, and it is being built by Henry W. Podolsky.

A theatre to be called the Pocahontas is to be built at Welch, W. Va., by the Brewster Realty Company, to cost about $100,000. It will measure 172 by 67 feet. It was designed by Alex Mahood, architect, Bluefield, and it has been leased by John W. Blakely.

A new theatre, called the Webb, will be constructed at Gastonia, N. C., by J. E. Webb, of Shelby.

A theatre to cost about $15,000 and to measure 42 by 100 feet, is to be built at Huntington, Tenn., by Lennie Carter. The design was drawn by Luther Parham, architect, of Jackson.

The new theatre now under construction at Raymond, Wash., by A. G. Basil will be known as the Raymond theatre, instead of the Blue Mouse. Both Vitaphone and Movietone equipment will be installed.

Portland

AFTER a long and successful engagement at the Broadway theatre, Georgie Stoll and his band have received the customary two weeks' notice, and will give way to Movietone and Vitaphone. This change will be put in effect on August 9th.

Final negotiations for the sale of the Rex theatre, Spokane, Wash., were completed between Will Starkey, owner for the past six years, and C. G. Bowman, who will shortly take possession of the 800-seat second-run house.

Jack Hoeft will be associated with Mr. Bowman in the operation of the house. Mr. Bowman owned and operated the Majestic theatre here during 1918 and 1919.

Central Penn

CONFIRMATION of rumors that the Comerford Amusement Company of Scranton, which recently acquired both the Strand and the Orpheum theatres in Carlisle, Pa., intends ultimately to erect a third theatre there, giving the corporation complete control of the local situation, came with the posting of a large sign across the front of the building now occupied as the Cumberland Valley Telephone Company, on West High street, stating that the property is to be the site of a modern picture house that will seat 1,500. The property was recently acquired by the Comerfords when they bought the Orpheum theatre, directly across High street, from Mr. and Mrs. David S. Cooper, who have retired from the theatre business after a decade of successful operation in Carlisle. While no other definite announcement has been forthcoming from the Comerfords regarding their plans for the new theatre, it is understood to be their plan to defer construction for several years because of present leases on the property. It is intimated that it is not their present intention to abandon either the Orpheum or the Strand after the third theatre is built.

Operation of the Bijou theatre, Milton, was taken over by the Comerford chain, with headquarters in Scranton, early in July. The Pappas Brothers, of Milton, retain a financial interest in the property. The transfer of ownership was effected by J. R. Cadoret, of the Comerford staff. The theatre seats 1,200 and Milton is a thriving manufacturing town of 10,000. Through acquiring the Bijou the Comerford interests now control most of the leading theatres in the territory embracing Sunbury, Bloomsburg and Milton. In the same vicinity is the $600,000 Capitol theatre, Williamsport, which the Comerfords are now erecting.

Motion picture theatres and other business places in Sunbury, Selinsgrove and Bolling Green, were deprived of electric current for an hour beginning at 6:15 o'clock on a Saturday evening, recently due to the blowing out of fuses in the Selinsgrove substation of an electric power company. The trouble came at a rush time for the amusement places and among those to suffer was the big Bolling Green park which includes among its attractions a large motion picture theatre controlled by the Sunbury & Selinsgrove Electric Railways Company.

Elizabeth Shugars, daughter of Mrs. William Shugars, of Pottsville, who owns a major interest in the Hollywood theatre, that city; Lyric, Minersville, and Hippodrome, Pine Grove, was recently married in Pottsville to Charles Gerhardt, civil engineer, of that city. The bride, prior to her wedding, had been identified with the management of the theatre at Pine Grove, and the theatre attaches gave the couple a surprise party in the theatre on their return from their honeymoon trip.

The fifth anniversary of the opening of the Victoria theatre, Mount Carmel, was celebrated at the theatre, with outstanding special programs.

The Carlton Theatres, Inc., have sold the Carlton theatre, Watsontown, to Warren H. Johnson, a former manager of the house. It will be known hereafter as the People's Theatre.

Charley Jones, for several years manager of the Colonial Theatre, Harrisburg, but who, with Mrs. Jones, has for a number of months been doing a vaudeville turn in a magicians' act, was a Harrisburg visitor for several days last week and received a cordial welcome from the Colonial staff who formerly worked under him.

Present indications are that the new theatre being erected in Hanover by Fred C. Bitner, of that city, and the Nathan Appell Enterprises, of York, will be finnished sometime during August. The structure work has been completed, the heating and ventilating systems installed and the decorative work is being done rapidly. Brunet & Son, of New York, are the interior decorators, and part of the ornamentation will be imported Russian marble. The equipment will include a modern Wurlitzer organ, and the orchestra pit will be of sufficient size to accommodate a large orchestra if desired.

Much to the satisfaction of the theatre managers who have been feeling the competition in some cities of the rival attractions of the so-called marathon dances, the ministers of Shamokin took vigorous steps to oppose an advertised marathon in that city. According to newspaper reports they went so far as to threaten to cancel their engagements to hold their Sunday School picnics in an amusement park which had planned to hold a "Bunion Derby" if the park management permitted the dance to be held.

To permit the installation of new seats and extensive redecorating, the Hippodrome theatre, Pottsville, part of the Comerford chain, closed on July 14 for the rest of the summer. A new pipe organ will be put in. The Capitol, the new Pottsville million-dollar house of the Comerfords, will remain open all summer. Both properties are managed by Samuel Friedman.

On July 13 the contract for the new Imperial Theatre, in Kulpmont, was awarded to the Mount Carmel Lumber Company. This is to be an independent theatre, to cost $200,000, and has the financial backing of three Mount Carmel bankers who control the Arcade Amusement Company. The theatre will be on the site recently acquired from John Chesney, and excavations for the foundation work already have been made. The theatre will be one story high with business places on each side of the entrance. The house will seat 1,200 and it is expected it will be ready for opening by Thanksgiving Day. The bankers backing the project are: Dr. W. R. Ruckley, Joseph Malinowski and John Zotkiewicz.

J. V. Schreck, manager of the Temple theatre, Ashland, has announced a change of policy whereby the house will show vaudeville as well as motion pictures hereafter. Mr. Schreck is now erecting a new theatre for $200,000 in Ashland. He is a former Mount Carmel theatre man.

Kansas City

MANY Kansas City exhibitors attended the formal opening of the new Uptown theatre, Wichita, Kas., recently. The house, which cost about $500,000, was furnished entirely by the Stebbins Supply Company of Kansas City in what is said to be the largest single equipment contract ever let to one concern in the Kansas City territory. The equipment included a Reuter 3-manual pipe organ of special design, all chairs, special lighting efforts and cloud machines, booth equipment, two Kaplan Sure-Fit projectors on which Vitaphone and Movietone have been installed, all stage equipment, ticket booth and lobby furnishings.

The Globe theatre, first run house of Kansas City reopened Saturday, (July 21) after having been closed for about one week for repairs. The opening marked a rather gala event for which invitations were issued to about 500 newspaper folk and others. The Globe's cooling system also was improved.

Having met with success in his Bagdad theatre, A. Baier of Kansas City has begun construction of another suburban motion picture house at 4011 Troost Avenue, Kansas City. A $25,000 pipe organ will be installed in the new theatre, which has not been named yet and which will be completed about November 15. The house will seat about 1,350 and will have a balcony for men and women who care to smoke. The theatre was designed by C. F. Cons, who has supervision of the construction.

Synchronized prints, vaudeville acts and Movietone News will be distributed in the Kansas City territory through the local Fox exchange instead of through New York, it was announced in Kansas City.

Hugh Gardner opened his Orpheum theatre in Noesho, Mo., last Monday night, the theatre having been closed about a month for renovations.

C. W. Shaver, architect, of Salina, Kas., is drawing plans for a new theatre for Sam Blair, tthe house to be constructed in Belleville, Kas.

The Douglas theatre, Lees Summit, Mo., operated by Mr. and Mrs. H. Jenkins, is being remodeled.

The Cozy theatre, Parsons, Kas., has been re-opened.

Two Kansas City down town theatres, the Palace and Twelfth Street theatre, were being picketed last week by the projectionist's union. In previous instances courts have granted restraining orders against picketing, but thus far no restraining orders have been sought by the theatres being picketed.

Al Chaffee, cashier at the First National branch, Kansas City, last week became the father of a 7½ pound boy.

Fred Knispal, home office auditor of Pathe; Ed Alperson, Vitaphone division manager, and Mrs. Nat Levine, wife of the serial producer, were film row visitors.

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1 to 10	Containers ..... $ .75	Over 100 Containers ..... $ .35
11 to 50	" ..... .50	Cases per month 2.00
51 to 100	" ..... .40	Cases per month over 10 cases 1.75

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Canada

ALL is quiet on the labor front in Canada and there are indications that the new season will be entered without a flare up to bother either organized employes or exhibitors.

The employment situation in the theatre field of the Dominion this summer has been excellent. A few scattered theatres, in the small towns, have closed down for the summer, but, on the other hand, quite a number of suburban and community theatres are presenting added matinee performances to take care of lively summer and juvenile patronage. All of this means money in the pocket for projectionists and musicians.

Absolutely no announcement has been made so far of any differences between theatre employes and exhibitors and there is little likelihood of any major disputes.

A happy feature was the decision of leading theatres in Toronto to grant a week's holiday with full pay to projectionists, this being a volutary departure on the part of the managers. No less than 49 members of the Toronto local are enjoying the privilege.

A sensational accident at Toronto, Ontario, has put a crimp in the operation of carnivals in that city, while adverse talk is also being heard in other cities because of the tragic incident with the result that there is talk of legislation prohibiting the presence of the carnivals in Toronto and other centres.

The accident accurred when a short-circuit of the electric wires in a merry-go-round of the carnival at Viaduct Park caused the death of Benjamin Heiges of Burton, Ohio, part owner and operator of the amusement feature. The entire carousal became charged with electricity and men, women and children on the crowded machine shrieked from the shocks and with fright. Police officers who attempted to board the platform were thrown back with considerable force and a panic ensued. Finally, two policemen hurled themselves upon the revolving device and managed to free a number of children whom they tossed to the crowd. Finally, one officer located the switch and turned off the current. Heiges was found dead at the control lever inside the platform.

The matter has been taken up by the authorities and by the newspapers and, in view of public opinion, backed by the theatre men, there is a move to ban all carnivals from the city.

In adopting a new policy for the Imperial theatre, Montreal, one of the largest, Manager Howard W. Conover has made the following formal announcement:

"Children admitted to all performances, accompanied by adults. The law prohibiting the admission of children to moving picture houses does not apply to vaudeville theatres.."

The Imperial formerly had a combination program of feature and short length films with five acts of vaudeville. The new Quebec law prohibits the admission of children to a theatre where pictures are shown.

The Cariton theatre, Parliament street, Toronto, has been added to the B. and F. Circuit, Toronto, this being the group of a dozen or more neighborhood houses operated by Sam Bloom and Sam Fine. The Carlton has been conducted by S. Friedman for a considerable number of years.

The Confederation Amusement Company, 12 Mayor street, Montreal, which recently opened a fine district theatre in that city, is proceeding with the erection of another house on Notre Dame street West to cost $85,000. A. Gendron, 8140 St. Denis street, is in charge of preparations.

The Orpheus theatre, a prominent theatre of Halifax, N. S., is closed for six weeks to permit extensive alterations. The orchestra floor is being placed on a new slant and retiring rooms and other facilities are being installed.

The featured vocalist at the Metropolitan theatre, Winnipeg, Manitoba, during the long engagement of "Ramona" is Ella Warner-Davis, talented wife of Walter F. Davis, manager of the theatre. She has made a big hit in the singing of the song "Ramona."

Aaron Morris is building a $20,000 theatre in the suburb of St. James at Winnipeg, Man. It is a brick and stucco structure on concrete foundation, 44 by 110 feet.

Milwaukee

COMMUNITY Theatres, of which W. F. Pabst is president, and H. B. Mortimer, secretary-treasurer, has announced an expansion program which will result in increasing its chain of theatres from 9 to 20. An amendment to the articles of incorporation was recently filed changing the preferred stock from 1,000 shares to 1,750 with a value of $175,000 and the common stock from 300 shares to 1,400 shares. Several new theaters are being planned in small towns in the southern and central part of the state.

It is understood that United Artists may have an exchange in Milwaukee soon if the resolution passed at the recent convention of M. P. T. O. requesting an exchange here has any effect on the officials of that organization. It is felt by exhibitors that an exchange is needed in this city.

The visit of Alex Kempner, vice president of the Fox Theatre Corp. and Joe Leo, personal representative of William Fox, at the Midwesco offices resulted in the announcement that a 2,000 seat house would be built in Appleton. The new theatre will be located on the site of the Bijou and will be designed by the architect of Roxy's theatre. It will be completely equipped for synchronized sound pictures. Construction will be rushed so that the theatre will be completed by midwinter.

Mr. Leo who is supervisor of theatre operations in the east and middle west, also announced that the Strand theatre at Milwaukee, will be reconstructed so as to handle long run pictures which are now being shown at the Merrill, and will be wired for sound pictures.

J. E. O'Toole has come to Milwaukee to take up his new duties as branch manager of the Milwaukee Tiffany branch to succeed Eph. Rosen. Mr. Rosen is going to Chicago as Tiffany branch manager. Mr. O'Toole was formerly associated with P. D. C.-Pathe as branch manager in Minneapolis and St. Louis.

A. C. Accola, manager of the Bonham theatre at Prairie du Sac flew in The Bonham, to the M. P. T. O. Convention last Tuesday.

C. C. Wallace, district manager for United Artists was in the city this past Wednesday.

Norman Beiringer is now traveling the territory for Columbia.

Ray Stewart, for eight years with Fox as special representative, is now covering key centers for Tiffaffny-Stahl out of Milwaukee.

Francis Kadow, manager of the Mikado theatre at Manitowoc, stopped in at Milwaukee exchanges recently on his return from New York.

Harvey Hanson, manager of the Palace theatre at Antigo, was one of the upstate exhibitors to come down for the convention. Mr.-Hanson was enthusiastic about a new $20,000 summer home he has just purchased on Pelican lake.

J. A. Kraker, former Northern Wisconsin and Michigan Salesman and more recently City Salesman for Paramount, has been elevated to the position of Manager, Paramount, Milwaukee.

M. Gilman, who attended the M. P. T. O. convention, has closed the Princess theatre at Plymouth but will continue to operate the Majestic at that city.

A very exclusive club has been organized of which Lyman L. Ballard, the Weisner brothers, and Johnny Strain are charter members.

Pittsburgh

AMONG the entrees in Pittsburgh's first annual film golf tournament to be held at the Shannopin Country Club on July 27th, were Carl Becker, Joseph Kaliski, A. H. Schmitzer, Max Shulgold, Allan Moritz, Sam Steinberg, Larry Jacobs, Harry Grelle,, Bud Silverman, Ted King, Teddy Joyce, Carlos Moore, C. B. Kosco, J. Josack, Richard Brown, John Alderdice and Elmer Thomas.

Joseph Davidson is the new booker at the Tiffany-Stahl exchange. He succeeds Frank Frayne, who resigned to handle bookings for a magical act in local theatres.

The employes of the various theatres controlled locally by the Harris Amusement Company enjoyed their annual picnic at Dravo Park, Nevelina, Pa., July 29th.

The local United Artists branch has added a new member to its sales force in the person of William Chernoff.

Fred J. Herrington, secretary of the Motion Picture Theatre Owners' of Western Pennsylvania and West Virginia, is spending much of his time these days out on the road.

Jack Leary, who recently resgined from the Universal sales staff, has joined Tiffany-Stahl in a similar capacity.

St. Louis

MOTION picture theatre owners and managers in Southern Illinois are very much elated over the decision reached at Indianapolis by the Policy Committee of the United Mine Workers of America to abandon the Jacksonville agreement and permit the miners in various section to reach an amicable settlement with the coal operators.

This is believed to be the first definite step toward a general revival of the coal mining industry in Illinois.

A return to stable conditions in the coal field will bring back some semblance of prosperity to the theatres operating in the coal mining communities.

A new wage scale and working agreement in the Illinois coal fields should change a poverty-stricken area making up two-thirds of the State of Illinois into a prosperous community and will in a measure prove beneficial to the larger cities that sell merchandise to the merchants of the coal towns.

El Paso, Ill., with a vote of 860 votes cast out of a possible 1,000 on July 17 defeated a petition to ban Sunday motion picture shows and other amusements. The movies won by a majority of 169 votes.

St. Louis film stock closed on July 21 as follows: Skouras A, $43 bid and $43.50 asked. St. Louis Amusement A, $30 asked.

It is persistently rumored in St. Louis film circles that the Orpheum theatre at Ninth and St. Charles street will not reopen as a vaudeville and picture house next season. It is reported that Irons and Clamadge, well known burlesque men of Chicago, are considering the Orpheum for a stock burlesque house.

With the St. Louis at Grand boulevard and Morgan street, and Grand Opera House, the Keith-Albee-Orpheum Circuit are well represented in St. Louis and could safely abandon the Orpheum theatre.

Out-of-town exhibitors seen along picture row during the week included: Tom Reed of Duquoin, Ill.; John Rees of Wellsville, Mo.; Ted Yemm of Duquoin, Ill.; Elvin Weeks of Staunton, Ill.; Herb Walters, Lyric theatre, Springfield, Ill.; Gus Kerfasotas, Springfield, Ill., and Jimmy Clayton, West Frankfort, Ill.

With the exterior brick work virtually completed and the interior work progressing rapidly the William Fox theatre, Grand and Washington boulevards, St. Louis, Mo., will be ready for occupancy some time in November, according to Lieut. James B. Brown, superintendent of construction.

Twelve carloads of Hindoo plaster models have been received in St. Louis and are ready for installation on the walls of the 5,000-seat picture palace.

The grand organ, which is said to be the largest in the world, is also in St. Louis and ready for installation with the completion of excavation work on the organ shaft. Two small organs will be placed in the main lobby, but have not yet arrived.

Miss Ruth Petty was selected as "Miss Personality" in the contest conducted by the Missouri theatre in conjunction with the St. Louis Star, an afternoon newspaper. The final selection was made the night of July 10. She will be featured in the Skouras theatres and may get a contract from the Publix chain.

Nat Steinberg, president of Premier Picture Corporation, has returned from New York City. While in Manhattan he contracted to handle the new Buck Jones pictures in the St. Louis territory.

Johnny Walsh, secretary of Progress Pictures Corporation, returned from New York City on July 21. While East he contracted for several new pictures which will shortly be announced to the exhibitors of the territory.

C. L. Hickman, formerly on the sales staff of FBO, has joined the sales organization of a leading oil and gasoline distributing organization.

Henry Lowry, of Highland, Ill., has gone to California for a vacation.

Chicago

WORK is being rushed to make the Orpheum theatre building in Springfield a 100 per cent recreation centre. At present the theatre, which is operated by Great States, occupies the main floor and there is a large ball room above, and the big basement is now being converted into what is believed will be the largest bowling and billiard room in the country. An interesting feature of both the ballroom and the bowling and billiard room is that a complete cooling system similar to that used in the theatre will keep patrons comfortable.

Ned "Doc" Rafelski, manager of the Rogers, Oak and New Era theatres, has returned after two weeks' vacation spent in the north woods. He was accompanied by Mrs. Rafelski and their two children.

Reports that the Monroe theatre will not be reopened, owing to the signing of contracts by Balaban & Katz houses, is entirely erroneous, according to Manager Clyde Eckhardt of Fox films. He states that the Monroe will reopen the latter part of August and will play repeats on some of the big pictures and will also screen features not booked into other loop houses.

Harold Murphy has become associated with the Stanley Fabian circuit. His headquarters are in the new Stanley theatre, Jersey City, N. J. The Stanley organization has nine houses in Jersey City. Mr. Murphy is well known in Chicago, having been director of publicity for Cooney Brothers circuit and serving in a like capacity with Marks Brothers chain of theatres.

Louis Laemmle and his family left last Monday for a vacation which will be spent at Three Rivers, Wisconsin.

Harold Wise is now selling short subjects for Columbia exchange. He was formerly connected with the Coston circuit.

Booker Jorn Dromey of Great States is enjoying a motor vacation in Wisconsin.

Pathe exchange has added Harry O'Brien to its sales force and he has been appointed to the northern Illinois territory.

H. C. Young, manager of National Screen Service's Chicago office, is going east on a two weeks' combined business and pleasure trip, traveling from Chicago to Buffalo by boat and then into New York City by train.

Jimmy Granger of Fox Film Corporation was here last Saturday for a conference with Manager Clyde Eckhardt, going from Chicago to Minneapolis and then to the coast. W. R. Sheehan also passed through, enroute to the same destination.

General Manager Lee Marcus of FBO spent several days in conference with Exchange Manager Herbert Washburn and then returned to his headquarters in New York City. Mr. Marcus had been on a tour of central west exchanges.

Eddie Grossman, widely known film man, has resigned as salesman for United Artists and has left for New York City, where he plans to go into the song writing business. It is reported that Eddie recently wrote the lyric for a song which has promise of wide popularity. Another resignation from United Artists sales staff is that of Fred Good, who has been covering the smaller Wisconsin towns.

Sales Manager Cecil Mayberry of Columbia Pictures was in Chicago for several days, making his headquarters with Henri Ellman. He left the latter part of last week on a flying trip to Milwaukee, Minneapolis and other exchange centers.

Cresswell Smith is due in Chicago for a conference with Divisional Manager C. C. Wallace and Office Manager Young of United Artists.

Dallas

NEXT week will be farefell week for Lou Forbes, director of the Palace stage band. Since his recent return to Dallas, Mr. Forbes has been more than well received and has done much to increase the Palace business especially at the matinee performances. Dallas is considered as Lou Forbes' stronghold.

James O. Cherry, managing director of the Melba theatre, reports that the recent installation of Movietone has proven very satisfactory and has served to increase patronage.

Ernest W. Morrison, formerly managing director of the Howard theatre in Atlanta, has assumed his new duties as managing director of the Palace theatre in Dallas.

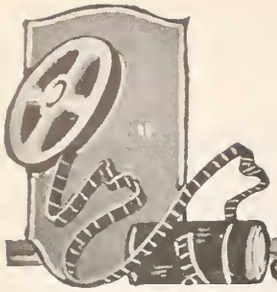
Cleve Adams, sales manager for FBO, was a recent Dallas visitor, and stated that business conditions in this section were very good.

J. C. Wilburn, of the Palace theatre at Ladonia, now has charge of the Palace at Wolf City, Texas, having secured the house from O. Gill.

Roy Russell and Elmer Christian have leased the Palace theatre at Turkey, Texas, from T. L. Colvin.

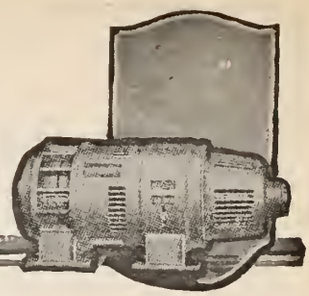
R. N. Smith is remodeling and increasing the seating capacity of his theatre at Mission, Texas.

Harry T. Peebles, assistant general manager of Liberty-Specialty Film Co., is again at his desk after a prolonged spell of illness.



Projection

Optics, Electricity, Practical Ideas & Advice



Inquiries and Comments

Reflector Arc Losses Part II

A COMPARISON of the brightness of each of the three principal light sources available for the projection of motion pictures would lead one to believe that if a simple substitution of one source for another could be effected in the same optical system, the ratios of screen illumination would be as follows:

Mazda = 1
Low Intensity Arc = 5
High Intensity Arc = 15

This, for the reason that the relative brightness of the three sources named are in the order as shown above.

Actual tests on projector systems, employing these three sources, reveal, however, that the ratios of maximum illumination obtained on the screen under practical conditions are of the following order:

Mazda Lamp = 1
Low Intensity Arc = 2 to 2½
High Intensity Arc = 4 to 4½

The above figures, as just stated, are for the maximum illumination obtained under the most favorable conditions for each system. When all systems are reduced to an equivalent basis, however, so that the only variable factor is that of the source brightness, a more reasonable comparison of results is shown to exist which is somewhat as shown below:

Mazda Lamp = 1
Low Intensity Arc = 3 to 3 +
High Intensity Arc = 6 to 7 +

Light Less Than Expected

While this comparison is more favorable to the brighter sources, it still is far below what might be expected from a consideration of the brightness of the respective sources. Since no other means have yet been found for increasing these ratios, it is only reasonable to suppose that great losses are still present in the various optical systems and the fact that these losses exist is proof that they either are not generally known or else are inherent in the systems and cannot well be removed.

In point of efficiency it is safe to say that the optic system designed for the Mazda Lamp has the advantage over all others. This is true for the reason that the ease and convenience of handling the Mazda lamp assists greatly in the design of a system which is as efficient as present knowledge of the science of optics can make it. It would not be wrong to say then, that the Mazda lamp system is the ultimate in efficiency under present conditions. The fact that this may be changed in the future bears no significance to this argument so that we need not concern ourselves with changes which are likely to come.

With the electric arc sources, on the other hand, the reflector arc is the most efficient system which has yet been devised and, while this system is far superior to the old methods of projection, it still is somewhat below that of the Mazda lamp strictly from an efficiency standpoint.

This line of reasoning may appear to be wrong with those proponents of the reflector arc system who believe it to be the last word in optical systems, nevertheless it is a cold fact that the Mazda lamp outfit still ranks first in point of efficiency.

Light Angle No Definite Measure

No small number of people believe that the only thing required of an illuminator (a source and condenser system) is that it intercept as large a solid angle of light as possible. In other words, it is pointed out that since both the reflector arc and Mazda lamp systems intercept 120 degrees of light, the systems are equally efficient.

This is a logical line of reasoning and would be correct if no other factors were present to upset it. The principal reason why it is not true is found in the physical construction of the electric arc which acts to introduce a very serious loss in any optic system in which it is used.

In the old arc systems the combination of heat and inclination angle of the electrodes acted to limit the pick-up angle of light. With the reflector arc system, the electrodes introduce a serious shading loss despite the fact that the pick-up limitations have been removed.

The shading which results from the unavoidable placement of the carbon electrodes in the path of the light beam has been grossly underestimated by most people concerned with the handling of reflector arc outfits who are more inclined to consider this loss of light as ratio of the center hole area in the mirror to the entire mirror area, whereas the thing to be considered is the shading due to the positive electrodes and its holder. If the area of the center hole alone be considered a loss of but 5 or 10 per cent under the most favorable conditions.

Variance in Theory and Practice

This loss, especially in the case of the low intensity arc, is sufficient to cause the discrepancy between theoretical and actual screen illumination as will be shown.

Taking the case of the reflector arc using an elliptical mirror we find that the crater of a 12-inch positive electrode is placed 4 inches away from an 8-inch diameter mirror. The holder for the positive electrodes for a full turn, grips the carbon at or near the opposite end and this holder grip measures approximately 1¼ inches in diameter.

With the ordinary elliptic mirrors this carbon holder is roughly 8 inches distant from the aperture. If, from the central point of the aperture, two lines are drawn so as to touch the top and bottom of the holder gripping the positive carbon and are then continued to the mirror, we find that a circle measuring 3¾ inches is the actual amount of mirror area which is hidden or shaded from the central point of the aperture. This area represents 22 per cent of the entire usable area of the mirror and this much of the mirror is useless as far as providing light to the projection lens is concerned.

If these same two lines are now projected back from the central point of the aperture so as to strike the projection lens, we find that under average conditions (in fair sized theatres) the central portion of the projection lens is shaded and receives no light from the mirror.

In the case of projection lenses ranging between 6½ and 7-inch E.F., the amount of lens area shaded will be between 20 per cent and 25 per cent, which closely approximates the loss as figured at the mirror.

The maximum output with the reflector arc at present is about 2500 lumens. If it were not for the shading loss as described above, this output would be increased to better than 3,000 lumens.

Now, comparing this with the output from the incandescent lamp outfit when the same E.F. of projection lens (6½-inch to 7-inch) is used, we find the latter to be between 700 and 800 lumens. Thus, on this corrected basis we find the ratio of the Mazda lamp and low intensity arc illuminations to be 1 to 4 or 4½, which is quite close to the theoretical ratio of 1 to 5 as above pointed out.

With the shading loss to be considered, however, the best ratio obtainable is about 1 to 3, which indicates the seriousness of this loss. It is extremely doubtful whether this loss will ever be eliminated because of the inherent construction of the electric arc.

Poli Theatres to Install Sentry Safety Control

The Poli Circuit of theatres has arranged to install Sentry Safety Control in all the theatres of the chain. Installation will be made as soon as possible. The Sentry concern has recently enlarged its factory in Philadelphia and has been catching up on orders.

The Poli Circuit is one of many theatre chains that have placed blanket orders for Sentry Safety Control.

Tony Sudekum Opens New House in Sheffield, Tennessee

THE Ritz Theatre in Sheffield Tennessee, is the newest house in the chain controlled by Tony Sudekum, president of the Crescent Amusement Company, of Nashville, and also president of the Muscle Shoals Theatres, Inc., of which corporation the Ritz is a property.

The Ritz was formally opened July 9, at 6 o'clock in the evening, the regular film show getting under way at 7 o'clock. Work on the theatre was finished two nights previous to the opening and nothing was spared that might add to the beauty of its appearance. The exterior of the building is of white stone, which is offset conspicuously by the variegated colors of the marquee and the lobby. On the marquee are approximately 600 blue and yellow electric lights. Outlined on three of its sides is the name Ritz, and these lights burn continuously while the evening performances are on. The border of the marquee is lighted with hundreds of "crawling" lights of a yellowish hue. In the outer lobby are located three sheet display cases and three photo display cases. The color scheme of these is in tan, blue and light green. The foyer has a tile flooring and a base with tan wainscoting.

The Ritz has a seating capacity of 628—408 in the orchestra, 173 in the white balcony and 101 in the colored balcony. The floors are of concrete and the aisles and area behind the back railings are laid with battleship linoleum.

The color scheme of the auditorium is pink and a delicate shade of green, the panels being in the former color and the remainder of the walls in the light green. Draperies are in black velvet with bright borders and fringe. Four pink silk covered light fixtures hang from the ceiling and eight pilot lights are situated around the side and rear walls.

Proposed New Theatre Construction

CALIFORNIA

Corning—Owner, W. F. Rogers, Architect, Frederick S. Harrison, Sacramento, Calif. Costing, $45,000. Location, Solano Street, across Maywood Hotel. Seating, 700.

Los Angeles—Owners, Gumbiner Theatrical Enterprises. H. L. Gumbiner, pres. Architect, S. Charles Lee, Petroleum Securities Bldg. Costing, $150,000. Location, 528 South Broadway.

Oakland—Owners, Pantages Theatre Circuit, Alexander Pantages, pres. Costing, $2,000,000.

Sierra Madre—Owner, W. J. Myers,. Architect, S. C. Colwell, Los Angeles. Seating, 500.

ILLINOIS

Crystal Lake—Owners, Crystal Lake Theatre Bldg. Corporation. Edw. Kirchberg, Elmer F. Behrens and E. F. Bessey, incorporators. Location, Williams Street.

WEST VIRGINIA

Martinsburg—Owners represented by F. Vernon Aler. Costing, $350,000. Seating, 1,400.

KANSAS

Belleville—Owner, Blair Theatre Enterprises, Sam H. Blair. Architect, Charles W. Shaver, Salina, Kans. Seating, 800.

MISSISSIPPI

Biloxi—Lessee, Saenger Theatres, Inc. Costing, $100,000. Location, Reynoir Street.

OHIO

Lancaster—Owners, Abrams and Kessler, care Hippodrome Theatre, Lancaster. Architect, H. C. Holbrook, 39 W. Broad Street, Columbus, O. Costing, $100,000.

Piqua—Owners, I. J. Collins and Thomas C. Fulton, Hocking Glass Co., Lancaster, O. Costing, $100,000. Location, North Main Street.

Washington Court House—Owner, Public Amusement Co., S. J. Gregory, pres., 31 E. Main Street. Architects, Mid-West Engineering and Construction Co., Interurban Terminal Bldg., Columbus, O. Costing, $150,000.

OKLAHOMA

Blackwell—Owners, Kennedy Bros. and Hays. Lessee, Griffith Amusement Co., Oklahoma City, Okla. Architect, H. H. Mahler, Tulsa, Okla. Costing, $200,000.

PENNSYLVANIA

Connesville—Owner, Mrs. K. M. Wallace. Architect, Charles R. Geisler, Pittsburgh, Pa. Costing, $750,000. Seating, 2,500.

Lancaster—Architect, John B. Harman, 56 N. Queen Street. Costing, $60,000.

Philadelphia—Owner, G. F. Steumpfig, 5430 Wayne Avenue. Architect, W. Ellis Groben. 1051 69th Avenue. Location, Germantown Avenue near School Lane.

Rochester—Owner, company forming care P. H. Baldwin, 201 Brighton Avenue. Architect, W. E. Snaman, Empire Bldg., 507 Liberty Avenue, Pittsburgh, Pa. Costing, $500,000. Location, Hinds Street near Brighton Avenue. Seating, 1,800.

TEXAS

Edinburgh—Owner, Mrs. L. A. Gannaway. Lessee, Ed. F. Brady, San Benito, Texas. Costing, $100,000. Location, South Closner Blvd. Seating, $1,000.

McKinney—Lessee, R. & R. Enterprises. Costing, $35,000. Location, North Kentucky Street. Seating, 900.

VIRGINIA

Suffolk—Owners, Woodward and Elam. Lessee, Suffolk Amusement Co. Architect, A. D. Breeden. Costing, $165,000. Seating, 1,200.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavaller-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavaller	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavaller	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	6459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Ransom	Wilson-Burns	June	7	5584 feet	
Sally in Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5936 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Scarlet Woman, The	De Putti-Alvarado		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Count Me Out	Barney Helium	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat in Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eeklmotive	"Sullivan Cartoon"	April	29	1 reel	May 28
Felix the Cat in Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat in Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat in Jungle Bunglee	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat in the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix in the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargeni	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Toubles Galore	Collins-McCoy	Aug.	26	1 reel	
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 26
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Kelth	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroads	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame in the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	

Title	Star	Rel.	Date	Length	Reviewed
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5964 feet	
Dog Justice	Ranger-Martin	June	10	6043 feet	
Drifting Sands	Bob Steele	Jan.	1	4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	6131 feet	Jan. 26
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hoarn	Nov.	13	6240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	16	6605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	6166 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6461 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	6	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5693 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar 3
Little Yellow House, The	Sleeper-Caldwell	May	26	6829 feet	April 21
Loves of Ricardo, The	George Boban	June	17	5161 feet	
Man in the Rough, The	Steele-King	May	20	4746 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Range	Tyler-Thompson-Darro	April	22	4761 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	16	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4466 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 16
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4696 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4605 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Intants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's in Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah, Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, The	Tyler-Clair		
Captain Careless	Bob Steele		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper	Aug. 26	
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Gang War	Borden-Pickford		
Eagle's Talons, The	Tom Tyler		
Fury of the Wild	Ranger (dog)		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet
Lightning Speed	Bob Steele	Aug. 26	
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Rough Ridin' Red	Buzz Barton		
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Singapore Mutiny, The	Gardner James		
Sinners in Love			
Son of the Golden West	Tom Mix		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		
Terror Mountain	Tom Tyler	Aug. 19	
Trail of the Horse Thieves, The			

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Sept.	2		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	8042 feet	Dec. 18
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 26
Camillo	Talmadge-Roland	Sept.	4	6692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	8802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	8266 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Balan-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15		
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 28
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6606 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	16	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	16	7386 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	6	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	6166 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6546 feet	Sept. 9
Strage Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5634 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5067 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	July	6		
Yellow Lily, The	Dove-Brook	May	20	7167 feet	May 26

Coming Attractions

Title	Star		Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 30		
Divine Lady, The (sound device)	Griffith-Varconi			
Do Your Duty	Charlie Murray (sound device)			
Glorious Trail, The	Maynard-McConnell	Oct. 26		
Hard Rock	Sills-Todd	Oct. 14		
Heart Trouble	Harry Langdon	July 29		
Lilac Time (sound device)	Moore-Cooper		6967 feet	Mar. 24
Night Watch, The	Dove-Reed	Sept. 9		
Oh Kay	Moore-Gray	Aug. 26		
Out of the Ruins	Barthelmess-Nixon	Aug. 19		
Phantom City, The	Maynard-Gilbert			
Show Girl	White-Delaney			
Whip, The	Mackaill-Nilsson-Forbes	Oct. 7		
Waterfront	Mackaill-Mulhall	Aug. 5		

FOX FILMS
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June	3	5706 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5036 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6516 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6166 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	6	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8536 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071 feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5676 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	June 30
Road House	Barrymore-Alba	July	22		
Seventh Heaven	Gaynor-Farrell	Oct.	30	6500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Sott Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
Street Angel, The	Gaynor, Farrell	Aug.	19	9221 feet	
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Farmer's Daughter, The	Beebe-Burke	July	8		
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Andes, The	Varsity	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love Is Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
None But the Brave	Phipps-Morton-Knapp	June	24		
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Dec.	17		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Terry	Oct.	8		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Oct.	1		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River Pirate, The	McLaglen-Moran	Aug.	26		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Midnight Life	Bushman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	6139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 16, '28
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11619 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	6902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 16
Circus Rookies	Dane-Arthur	Mar.	31	6801 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane Arthur	June	9	5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	18		
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6648 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Aether	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	6887 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Baltour	May	19		
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 26
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufa Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddities	May	5	1 reel	July 21
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell It to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 26
Tokens of Manhood	Ufa Oddities	June	6	1 reel	May 28
Virgin Queen, The	Stanley-Dwan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle		
Bellamy Trial, The	Joy-Bronson		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Gray		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford	Aug. 4	July 21
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Lovee of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Mysterious Lady, The	Garbo-Nagel		
Napoleon	Special Cast		
Our Dancing Daughters	Crawford-Brown-Sebastian		
Show People	Davies-Haines		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
While the City Sleeps	Chaney-Page		
White Shadows of the South Seas	Blue-Torres		June 16
Wind, The	Gish-Hanson		

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	6808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 26
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31

Title	Star	Rel.	Date	Length	Reviewed
Gentleman of Paris, A	Monjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	18	6263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlon	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	28	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
Magnificent Flirt, The	Florence Vidor	June	2	6440 feet	June 30
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '28
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mar. 10
Partners In Crime	Beory-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquotte	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice In Movieland	Novelty	June	23	2 reels	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dizzy Diver, The (Christie)	Billy Dooley			2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Home Girl, The				2 reels	
Hot Scotch (Christie)	Jack Duffy			2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Picture My Astonishment (Christie)	Frances Lee			2 reels	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Skating Home (Christie)	Frances Lee			2 reels	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	18	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Stop Kidding	Bobby Vernon			2 reels	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Twinkling Toes				2 reels	
Two Masters	Eaton-Post			2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Tell Tales	Madge Kennedy	Aug.	4	2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
First Kiss, The	Wray-Cooper		
Fleet's In, The	Bow-Hall		
Forgotten Faces	Brian-Brook		
Hot News	Daniels-Hamilton	July 14	
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Loves of An Actress, The	Negri-Cooper	Aug. 11	
Mating Call, The	Meighan-Brent-Adoree		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct. 8	9819 feet
Quick Lunch	Fields-Conklin		
Sawdust Paradise, The	Ralston-Howes		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Sophomore	Rogers-Conklin-Brian		
Take Me Home	Daniels-Hamilton		
Warming Up	Richard Dix	Aug. 11	6509 feet
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Stroheln-Wray	Aug. 14	
Wings	Bow-Rogers		12 reels
Woman From Moscow, The	Negri-Kerry		

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice In Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 18
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 28
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 18
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.	1	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Phyllis Haver	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Campus Carmen, The	Sennett Girls	Sept.	9	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	
Caught in the Kitchen	Billy Bevan			2 reels	
Chicken, The		Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Dumb Waiter, A	Johnny Burke			2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Galloping Ghosts	Carew-Hardy	Mar. 11		2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug. 5		2 reels	
Good Ship Nellie, The	"Aesop Fables"	Feb. 5		1 reel	
Happy Days	"Aesop Fables"	May 27		1 reel	May 19
High Stakes	"Aesop Fables"	Jan. 15		1 reel	
His Unlucky Night	Bevan-Dent	Aug. 12		2 reels	
Honeymoon Hints	Rarebits	Jan. 15		1 reel	
Huntsman, The	"Aesop Fables"	July 8		1 reel	July 14
Jungle Days	"Aesop Fables"	Mar. 25		1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May 6		1 reel	
Kashmir, Old and New	Geographical Number	Jan. 8		1 reel	
Lite Savers	Rarebits	Feb. 12		1 reel	
Limberlegs	Sportlight	June 10		1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan. 29		2 reels	Jan. 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan. 15		10 episodes	Jan. 14
Mark or the Frog, The	M. Morris-D. Reed	Mar. 25		10 episodes	Mar. 24
Matching Wits	Sportlight	April 29		1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June 24		1 reel	June 30
On the Ice	"Aesop Fables"	Mar. 11		1 reel	
Our Little Nell	"Aesop Fables"	Aug. 5		1 reel	
Outnumbered	"Aesop Fables"	July 29		1 reel	
Over the Bounding Blue witn Will Rogers (Travelesque)		Feb. 12		1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan. 1		2 reels	
Puppy Love	"Aesop Fables"	June 10		1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan. 15		1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June 17		1 reel	July 14
Run, Girl, Run	Sennett Girls	Jan. 15		2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April 1		1 reel	Mar. 31
Season to Taste	Sportlight	Mar. 4		1 reel	
Short Circuit, A	"Aesop Fables"	Jan. 8		1 reel	
Should Tall Men Marry?	Roach Stars	Jan. 15		2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb. 26		2 reels	Mar. 3
Smith's Army Lite	Jackson-Hiatt-McKee	Feb. 5		2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar. 4		2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan. 8		2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug. 19		2 reels	
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar. 18		1 reel	
South Sea Sagas	Sportlight	Sept. 22		1 reel	
Spider's Lair, The	"Aesop Fables"	Feb. 19		1 reel	Feb. 18
Star Builders	Sportlight	May 27		1 reel	May 19
Sunny Italy	"Aesop Fables"	Aug. 12		1 reel	
Supper Sex, The	Sportlight	Aug. 5		1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb. 26		2 reels	Mar. 3
Tall Waggers	Sportlight	April 1		1 reel	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People The (Serial)	Ray-Miller	Aug. 5		10 episodes	
Trees	Rarebits	Mar. 11		1 reel	
Twenty-Four Dollar Island	Novelty	Jan. 1		1 reel	Dec. 23
Versatility	Sportlight	Feb. 5		1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan. 29		1 reel	
War Bride, A	"Aesop Fables"	May 20		1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June 3		10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Godless Girl, The	Basquette-Prevost		10720 feet
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan		
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
Power	Boyd-Logan	Oct. 21	
Red Mark, The	von Seyffertitz-Quartaro	Aug. 26	7937 feet
Sal of Singapore	Phyllis aver		
Show Folks			
Sin Town	Allen-Fair	Jan. 20	
Yellow Contraband	Leo Maloney	Oct. 29	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April 15		5600 feet	
Golden Shackles	Bonner-Withers	Mar. 15		5600 feet	
Out of the Past	O'Malley-L. Rich	Sept. 26		5700 feet	
Out With the Tide	Dwan-Landis	June 22		5700 feet	
Web of Fate, The	Lillian Rich	Nov. 7		5800 feet	
Wilful Youth	Harlan-Murphy	Dec. 19		5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hollion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes In Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Lightin the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keote	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke or 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan. 30		5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept. 1		5200 feet	
Marry the Girl	Bedford-Ellis	Mar. 1		5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April 15		5400 feet	
Pretty Clothes	Ralston-Walker	Oct. 15		5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec. 15		5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

STATE RIGHTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June 1		5400 feet	April 21
Attermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Amerangio	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar. 10		8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Little Wild Girl, The	Lee-Landis	Hercules				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June 1		7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June 16		7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Amerangio			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Cigarette Maker's Romance	P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan(producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss		Mar.	10 episodes	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Waslker-Mason	Mascot Pict.		Aug.	1	
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Lookout Girl, The		Quality Dist	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino		6000 feet	
Poet and Czar	Special Cast	Amkino		8775 feet	
Thunder God	Cornelius Keefe	Anchor			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chekhov	Amkino		7000 feet	
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar. 15		6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May 1		5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb. 1		6510 feet	May 26
Girl From Gay Paree	Bedford-McGregor	Sept. 15		5233 feet	Sept. 23
Green Grass Widows	Hagen-Harron-Olmsted	June 10		5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec. 1		4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April 1		5297 feet	
Ladies of the Night Club	Cortez-Leonard	May 15		6553 feet	
Lingerie	White-McGregor	July 1		5676 feet	
Nameless Men	Windsor-Moreno	Feb. 15		5708 feet	April 14
Night Life	Harron-A. Day	Nov. 1		6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct. 15		5629 feet	
Prowlers of the Sea	Cortez-Myers	June 20			
Scarlet Dove, The	Frazer-Borlo	April 15		5102 feet	
Stormy Waters	Southern-McGregor	June 1		5735 feet	
Streets of Shanghai	Starke-Harlan	Dec. 15		5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar. 1		5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan. 15		6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov. 15		6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan. 1		5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct. 1		5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar. 1		1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Medallion, The	Color Classic	Mer.	1	1 reel	
Mission Bells	Color Classic	Mer.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cavalier, The	Bedford-R. Talmadge	Sept.			
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Aug.	30		
Ghetto, The	George Jessel	Aug.	1		
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Naughty Duchess, The	Warner-Southern	Aug.	10		
Power of Silence, The	Belle Bennett	Aug.	20		
Toilers, The	Ralston-Fairbanks, Jr	Aug.			
Tomorrow	Miller-Gray	Oct.			

UNIVERSAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20,'27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Has Anybody Here Seen Kelly?	Love-T. Moore	Sept.	16	6243 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 efet	May 12
Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	23		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out		Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Stepe Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Bustor Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster'e Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Corrospondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	8	2 reels	Jan. 21
Code of the Mountod, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan.	30 '29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Diamond Master, The		April	8, '29	10 episodes	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 26
Frame-Up Man, The	Bob Curwood	May	28	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhaill	June	13	2 reels	May 19
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	18	2 reels	
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Half Back Buster	Trimble-Hardwick and Dog	Sept.	19	2 reels	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan.	4	2 reels	Dec. 16
Hot Dogs	Oswald Cartoon	Aug.	20	1 reel	
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Indoor Golf	Long-Adams-Layman-McPhaill	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 26
Jackson Comes Home	Bob Curwood			2 reels	
Junior Year, The	Lewis-Gulliver-Phillips			2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
King of Sheba s	Arthur Lake	Aug.	13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan.	9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhaill	Aug.	8	2 reels	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue				
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 16
Newlyweds' Anniversary		Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan.	23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb.	6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar.	5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct.	3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar.	21	2 reels	Feb. 25
Off His Trolley	Ben Hall	July	30	1 reel	
Oh, What a Knight	Oswald Cartoon			1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb.	6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April	23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb.	20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April	30	1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar.	31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June	11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb.	13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug.	11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July	4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April	16	1 reel	Mar. 24
Ride For Help, The	Newton House	July	7	2 reels	
Riders of the Woods	Edmund Cobb			2 reels	
Riding Gold	Newton House	Jan.	21	2 reels	
Ring Leader, The	Jack Perrin	April	7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar.	26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar.	5	1 reel	April 7
Ropin' Romance	Newton House	Aug.	4	2 reels	
Rubber Necks	Sid Saylor	Spet.	12	2 reels	
Ruse, The	Jack Perrin	Aug.	25	2 reels	
Sagebrush Sadie	Oswald Cartoon	April	2	1 reel	May 5
Sailor George	Sid Saylor	May	9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan.	2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July	16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June	3	10 episodes	
Sealed Orders	Jack Perrin	Feb.	11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug.	22	2 reels	
Shooting the Bull	Young-La Salle	Oct.	24	2 reels	
Sleigh Bells	Oswald Cartoon			1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan.	16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar.	12	1 reel	
Some Babies	Charles Puffy	Mar.	26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan.	2	1 reel	Dec. 14
Son of the Frontier, A	Newton House	April	14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan.	16	1 reel	Dec. 30
Special Edition	Ben Hall	April	9	1 reel	Mar. 17
Speed Sheik, The	Arthur Lake	June	18	1 reel	May 20
Start Something	Long-Adams-Laymon-McPhaill	Feb.	1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May	21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec.	5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April	18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July	9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug.	12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov.	14	2 reels	
That's That	Trimble-Turner and Dog	April	11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec.	21	2 reels	

Title	Star		Length	Reviewed
Tricky Trickster, The	Ben Hall	June 4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25	2 reels	Jan. 28
Untamed, The	Newton House	May 12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16	10 episodes	
Watch George	Sid Saylor	Mar. 28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	
What a Party	C. King-C. Doherty	Feb. 22	2 reels	Feb. 4
When George Hops	Sid Saylor	April 25	2 reels	Mar. 31
When George Meets George	Sid Saylor	June 20	2 reels	May 19
Whose Wife	King-Doherty	June 6	2 reels	May 12
Winged Hoofs	Newton House	Mar. 17	2 reels	Feb. 25
Winning Five, The	Lewis-Gulliver-Phillips	Sept. 26	2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2	2 reels	
Wolves of the Range	Fred Gilman	Jan. 28	2 reels	
Woman Chasers	C. King-C. Doherty	May 16	2 reels	
Yukon Gold	Jack Perrin	July 28	2 reels	June 30

Coming Attractions

Title	Star		Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14		
Brides Will Be Brides	Laura La Plante			
Broadway				
Clear the Decks	Reginald Denny	Dec. 23		
Clearning the Trail	Gibson-Culliver	Oct. 7		
Cloud Dodger, The	Al Wilson	Sept. 30	4227 feet	
Crimson Canyon, The	Ted Wells	Dec. 16		
Crimson Hour, Th3	De Putti-Mosjukine			
Danger Rider, The	Hoot Gibosn	Nov. 18		
Doubling For Trouble	Gibson-Gilbert			
Fallen Angels	Kerry-Starke			
Gate Crasher, The	Glenn Tryon			
Girl on the Barge, The	Hersholt-O'Neil-McGregor			
Give and Take	Sidney-Hersholt	Dec. 2		
Hero of the Circus	Special Cast	Feb. 24		
Hoofbeats of Vegeance	Rex (horse)-Perrin	June 16		
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet	
Kid's Clever, The	Glenn Tryon			
King of the Rodeo, The	Hoot Gibson			
Last Warning, The	Laura LaPlante			
Lonesome	Tryon-Kent			June 30
Man Disturber, The	Reginald Denny			
Navy Blues	Arthur Lake			
One Rainy Night	Laura La Plante	Dec. 9		
Phantom Fingers	Cody-Thompson	June 2		
Play Goes On	Veidt-Nolan			
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4		
Red Lips	Nixon-Rogers		6947 feet	
Riding for Fame	Hoot Gibson	Aug. 19	5424 feet	
Salvage	Mary Philbin			
Show Boat	Rubens-La Plante-J. Schildkraut			
Silks and Saddles	Nixon-Walling-Nolan			
Sky Skidder, The	Al Wilson	Jan. 13		
Taranga	Special Cast			
Watch My Speed	Reginald Denny			
Wild Blood	Rex (horse)-Perrin	Feb. 10		
Wolves of the City		Dec. 2		

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Oct.	31	7460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.		9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug.		8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Awakening, The	Banky-Byron				
Battle of the Sexes, The	Bennett-Hersholt-O'Neill				
Hell's Angels	Lyon-Hall-Nissen			(about) 7 reels	
Love Song, The	Boyd-Velez-Goudal				
Revenge	Dolores Del Rio				
Woman Disputed, The	Talmadge-Roland				

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr	Oct.	15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8, '27
Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
Race For Life ,A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Caught In the Fog	McAvoy-Nagle				
Conquest (Vita.)	Blue-Warner-Wilson				
Glorious Betsy (Vita.)	D. Costello-Nagle			6800 feet	May 5
Home Towners, the (Vita.)	Bennett-Kenyon-Brockwell				
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
Lights of New York, The (Vita.)	Costello-Landis-Brockwell			5267 feet	
Lights of New York, The (Vita.)	Coctello-Landis-Brockwell				
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr				May 26
Little Wild Cat, The	Ferris-Hall-Dawson				
Midnight Taxi, The	Moreno-Costello				
My Man (Vita)	Fanny Brice				
Noah's Ark (Vita.)	D. Costello-O'Brien				
No Questions Asked	Ferris-Collier, Jr.				
Redeeming Sin, The (Vita.)	D. Costello-Nagel				
Singing Fool, The (Vita.)	Jolson-Bronson				
State Street Sadie	Loy-Nagle				
Tenderloin (Vita.)	D. Costello-Nagle			6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton				
Women They Talk About	I. Rich-Ferris-Collier, Jr.				

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Book Worm, The	Harry J. Conley				July 7
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Cougat & Company	Violin, Songs & Dances				June 16
Florence Moore	Song Program				June 23
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Ingenues, The	Jazz Band				June 23
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Miss Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Realization	Herbert-Pam				June 16
Three Brox Sisters	Song Program				June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli				June 23

In The Showman Next Week!

We will present the first installment of an article dealing with

The Relation of Sound Film to Theatre Design

By Victor A. Rigaumont, A. I. A.

A prominent theatre architect advances some interesting ideas regarding the distribution of amplified sound based on a thorough study of the problems of acoustics and the special requirements of sound pictures.

This article, of interest to theatre owners and theatre architects, was written especially for The Showman and will be illustrated with diagrams showing the suggested method of wiring theatres.

In Next Week's Issue of MOTION PICTURE NEWS

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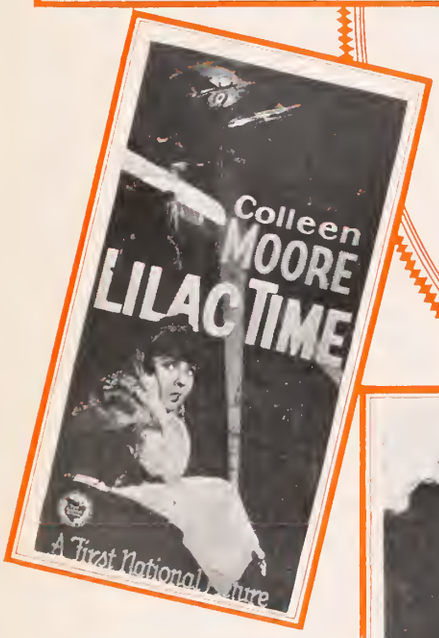
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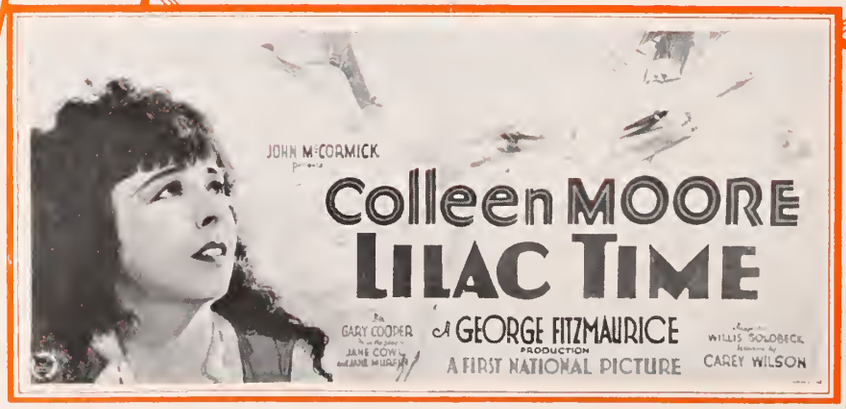




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Motion Picture News

Reg. U. S. Patent Office

THE "TALK" OF THE INDUSTRY!

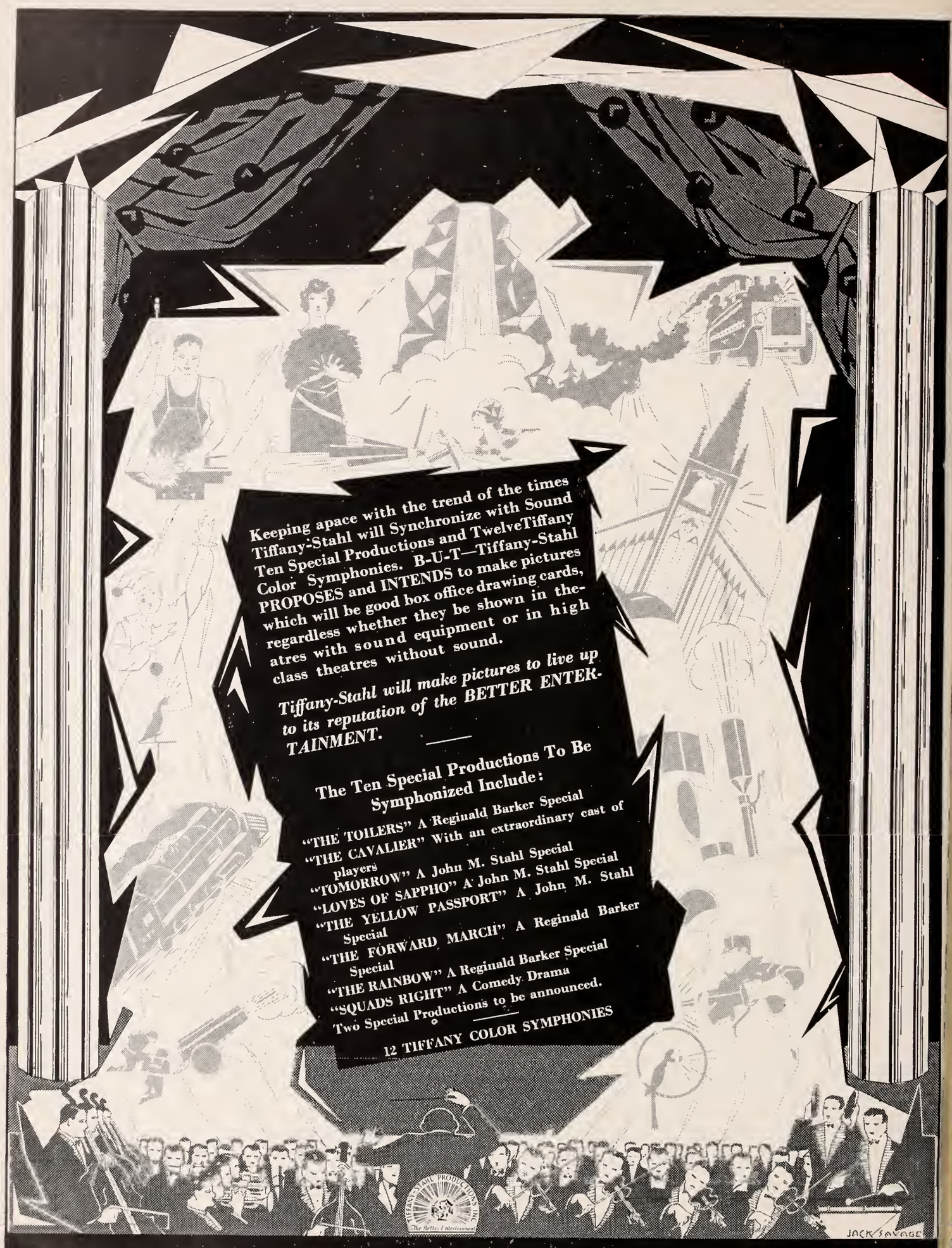
When the Lion roars the World listens! M-G-M takes over Cosmopolitan Studio, N. Y., for sound —M-G-M Sound Studio, largest in world, completed in California—"White Shadows in the South Seas" in sound opens at $2 at Astor on Broadway and Grauman's Chinese Theatre, Los Angeles—"Trial of Mary Dugan" is first M-G-M complete dialogue film—M-G-M gets amazing stage talent for short sound numbers — Hal Roach studios sound equipped — Milt Gross' "Nize Baby" with talking sequences—M-G-M Movietone News announced—majority of M-G-M features and shorts to be synchronized.

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No. 5

Published Weekly—$3.00 a Year

August 4, 1928
PRICE 20 CENTS


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Gorgeous romance with Fay Wray and Gary Cooper.



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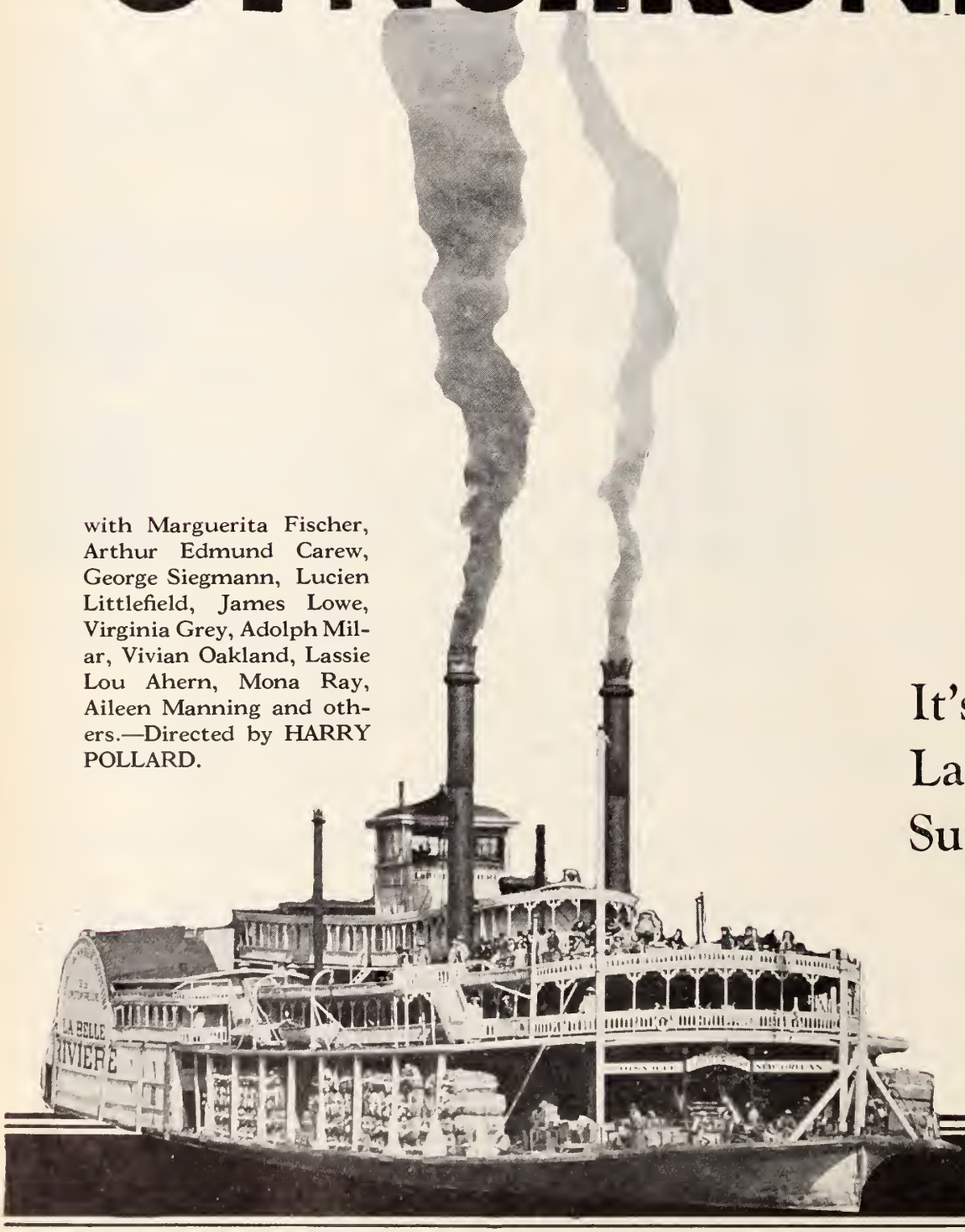
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Nothing like it



HARRISON'S REPORTS

"The Cop"—with William Boyd

(*Pathe, August* 19; 7,054 *ft.*, 82 *to* 100 *min.*)

There is a hold-up scene in this picture which, for realism, has not been seen in pictures for years. I doubt if a true-to-life hold-up scene could give one greater thrills. It is so cleverly conceived and so well executed that one gasps for breath until it is all over There is, of course, a master mind among the crooks, who plans it, and his men carry it out without a hitch. First, one car, at the appointed time, drives in front of the armored car that carried thousands of dollars, and stops it. Then a heavy truck, driven by another confederate, drives at high speed, bumps against the armored car and wrecks it, tearing it apart. The crooks then carry the money away Confederates posted in shops and rooming houses with machine guns complete the picture. There are other thrilling situations in other parts of the picture, but the situation just described is the most thrilling The action holds one's interest from the very beginning. And one is made to feel friendly toward the hero by proper characterization. In the beginning he is shown as a draw-bridge tender At one time he secretes a crook with a bullet wound in his arm; he had been chased by the police immediately after a hold-up. But the hero's kind-heartedness is rewarded by the crook's stealing his coat and $25, while the hero was out to buy grub to feed the crook with. The hero becomes tired of his work and joins the police force. It was during his beat that the armored car had been held up and the money stolen, and his friend, also a cop, killed He then vows to catch the murderers, whose leader happened to be the very same man that had stolen his money and his overcoat. By following the heroine, member of the gang, he is able to locate the hiding place of the master mind. But when he gets into the house, he finds the master mind gone. However, he telephones headquarters to cover the river and to leave the bridge to him. He then suggests to the heroine, for whom he had felt an interest, because of dawning love, that it would be dangerous for her to go to the bridge that night. He goes to the bridge, but finds the heroine there. He realizes that she had gone there not to warn the crooks but to tell him (the hero) that his life was in danger In a pistol duel with the crook, the hero comes out the victor, he had aimed at and shot the master crook in the head, being the only vulnerable spot, his body being protected by a steel jacket. The wounded crook drowns in the river The heroine promises the hero to give up the "racket." (It is implied that they married.)

The plot has been founded on the story by Elliott Clawson, it has been directed with great skill by Donald Crisp, from a screen play by Tay Garnett. Mr Boyd does good work as the hero, Robert Armstrong as the master criminal, and Jacqueline Logan as the heroine. Alan Hale is good, too, as the chief of the homicide squad.

Although a crook play, it leaves no bad impression.

WILLIAM BOYD

A **DONALD CRISP** *Production*

Screen play by Tay Garnett from the story by Elliott Clawson. Produced by Ralph Block for DeMille Pictures Corporation

One of the reasons why this

tin years
-says Pete Harrison

"There is a hold-up scene in this picture which for realism, has not been seen in pictures for years. I doubt if a true-to-life hold-up scene could give greater thrills. It is so cleverly conceived and so well executed that one gasps for breath."

Harrison's Reports



in "THE COP"

with ALAN HALE, JACQUELINE LOGAN and ROBERT ARMSTRONG

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Story by Edgar Wallace.
Scenario by George Arthur Gray

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featuring
FRANK CLARKE
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Who wrote the scenario for "The Green Archer"
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Original story and scenario by
GEORGE ARTHUR GRAY
Directed by Spencer Bennet

QUEEN OF THE NORTH WOODS

Original story and scenario by
GEORGE ARTHUR GRAY
Directed by Spencer Bennet

Pathé News

Pathé Review

Grantland Rice SPORTLIGHTS

MACK SENNETT Super Comedies

TOPICS of the DAY

nificance to serials

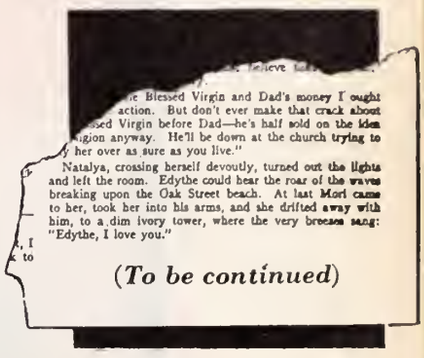
program of super shorts

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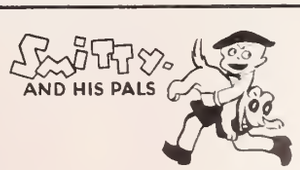
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Tom

A NEW and More Spectacular Page In the Brilliant Career of Tom Mix Begins with His First Super-De Luxe Attraction for the Master Showmen of the World. There Will be Five Others This Season . . . Into All of Which Will Be Poured the Full Volume of Tom's Talents and FBO's Production Genius and Resources.

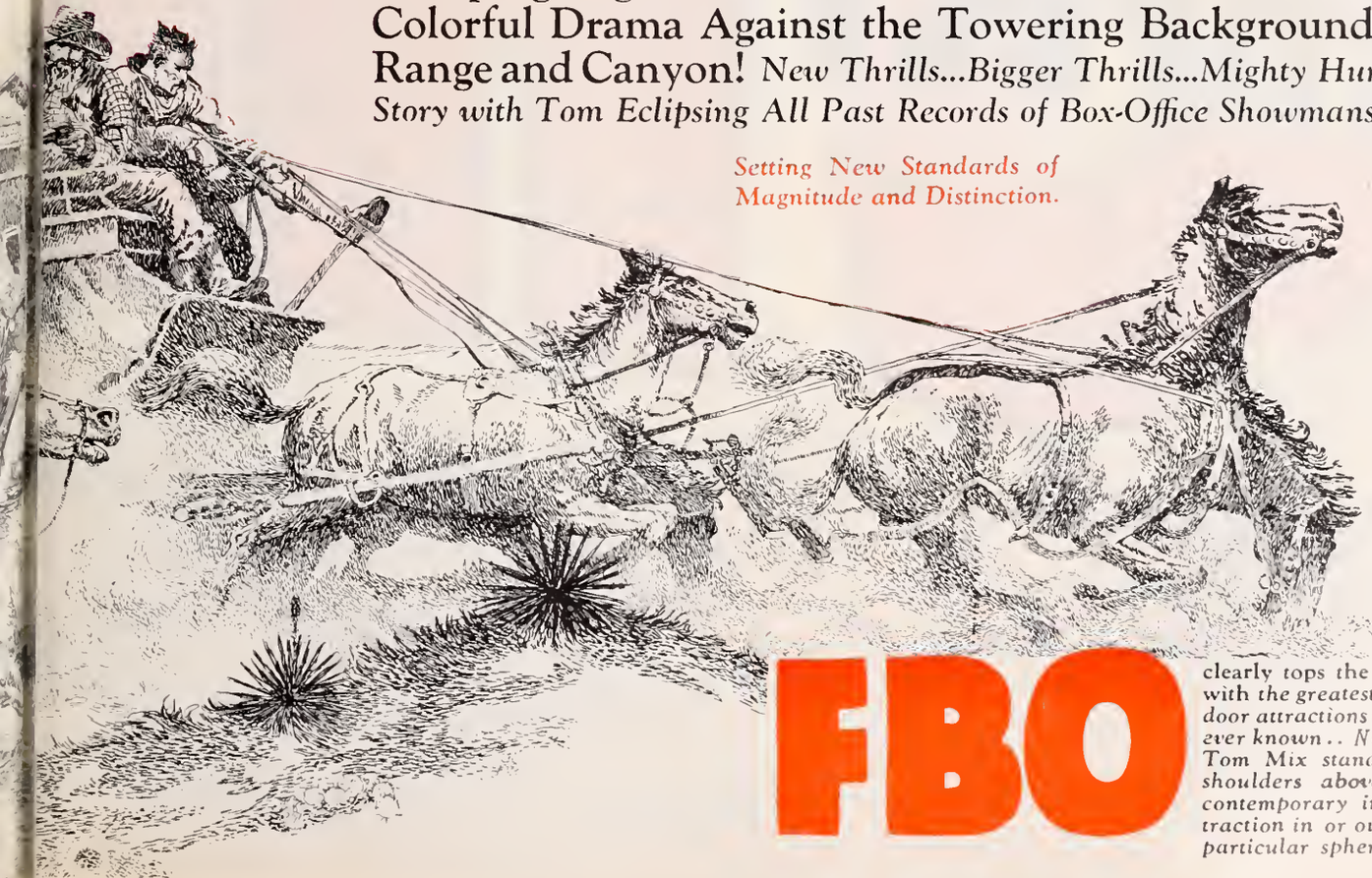
re-eminent Showman-Star Smashing All recedents in First FBO Super-Attraction!

MIX

ud TONY in The SON of the GOLDEN WEST

Sweeping Pageant of Far-Western Thrills! Colossal and Colorful Drama Against the Towering Background of Range and Canyon! *New Thrills...Bigger Thrills...Mighty Human Story with Tom Eclipsing All Past Records of Box-Office Showmanship!*

Setting New Standards of Magnitude and Distinction.



FBO clearly tops the Show World with *the greatest array of outdoor attractions the trade has ever known.. Needless to say Tom Mix stands head and shoulders above any other contemporary individual attraction in or out of his own particular sphere.*

First Run

play FB

SOUND an

super-sensationa

UNITED ARTIST PUBLIX
RIVOLI
NEW YORK
PLAY IT IN SOUND

UNITED ARTIST
THEATRE... *Los Angeles*
PLAY IT SILENT

William *Le* Baron
Presents

THE PERFECT CR

PERFECT CRIME

Rips off gigantic sum of $19,500 in one week at UNITED ARTISTS THEATRE DETROIT and held over second riotous week. Opened big and piled up amazing summer gross.

Clive BROOK Irene RICH

TULLY MARSHALL EDMUND BREESE

From "The Big Bow Mystery"
of ISRAEL ZANGWILL,
by WILLIAM LE BARON

Directed by

BERT GLENNON

Palaces

D's first

DIALOGUE

mystery smash!

RIVOLI
BALTIMORE
PLAY IT IN SOUND

UNITED ARTIST
THEATRE . . . *Detroit*
PLAY IT SILENT

ME

AMAZING SOUND AND DIALOGUE EFFECTS

First smashing representation of a court room trial scene . . . lifted to terrific heights of drama by punch dialogue . . .

The solemnity of the judge . . . slashing attack of the prosecutor . . . powerful defense of his rival . . . plea of the condemned boy . . . collapse of his girl wife . . . shrieks of newsboys . . . verdict of "GUILTY . . . FIRST DEGREE!"

Thrilling mystery effects, including the groan and rush of the wind . . . the crack of lightning and roll of thunder . . . NEVER BEFORE HAS MYSTERY BEEN PUT SO ENTERTAININGLY ON THE SCREEN!

And the most delightful and inspiring musical accompaniment since the beginning of synchronization.

NO WONDER THE WORLD'S GREATEST SHOWMEN ARE BOOKING IT!

BOOKING AVALANCHE BEGINS . . .

OPENS United Artists-Publix RIVOLI, N. Y., Aug. 4th
OPENS RIVOLI, Baltimore, Aug. 6th

FBO's First Gala Sound and Dialogue Presentation
Held over Second Smash Week—
United Artists Theatre, Detroit
Breaks Summer Record—
United Artists Theatre, Los Angeles
Class House of the West Coast . . .

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BIG BOY
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with JERRY DREW

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in TUXEDO COMEDIES
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the Sprint—!



REED HOWES
as
RUSS FARRELL
AVIATOR

From local high school athletic meets to Olympic Games, the 100-yard dash is the most popular race. It's short and snappy, fast, thrilling, without a dull second. That's why.

For the same reasons an *Educational Picture* will be the spice of your program. It's the sprint of your show. And *Educational's* stars are champions of the sprint. They've held the laurels of championship for over eight years.

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"THE SPICE OF THE PROGRAM"

KINOGRAMS
First among NEWS REELS

CAMEO COMEDIES



ESTELLE BRADLEY

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in Lupino Lane Comedies



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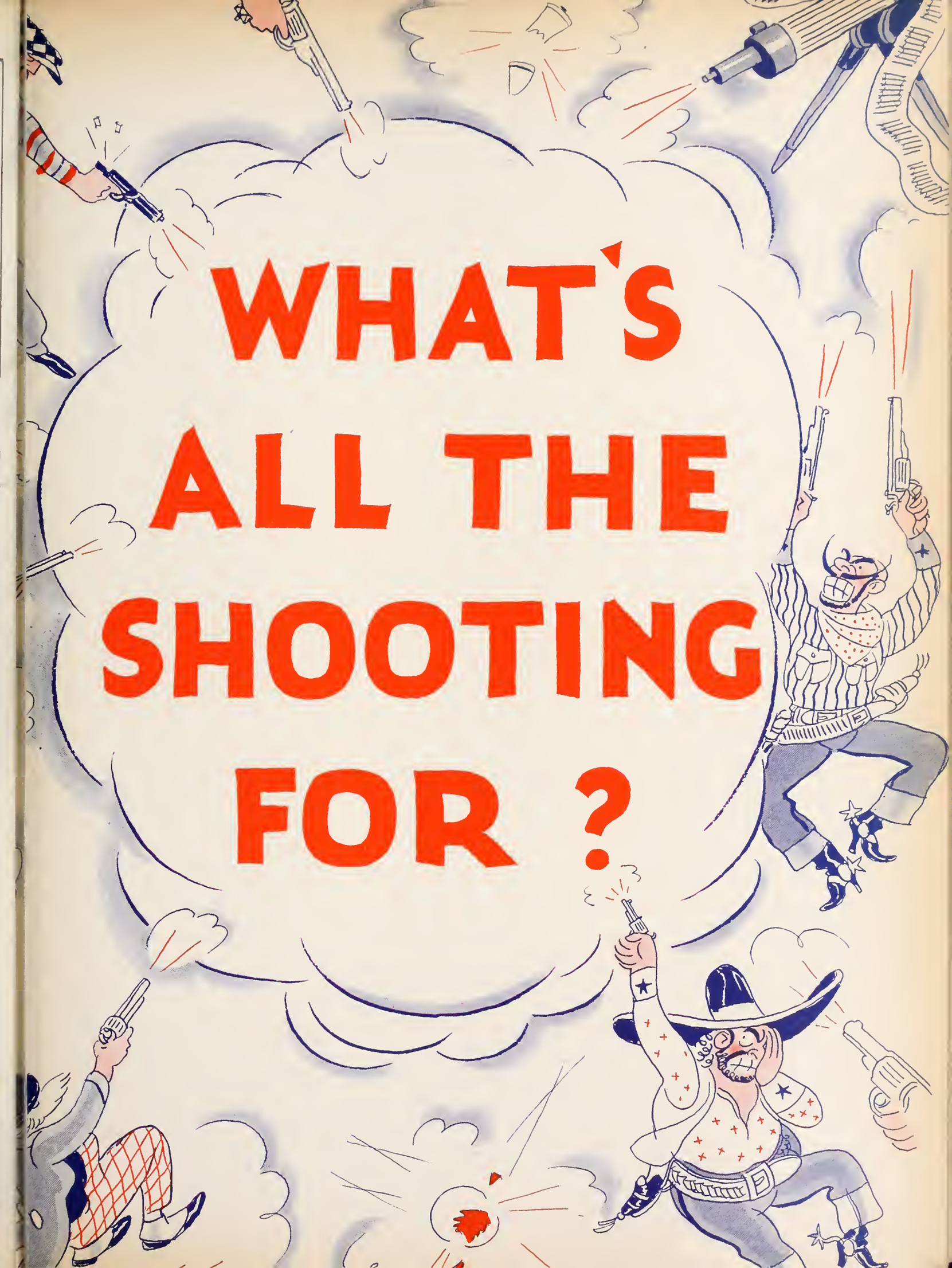
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I enclose (check) (money order) for $5.00.

Name .....

Address .....

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State .....


WHAT'S
ALL THE
SHOOTING
FOR ?



–that for calamity howlers

LET'S GET DOWN TO BRASS TACKS

THERE'S TOO MUCH HOOEY in this business today. A lot of picture people who spend more time eating lunch than tending to business are giving out half-

cocked statements on what's happening in this business. *They don't know!*

THE only trouble is that some exhibitors are puzzled by such hot air. They are worried by this *schmoos.* Naturally they turn to the one organization *which has both feet solidly on the ground!*

HERE'S THE LOW-DOWN!

(10 reasons why exhibitors are depending on M-G-M for their continued prosperity in picture business)



1 HOW ARE YOUR RECEIPTS?

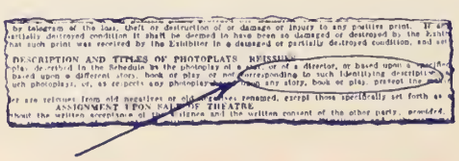
DO YOU KNOW what product on the market is doing the most business at the box-office? Listen! A box-office check-up of 500 percentage houses, many of which play all products, shows that M-G-M pictures have taken the biggest share of all business in

all of these houses. It's natural that M-G-M is the most sought-after product on the market.



2 STARTING THE NEW SEASON WITH A BANG!

SEPTEMBER 1st M-G-M opens its new releasing season with William Haines in "Excess Baggage." Hollywood is already talking about it. Prepare for one of the greatest pictures that has ever swept an audience with thrills, heart-throbs and laughter. Then M-G-M delivers in rapid-fire succession "Our Dancing Daughters" (with Joan Crawford) of which the Daily Review says: "A mop-up any way you look at it. 100 per cent picture"—Lon Chaney in "While The City Sleeps," (it could run on Broadway at $2) —Monta Bell's ingenious mystery thriller, "The Bellamy Trial" based on the famed Saturday Evening Post serial and novel. We make this prediction now: No company on earth is in a position to offer you productions of this calibre to start off the new season and M-G-M in '28-29' will again be the Talk of the Industry.



3 THE PUBLIC WANTS REAL STARS!

THERE IS A DIFFERENCE between stars offered you as "identifying descriptions" (stars which have

been made because there was no title to sell and because the mere all-star classification was not enough) and M-G-M stars, each of which is a star in "drawing power", the greatest group of established marquee names ever assembled by any company in this industry's history. Compare these big names with other "identifying description" names: Lon Chaney, John Gilbert, William Haines, Marion Davies, Greta Garbo, Ramon Novarro, Norma Shearer, Lillian Gish, Karl Dane & George K. Arthur, Buster Keaton, Lew Cody & Aileen Pringle, Tim McCoy. Not to mention M-G-M featured players whose drawing strength is greater than the so-called stars ("identifying description") of other companies. A few M-G-M featured players: Joan Crawford, Lionel Barrymore, Renee Adoree, Conrad Nagel, Ralph Forbes, John Mack Brown, Nils Asther, Anita Page, Dorothy Sebastian, Polly Moran, Marceline Day, Bert Roach, etc.

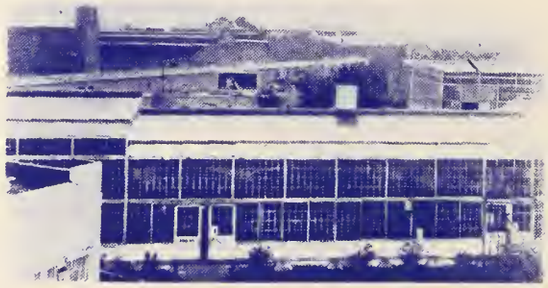


Extra! Metro-Goldwyn-Mayer gets the prize stage property of years "The Trial of Mary Dugan". The vehicle, they all were after. The vehicle M-G-M got. 11 months on Broadway and still going strong. M-G-M will be first to synchronize with complete dialogue a current Broadway stage hit, hot from its metropolitan triumphs.

4 M-G-M ATTITUDE ON SOUND WINS EXHIBITOR CONFIDENCE!

METRO-GOLDWYN-MAYER will lead the field in Movietone and Vitaphone. Depend on Young Blood, ever in the forefront of this business. Ours is a *sound sound* policy. No rash promises. Delivery! We're well along right now. Many exhibitors have

congratulated M-G-M on its level-headed handling of the sound situation, its refusal to stampede exhibitors with exaggerated sound announcements. M-G-M knows, as all exhibitors know, that it will be a long time before the majority of theatres are sound-equipped. Far in advance of that, M-G-M will be ready with the last word in quality sound pictures, features, shorts, newsreel and other one-reel novelties. Meanwhile thousands of exhibitors place their security in M-G-M, greatest in resources, greatest in stars, livest in promotion, to fill theatres week in and week out with box-office pictures.



5 SOUND STUDIOS COMPLETED BY M-G-M

WE ARE LOOKING BEYOND the novelty stage in sound. While others have been making elaborate promises, M-G-M has been rapidly constructing at its vast Culver City, California, plant the finest and best equipped stage for sound synchronization in the world! It's finished. We're all set to go. But as for making promises—hell no! We'll deliver! That's M-G-M policy always. And in addition to our West Coast sound studios watch for the opening of the great Cosmopolitan Studios in New York City for the production of sound subjects. This puts M-G-M in a strategic position for the creation of synchronized subjects since the Cosmopolitan Studios are more accessible than any others to the talent-sources of Broadway.



JOHN GILBERT in
"THE COSSACKS"



WILLIAM HAINES in
"TELLING THE WORLD"



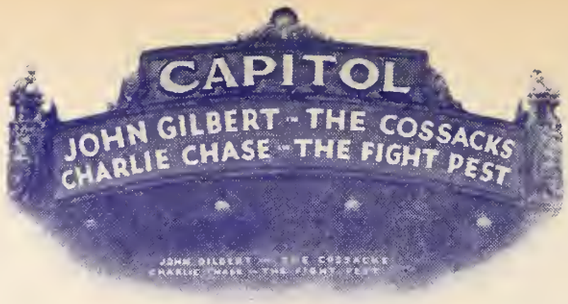
MARION DAVIES in
"THE CARDBOARD LOVER"



GRETA GARBO in
"THE MYSTERIOUS LADY"

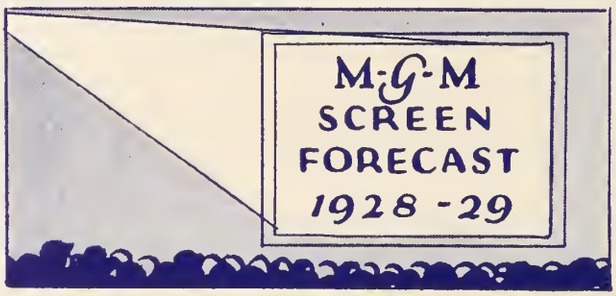
6 M-G-M CLICKING RIGHT NOW!

THE OUTSTANDING money-making pictures of the current season are all M-G-M. While other companies talk pictures, M-G-M gives theatres John Gilbert in "The Cossacks", which Variety reports "biggest business on Broadway", and held over for second smash week at Capitol, N.Y. It is a sensation and is doing the biggest business of every town it plays. William Haines in "Telling The World" comes to theatres with the backing of United Press newspapers all over the country, enjoying advance publicity worth millions in the form of serials, feature stories, photographs in the press. It is doing record business at Warfield, San Francisco; Allen, Cleveland; Capitol, N.Y., and everywhere. Other big pictures for coming weeks that insure your business in spite of any conditions are Marion Davies in "Cardboard Lover"; John Gilbert in "Four Walls"; Greta Garbo in "Mysterious Lady", and others. "White Shadows in the South Seas", which M-G-M exhibitors have already bought is so good that it is now playing at the Astor on Broadway at $2, thereby enhancing its value to you!



7 SHORT SUBJECT SUPREMACY!

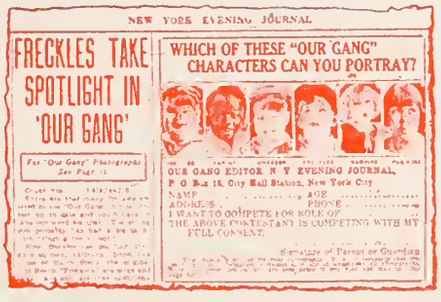
DE LUXE HOUSES one after another are cutting expensive presentations and at the same time stimulating attendance by building their presentations around Hal Roach M-G-M quality-short-subjects. No other shorts are of sufficient class to merit this handling, therefore the "Our Gang", Charlie Chase, Laurel-Hardy and Roach All Star comedies are delighting audiences in thousands of theatres. M-G-M's distinguished Great Events in Technicolor as well as M-G-M's UFA Oddities are equally important in the building up of today's programs. M-G-M Shorts will be further enhanced by the addition of Movietone. The M-G-M Movietone News is well under way.



8 PROMOTION DIRECT TO YOUR PUBLIC!

ONCE AN M-G-M EXHIBITOR, always an M-G-M exhibitor! Not only because M-G-M's product is great but because M-G-M believes in extending its services after you have signed your contract. Space permits mention of only a few activities that

reach direct to your public and help sell tickets at your box-office. This year the valuable M-G-M SCREEN FORECAST is *on the screen.* A thrilling reel has been prepared, showing actual shots from the big, spectacular M-G-M productions of next season. A marvelous advance ballyhoo that tells your public of the bright, popular stars who will entertain them during the year '28-'29 in glamorous new hits. THE SCREEN FORECAST contains shots from many features and shorts, and besides being a convincing piece of salesmanship it's a brilliant novelty for any theatre to run. M-G-M continues to reach millions of fans over the radio, through the M-G-M Movie Club programs broadcast over twenty-six nationwide stations. M-G-M fan ad-contests in the national magazines are engrossing ticket-buyers the country-over. M-G-M's system of publicity services means that by actual check M-G-M leads every company in the business in the amount of photographic and press propaganda obtained for M-G-M stars and pictures.


NEW YORK EVENING JOURNAL

FRECKLES TAKE SPOTLIGHT IN 'OUR GANG'

WHICH OF THESE "OUR GANG" CHARACTERS CAN YOU PORTRAY?

OUR GANG EDITOR N. Y. EVENING JOURNAL,
P. O. Box 18, City Hall Station, New York City

NAME ..... AGE .....
ADDRESS ..... PHONE .....
I WANT TO COMPETE FOR ROLE OF .....
THE ABOVE CONTESTANT IS COMPETING WITH MY FULL CONSENT.

Signature of Parent or Guardian

9 M-G-M GETS BEHIND ITS GREAT SHORT SUBJECTS!

THE IMPORTANT PROMOTION is done by M-G-M, not alone in features but in short subjects. The National "Our Gang" Movie Talent Test is the biggest promotion ever put behind a short subject.

Tie-ups with newspapers all over the country, the selection of youngsters resembling the various members of the "Our Gang," the actual filming of a comedy in each contest center with the "Our Gang" winners in the cast—this represents a stunt of magnitude. Right now, also, M-G-M is extending to exhibitors its services in the promotion of "Joy Week", fighting hot weather with ideas, giving showmen free of charge banners, slides, posters to put over "Joy Week" in their theatres. The tie-up between Kellogg's Pep and the "Our Gang" kids is only one more of the many live ideas which M-G-M week after week devises to help sell tickets at box-offices.



10 LEO'S WORLD TOUR SELLS SEATS FOR THEATRES!

BEYOND THE rosiest expectations of M-G-M is the reception accorded M-G-M's newest world-wide promotion event following the Trackless Train. Leo, the M-G-M lion and company trade-mark, took Washington, D. C., by storm, continued his triumphal march through New York City and is now on his way across America and thereafter the world. Pages of publicity attend him, focussing dramatic attention on M-G-M and its great galaxy of stars and its imposing line-up for the year '28-'29 which follows:



LON CHANEY



WILLIAM HAINES



MARION DAVIES



JOHN GILBERT

The Money Product



GRETA GARBO

THE IMPORTANT LINE-UP!

M-G-M in 1928-29

4 SPECIALS
SHOW PEOPLE
Marion Davies
William Haines
THE CARNIVAL OF LIFE
John Gilbert
Greta Garbo
SPIES
M-G-M's Surprise Special
THE LOVES OF CASANOVA
Europe's Current
Road-Show Sensation



RAMON NOVARRO

4 LON CHANEY
While the City Sleeps
and 3 others

3 GRETA GARBO
Tiger Skin, Single Standard
and 1 more

4 WILLIAM HAINES
Excess Baggage
and 3 more

4 DANE-ARTHUR
Camping Out
and 3 more

3 CODY-PRINGLE
The Baby Cyclone
and 2 more

2 FLASH
The Amazing Dog Star
in Grease Paint
and 1 more

6 TIM McCOY

3 COSMOPOLITAN PRODUCTIONS
Our Dancing Daughters
Breakers Ahead
Mothers and Sons

3 MARION DAVIES
Dumb Dora
and 2 more

2 RAMON NOVARRO
Gold Braid
and 1 more

2 JOHN GILBERT
The Devil's Mask
and 1 more

4 NORMA SHEARER
Ballyhoo
and 3 more

2 BUSTER KEATON
The Camera Man
and 1 more

1 LILLIAN GISH
The Wind

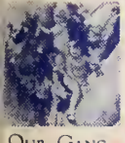
3 ELECTRIC-LIGHT HITS
The Bellamy Trial
The Wonder of Women
The Bridge of San Luis Rey

40 HALROACH COMEDIES
10 OUR GANG
10 LAUREL-HARDY
10 CHARLEY CHASE
10 ALL STAR

104 M-G-M NEWS
Twice Weekly

6 M-G-M GREAT EVENTS
Entirely in Technicolor

26 M-G-M ODDITIES
UFA world-wide gems



OUR GANG



LAUREL-HARDY



CHARLIE CHASE



ROACH ALL STAR



BUSTER KEATON



TIM McCOY



NORMA SHEARER



LILLIAN GISH



CODY-PRINGLE



DANE-ARTHUR



KEEP YOUR SHIRT ON!

M-G-M is your Theatre Insurance

BEAR IN MIND that M-G-M is affiliated with the finest theatres in America.

OUR BUSINESS is a producing business, but it is one with the theatre business.

WE MUST PROTECT our investments and your investments.

WHATEVER PROGRESS is to be made in the industry M-G-M must make.

METRO-GOLDWYN-MAYER, first the talk of the industry, then the top of the industry, is committed to a policy of *dominance, leadership, superiority.*

METRO-GOL 

-MAYER

THE IMPORTANT COMPANY



COMING—*the Prize of First National's President Group*

"THE DIVINE LADY"

25 *facts about the FAMOUS NOVEL* "THE DIVINE LADY"

1 It tells the story of one of the most famous love affairs of history, between Lord Nelson and Lady Hamilton.

2 It became the talk of the country when it ran serially in *The Atlantic Monthly*.

3 It made an unknown author, E. Barrington, famous overnight.

4 In book form it was one of the most sensational best-sellers of the season.

5 More than 100,000 copies have been sold and it's still going strong.

6 19 editions of it have been printed.

7 It has been translated into 6 languages.

8 It has been syndicated in approximately 70 newspapers reaching a total of 2,000,000 readers.

9 It was followed by two other similar novels by the same author, "The Chaste Diana" and "Glorious Apollo", both of which are well-known best-sellers.

10 "It takes us back to another day, other scenes, other standards — quite delicious — the most delightful sort."
—Register, Des Moines (Book Review)

11 "The beauty and power of the splendid creature leaps out in scene after scene."
—English Journal, Chicago, Ill. (Book Review)

12 "Perfection" Goethe, the famous poet said of her, "she is a masterpiece of the arch artist."

13 "There have been few re-creations of the past age that have been done as cleverly as the life of Lady Hamilton in 'The Divine Lady'."—*N.Y. World (Book Review)*

14 "A Magdalen whose smile made many nations gasp. A beauty whose conquests were numerous and whose morals were nil." *—Philadelphia Record (Book Review)*

15 "An exciting story—ideal reading."
—N.Y. Times Book Review

16 All of its characters are historical personages.

17 Its heroine was the most sensationally celebrated beauty of her time.

18 Its hero is Lord Nelson, British admiral known to every schoolboy for his famous words, "England expects every man to do his duty."

19 It is the first presentation of the inside story of the private lives of these famous characters.

20 It introduces the tremendous Battle of Trafalgar, one of England's greatest naval crises.

21 Most of its other scenes take place in the sumptuous splendor of European courts.

22 It provides a glamorous yet sympathetic role for beautiful Corinne Griffith.

23 It is a perfect blending of romance and drama.

24 It is perhaps the most human and gripping story of its kind ever told.

25 It is intensely human romance with gripping complications, making it a great story in its own right, even without the brilliant background and naval spectacle.

First National Pictures

RICHARD A. ROWLAND presents

CORINNE GRIFFITH in "THE DIVINE LADY"

with H. B. WARNER and VICTOR VARCONI — a FRANK LLOYD Production

A FIRST NATIONAL PICTURE

Motion Picture News

Volume XXXVIII NEW YORK CITY, AUGUST 4, 1928 No. 5

Steady!

Present Crisis Demands Cool-Headedness and Common Sense

By William A. Johnston

A SERIOUS economic situation is developing as a result of the sound movie frenzy. The business machinery of the industry is by way of being badly gummed up, if not actually stalled. Exhibitors are in a state of uncertainty.

The condition appears to be widespread. It is reported to us, first-hand, by one of our own staff who is touring the Mid-West. Numerous other bits of evidence, all pointing in the same direction, are at hand. It is time for serious thought on everybody's part.

* * * *

It is, of course, true that the industry plunged into the heralding of sound movies before it was ready to deliver. Make no mistake about it, the public is very quick to sense developments of this kind. That cannot be helped. Neither can it be doubted for a single moment that the public wants the sound movie.

But—and here is the most important point of all—the public, in the great mass, cannot get the sound movie for months. By which we mean—the big majority of theatres will not be equipped, and the result will be that by far the largest percentage of moviegoers will have to be content with silent pictures for some time to come. Apparently, not more than 1,000 theatres will have installations by the first of next year.

* * * *

Yet it is imperative that the industry make a determined effort to preserve its business balance in the interim. The silent picture will have to be the chief basis for our economic existence for many months.

In this critical situation, some positive steps are greatly to be desired. There should be a clear statement on interchangeability. It has not been forthcoming thus far, for what reasons we do not know.

* * * *

It is also vital that the production forces in Hollywood realize that the silent picture is still the chief entertainment fare of the public. Sound is a valuable adjunct to the picture. But the picture is the thing, and Hollywood will be making a grave mistake if it gives all its attenton to *sound* at the expense of *picture.*

In plain words, Hollywood is tackling the biggest problem it ever had to face. It must experiment with and perfect a new technique for sound pictures, under the pressure of overwhelming public demand, and at the same time not cheapen the silent picture. A great responsibility, which should be carried out, not on the basis of emotional frenzy, but cool-headedly and with everybody's feet firmly on the ground.

* * * *

And this also is true, as we said several weeks ago:

At this critical juncture the producer will need to sell his regular output of silent film as never before. It is a crisis; no doubt about that. And, for once, distributor and exhibitor ought to work together to help each other out. The plain fact is that silent pictures have got to be sold to the public. It's going to take advertising, ingenious effort, untiring zeal,—in other words, Showmanship.

Opinions of Readers on Sound Pictures

In accordance with its long-established custom of opening its columns to full discussion of important topics, whether the views expressed by readers are in agreement with ours, or not, Motion Picture News *continues the publication of letters on sound pictures:*

July 25, 1928.

Dear Mr. Johnston:

I just read, with the same interest I do all of your editorials, "The 'Sound' Crisis," in reply to Mr. Powell's letter on this subject.

I agree entirely with your statement that it is inconceivable that the public should go on forever paying to see standardized black and white pictures, but I am certain the public will continue to patronize black and white pictures that contain real value. With the novelty of the "talkies" still very much in their favor, I do not see that they are outdrawing our excellent silent pictures.

To my mind the success of this new development depends entirely on its being used with discretion. No one can question the immense value to all types of theatres of the use of this development for the musical accompaniment of and for sound effects in features and of both of these, plus singing and talking, in short subjects. The danger lies, in my opinion, in the indiscriminate use of dialogue in features. Take for instance the first all-talking feature. The production of this picture at the present time may be regarded by some as good showmanship because it is timely, but I believe it not only provides an excellent example of the wrong use of this marvelous new development, but is apt to prevent the accomplishment of what is possible by reason of this new development, and that is the making of new patrons.

The Usual and the Unusual

It must be remembered that in this fast moving age of ours, the "unusual" of today is the "usual" of tomorrow. Lindbergh's feat resulted in reams of newspaper copy which was read avidly by millions—Miss Earhart's feat excited but little comment and I question whether many read more than the headlines.

Consequently, while the novelty of the dialogue feature will draw new faces, it will not hold them unless they view quality articles on their first trips to the movie theatre.

And when the movie fan's attitude is considered, it must be remembered that he has made the motion picture his chief entertainment fare because he loves the pantomimic art which has set the motion picture apart from the speaking stage. Consequently, it seems ridiculous to me to think that any producer would make of his product an imitation of the speaking stage when that imitation at best can be but a poor one. Furthermore, in doing so he cannot help but sacrifice the other two vital elements that have made the motion picture popular, action and space.

The apathetic condition of the industsry today, to which you refer, is not going to be cured by Dr. Novelty alone. The cure lies in the production of films that will be rated as good in any theatre, and the addition to these basically good pictures of proper musical accompaniment, sound effects and dialogue judiciously used, for theatres that are wired for sound. So long as the producer regards sound in its proper light, as an accessory, we will show progress. Otherwise, we may witness the sorry spectacle of the destruction of one illusion by another illusion.

Sincerely yours,
(Signed) R. B. Murray,
Director, U. S. Army Motion Picture Service, Washington, D. C.

From An Old Timer

Wisconsin Rapids, Wisc.,
July 25, 1928.

Dear Mr. Johnston:

I presume Exhibitor Powell's letter anent the "talkies," and your reply will provoke considerable discussion, and as an old timer, I am interested. I saw my first motion picture 35 years ago and for the past seventeen years have been connected variously in the exhibiting, distributing and producing "ends" of the game, and I think you are peculiarly right when you say: "The movie business was decidedly better off when it was kicking and squealing with infant pains."

In my opinion, which is as good as (and no better than) any other man's, the entertainment value of the motion picture per se, is now decidedly over-capitalized in the exhibition "end." First: the original reason for movie patronage was curiosity; second: it has seldom risen above secondary entertainment—i.e., it has seldom had any appeal to the intelligentsia and a large percentage of patrons came because they found around supper time that they had no place else to go; third: as drama it has rarely been able to compete in merit with the spoken drama except as to illusion; fourth: although properly styled "the silent drama" it has always had the need for a musical accompaniment, but not for jazz bands and irrelevant vaudeville.

Now what do we find, after all these million dollar picture palaces have been built? Curiosity no longer exists, and as secondary entertainment the movies have thus become much less attractive. The intelligentsia has not yet been won away from the meritorious spoken drama, and we, the purveyors of the silent drama, are apparently being placed in a position where we must successfully compete with the spoken drama or perish. Al Jolson's screen version of "The Jazz Singer" has been successful, but certainly less than fifty per cent of his stage personality was expressed. The magnetism of a Lionel Barrymore cannot get completely through to an audience through mechanical devices which merely reproduce sound, any more than with mechanical devices which photograph action. So, no matter how mechanically perfect our machinery may be, I fear the thrill of actually seeing and hearing the real Al Jolson or Lionel Barrymore on the stage will be notably lacking. So that, after the original curiosity aroused by the advertising of these devices has disappeared, we will be in precisely the same dilemma we are now, with an added financial burden of equipment and maintenance to bear.

Ford As An Example

Your advice to Mr. Powell was, I think, exemplary. Only a couple of weeks ago, a real showman in a real key center said to me: "I'm going to be in no hurry to buy any sound device or to install one on any terms. What I want is that my competitors will install them and then I will augment my orchestra; pay still greater attention to my accompanying musical program and play to the great public which really likes the 'silent drama' when the stories are good and well directed."

For a number of years Henry Ford overstepped the whole world with the sales of his flivver. Then sales began to drop and Uncle Henry finally got panicky, stopped production and permitted his factories to lie idle and his dealers to suffer, until by and by he placed an entirely different car on the market. Yet there remained hundreds of thousands of prospective customers who had grown accustomed to buying a new flivver once a year. They were satisfied with it and didn't want to have to learn a new shift. If Ford had remained in production with a part of his mammoth plants on his old machine he might, I sincerely believe, have continued to make a profit himself, assisted his dealers in maintaining their businesses, and retained a tremendous number of satisfied customers who are now driving other makes of cars.

Any small town exhibitors who wants to operate with any chance for profit, will, if he is wise, leave the sound devices severely alone and spend his time and money on the best pictures and the best accompanying music he can contrive. In a couple of years the patronage of sound pictures will be, in my opinion negligible, while there always will be a sufficient market for silent drama entertainment so that the exhibitor who knows his business and is not overburdened with investment can make money.

(Signed) J. J. Gruwell

Baltimore Skeptical Over Sound Devices

MANY exhibitors in Baltimore appear to be in a quandary as to whether to have the sound and talking pictures mechanism installed. It is pointed out that the cost of operation is very great and there is a question as to whether theatres can get a decent profit out of the increased expenditure after the mechanism is installed.

One manager pointed out that the admission could be raised five cents but there is great danger in tampering with the standard prices. However, it is understood that about twenty-five theatres there will be equipped to handle the sound and talking pictures during the coming season.

Public Demands "All-Talkies", News' Staff Man Finds

Charles E. Lewis, on Mid-West Tour, Reports Exhibition Conditions First Hand; Theatres in Rush for Sound

(Editor's Note.—This is the first of a series of articles by the exhibitor member of the staff of Motion Picture News. Opinions expressed by Mr. Lewis are naturally his own, and do not necessarily represent the views of the Editor of The News.)

By CHARLES E. LEWIS
Editor of "The Managers' Round Table Club"

ZANESVILLE, OHIO, July 28.—If New York City and sections surrounding it have gone crazy about sound pictures, then some of the towns and cities I have visited must be mad. Wherever you go, whomever you meet, it's the same thing all over again. "When will your talkie plant be installed?" Its on everybody's tongue and in everybody's mind.

So far as the public is concerned, the situation is alike all over. They want more talking pictures, but they want them to be all-talkies. They will, it seems, be apt to turn up their noses at the ordinary good feature which has only been synchronized with music. In some of the towns I have visited, they have taken this attitude already. Even some exhibitors with Vitaphone and Movietone equipment are holding back on next season's product until they get a better idea of what their patrons want on their sound devices.

As for the exhibitors, the size of the town does not seem to matter, nor does the amount of business they may do. Whether they will make money or lose money also seems to be lost in the mad struggle for the talkies. I found an exhibitor in one town of less than 3,000 people, and very little to draw from, that was busy figuring how he could put in an installation.

Two Important Factors

In order that sound pictures may mean profit and a stimulant to the average small town or city, two important factors stand out as of vital importance. First: the necessity of securing an installation at reasonable price; and second: the need of securing synchronized product and acts at a price reasonable enough to insure a small exhibitor the chance of making a fair profit on his investment.

After these two factors the next thing to consider is the incidental cost surrounding an installation, such as elimination of the orchestra, the keeping down of the pay roll in the booth, both items of importance where union conditions prevail. The service charge and all the other expenses that go with talkies. To my mind, an exhibitor should consider every single detail before plunging into an investment so large and of such importance to his theatre.

As to those theatres and towns where talkies have already made their bow, the opinion about them seems to vary with just two points. First: where the exhibitor controls his town I generally found that he considered his plant a great success and a big money-maker. Second: Where he did not control the town he was crying that the novelty had worn off and that the cost of pictures for his plant was eating up all the possible profit he could make.

(*Continued on page* 406)

Kennedy Urges Conservatism

Suggests Going Slow on Talking Pictures; Advocates Economy and Building Up of Co-operation; Plans Trip Abroad

By EDWIN SCHALLERT
Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

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HOLLYWOOD, July 30.—The era of renewed golden prosperity is not in sight yet for the motion picture.

This I gleaned from Joseph P. Kennedy, president of F B O, during a conversation with this executive, who now occupies a salient position in the film industry as a result of his association with the Pathe-Keith-Albee interests and First National, in the capacity of "advisor."

Kennedy does not make predictions regarding the future. He deals in current facts, but he puts these forcibly enough for anyone to draw his own conclusions. He averred during the course of conversation that he believes an executive's work should be concentrated in action, and not in talk. He has, by the same token, seldom been interviewed.

Sees Serious Condition

"This business is still in a very serious state," he said. "Patronage at the theatres is not what it should be, and there will have to be further improvements in the general management of affairs in production and other departments. There is nobody in motion pictures who can afford not to be concerned.

"Conditions were complicated enough before the advent of talking pictures but these render the working out of the motion picture's problems many times more intricate. We are already speaking of talking pictures as an actuality, when most of the companies haven't even the stages to make them. Those who are in any way prepared are winning enormous success in the theatres in which they can show these features, but the number of such theatres is exceedingly limited. When I left New York the installations amounted to 350. I would say that today they are not more than 375. Equipment is supposed to be going into the theatres at the rate of 125 a month, but I believe that if you halve that it will be closer to it.

"The expense that the industry will have to undergo because of talking pictures will be very excessive, and we are not assured by any means, as yet, that the public are going to approve this type of entertainment wholeheartedly. It behooves the utmost care and caution in handling this new invention so that it is properly and judiciously placed before the public, and not induce expenditures out of all proportion. There are too many concerns in this business within 6 to 7 per cent of going in the red for any wild flinging about of money at present. That is far too small a margin."

Kennedy suggests no remedy, except possibly the very general one of conservatism—persistent economic measures without any lowering of the quality of pictures. His accomplishments in this field, it is said, are likely to become very far-reaching, although he will tell nothing of his plans. "I believe in minding my own business, and saying nothing," he continued. "There is always plenty to do to figure out the next move commercially and economically without indulging in any ill-advised predictions about the future."

As to the Remedy

Nevertheless, Kennedy did hint that the thing most necessary at the present time is a strong restoration of confidence, and the get-together spirit among all branches of the industry. "A psychological condition is at the bottom of most of the difficulties, and too little mutual understanding of problems that concern everybody fundamentally," he said. "Producers, stars, distributors, exhibitors, legislators, and even foreign countries all have differences and disagreements regarding the industry, which seem constantly thrust into the limelight. If these could be even partially forgotten about, the improvement would be remarkable."

From Hollywood, it might be noted, Kennedy is going abroad in an effort to straighten out the foreign situation as far as the interests he represents are concerned.

Paramount's Earnings Climb in New Reports for Periods

ESTIMATES of $3,870,000 for the six-month period ending June 30, 1928, and $1,605,000 for the quarter ending the same date, are offered by Paramount-Famous-Lasky Corporation, in its financial report, after all charges and taxes, and including its undistributed share of earnings of the Balaban and Katz Corporation, a 65 per cent owned subsidiary. These earnings amount to $5.63 per share for the six months' period and $2.33 per share for the three months' period ending June 30 on the 687,443 shares issued and outstanding.

The profits for the first six months of 1928 are figured to be approximately 9 per cent ahead of the corresponding six months of 1927, which period was the previous record first half year of the company.

The figures for the first six months earnings of 1928 compare with those of the previous two years as follows: 1928—$3,870,000; 1927—$3,532,300; 1926—$2,587,500. The figures for the second three months earnings of 1928 compare with those of the two previous years as follows: 1928—$1,605,000; 1927—$1,465,000; 1926—$937,000. These earnings as above for the first half year of $5.63 per share of 687,443 shares outstanding compare with $5.60 per share reported as earned during the first half year of 1927 on 575,406 shares then issued and outstanding.

The increase in earnings available for common stock the first six months of 1928 is estimated at 20 per cent above those of 1927, a comparison of the amount available for the common stock for the six months' periods of the two years and also that of 1926 being as follows: 1928—$3,870,000; 1927—$3,222,000; 1926—$2,268,000.

Veteran Exhibitor Dies

William J. Sweeney, Prominent Figure in Theatre World of Middle West, Passes Away at Age of 67

WILLIAM J. SWEENEY, veteran exhibitor and pioneer in exhibitor organization work, passed away July 26 at his Chicago residence and was burried in Calvary Cemetery on July 28, after a requiem mass at St. Peter's, the church which he attended regularly for the past 40 years. He was 67 years old and is survived by his widow.

Five of the six pallbearers were motion picture men who had known and loved "Big Bill" for many years and a large number of film men and exhibtors attended the services.

No man connected with the industry in the central west had more friends than Mr. Sweeney and few of them but could repeat some story of Bill's many good deeds and kindnesses to his friends in the business. As far back as 1900 Mr. Sweeney was a showman, at that time being owner of the State Street Museum, which adjoined the amusement place operated by Jones, Linick & Schaefer. He was an early day friend and adviser to many motion picture men who have since attained local and national celebrity as leaders in the business, including such figures as Sam Katz, Schaefer Brothers, Jack Miller, M. A. Choynski and many others.

In 1905 Mr. Sweeney acquired the Standard and Ideal theatres in the 63rd and Halsted street neighborhood and operated them successfully for a number of years. He, with eight others, founded the Illinois Exhibitors League, the first organization of its kind in this state, and was a moving factor in bringing the various stage organizations to Chicago in 1912 for the first great motion picture theatre owners convention, Ludwig Schindler being president of the local organization and Mr. Sweeney, secretary. Slightly before this time, he got out of the exhibition business and devoted himself, from then to the time of his death, to organization work.

Mr. Sweeney was a prominent and popular figure at every national convention to date and at the time of his death was Office Manager for the Exhibitors Association of Chicago.

Mr. Sweeney had been in failing health for some months but it was only for the past four weeks that he was confined to his home and was unable to come to the office, which was a great disappointment to him.

Films Get Equal Break on K-A-O Programs

IN accordance with the new Keith-Albee-Orpheum policy, motion pictures will share equally and in some instances dominate the billing in the houses of the circuit. House managers are being instructed to materially increase their publicity and advertising on motion pictures. The K-A-O circuit has booked Pathe product 100 per cent.

"Noah's Ark," in Work 2 Years, Finished

"Noah's Ark," which Warner Bros. rates as its most expensive and pretentious production, was finished last week after two and one-half years of preparatory work and filming. The concluding Vitaphone sequences are done and the thousands of feet of film shot by Director Michael Curtiz have gone to the cutting room for the finishing touches.

Warner Bros. announced plans for filming "Noah's Ark" early in 1926, when research work was inaugurated. Since that time the director has worked in close intimacy with Production Supervisor J. L. Warner, Darryl Francis Zanuck, author of the story, and William Koenig, studio manager. With the introduction late in 1926 of Vitaphone, the company decided to expand the scope of the production with sound sequences. The script was elaborated and a technical unit was added to the production forces under Curtiz. Camera work began last winter.

The story is two-fold and after the manner of "The Ten Commandments" embodies a biblical tale and a modern one, with a parallel drawn between them. The largest set for the story was that of the Temple of Jaghut, photographed with 5,000 extras appearing before the cameras.

In and Out of Town

JACQUES SPECTOR, film distributor and operator and for several years Universal's representative in France and Belgium, returned to France on the SS Lapland recently. His wife, who joined him in New York six months ago, returned with him. Mr. Spector will manage a circuit of theatres abroad and will also represent a syndicate of small independent producers.

AS soon as H. M. Warner returns from his vacation the first week of August, his brother, Major Albert Warner, vice-president of Warner Bros., will begin his period of rest. He will be away from the home office ten days in all and will spend his time in the Adirondacks fishing and golfing.

A. P. WAXMAN, director of advertising and publicity for Warner Bros., is back from his two weeks' vacation divided between Long Beach and Atlantic City.

LOUIS WEISS, vice-president of Artclass Pictures, who has been on the Coast supervising production, left Hollywood on July 22 for a tour of the Artclass exchanges. He is expected at the Artclass offices about the middle of August. Mr. Weiss took with him a completed print of "The Mysterious Airman," new Weiss Bros. serial.

PHIL RESIMAN, general sales manager of Pathe, left this week on a trip that will take him to Chicago, Milwaukee, Toronto and Montreal. He has just returned from a visit to the Albany branch. Other Pathe sales executives on the road are: J. F. McAloon, manager of exchange operations, who is now visiting the middle west; E. J. O'Leary, feature sales manager, who is making the rounds of the eastern and southern branches; and Harry Scott, short subject sales manager, who is at present on a tour of the middle west exchanges.

CARROLL S. TROWBRIDGE, personal representative of Douglas Fairbanks, has returned to his office following several days' absence caused by illness. He will shortly go to Hollywood for a conference with the star-producer concerning his new picture, "The Man With the Iron Mask."

CRESSON E. SMITH, assistant general sales manager of United Artists Corporation, has left New York on a sales trip to midwest exchanges in the interest of United Artists' new program of pictures.

JOHN MURRAY ANDERSON, theatrical producer for the Publix Theatres Corporation, arrived in New York Tuesday of this week, following a two months' tour of Europe.

Broadway Producers Enter Sound Picture Field

Shuberts, Woods, Brady, Hammerstein and Others Purchase Vocafilm and Will Produce Own Stage Plays

J. J. SHUBERT, Al Woods, William A. Brady, Arthur Hammerstein and other Broadway producers have entered the motion picture industry in competition with present producing organizations. An official announcement made by them Wednesday tells of their purchase of Vocafilm Corporation of America. They will use this disc recording and reproducing device for the production of their stage plays. This product will be shown first under the road show plan in such legitimate houses as are available and later will be released to the picture houses of the country.

The announcement issued from the offices of J. J. Shubert, says that this is the first answer of the spoken drama to the increasing importance of talking and sound pictures as entertainment. The price as announced by the purchasers is in excess of a million and one-half dollars.

Details of production and other plans of the Broadway producers have not yet been perfected, except that they will start production in the near future, and a majority or all of the stage plays produced by them will be immediately reproduced as talking pictures.

Production Plans Made

Plays will be in production only for a sufficient length of time for them to become absolutely smooth running before they are reproduced on the screen. The utmost in economy will be applied in the production of these pictures, in that they will use the original stage settings, the actors will not have to be rehearsed in the picture, and not a moment of time, as a consequence, will be lost in the shooting of the picture.

The idea is to call in a picture production expert as soon as the play has become smooth running. This expert will follow the script and action carefully, and while the play is in progress make such eliminations from the stage play as are necessary to improve the picture. When he has the picture version set to the satisfaction of the manager, the cast will be called to the studio and the shooting done.

Just who else is associated with the quartet of producers already named is not yet revealed, but there are said to be several others whose names will be made public at an early date. At any rate, Broadway plays will be reproduced in such numbers as to assure a steady output the year round by the Vocafilm process.

The new organization has a working agreement with a number of authors, so that when the new program goes into production, it is likely that subjects not seen on the stage will be screened and recorded by Vocafilm. According to the announcement, negotiations are under way for an arrangement with one of the first-line distributing corporations for the handling of the product after it has been road-showed by the producing managers' own organization. This national distributing organization is understood to be Educational Film Exchanges, Inc., of which E. W. Hammons is president.

Hammons and Vocafilm

Mr. Hammons for some time past has had an exclusive contract for Vocafilm, and as a part of the contract all Vocafilm product must go through him. Just how this matter will be arranged between the purchasers and Mr. Hammons has not yet been revealed. The latter also was vested with full authority to make contracts for all Vocafilm installations. If Mr. Hammons elects to do so, it is stated, Educational will become the distributor for the talkies of the legitimate plays to picture houses. David R. Hochreich has been president of Vocafilm since its first public introduction, and will remain in that capacity, according to the official announcement.

Among the Al Woods productions on schedule this season, and which will be reproduced as talking pictures, are: "Jealousy," starring Fay Bainter and Glenn Hunter; Florence Reed in "The Legacy," the new Shipman-Hymer play; "Fast Life," "A Man With Red Hair," "Scotland Yard," "The Great Jewel Robbery," and "The Censor's Holiday." Other Woods productions that will be screened are: Florence Reed in "The Shanghai Gesture," "Crime"; Ann Harding in "Stolen Fruit," and the Potash and Perlmutter series. All of Mr. Brady's impending plays are included in the program, such as "Camera," and Grace George in "Divorce a la Mode," and in all probability those of Brady and Wiman.

The Messrs. Shubert, producers of both dramas and musical works, will present all of their forthcoming productions on the screen. These include the two Willard Mack plays, "Gang War" and "Paid Off"; the Marcin-Shipman play, "Trapped"; "Big Pond," in association with E. H. Knopf and W. Farnsworth, and "Congratulations," the Stanley Weyman operetta; "The Red Robe"; "Chopin," the operetta based on the life and music of the composer of that name; "A Good Fellow," a musical play from the French; the new Kalman operetta now running in Vienna, entitled "The Duchess of Chicago," and numerous others that have not yet been announced for stage production. "My Maryland," "Countess Maritza," "Lovely Lady," and "The Silent House" are also included.

Compete With Film Producers

That the Broadway producing group intend to enter into stiff competition with the present picture producing forces is shown in that part of the statement in

(*Continued on page* 401)

Rowland Resigns from First National

RICHARD A. ROWLAND, general and production manager of First National officially announced his resignation from the company on Aug. 2. He has been associated with First National since May, 1921.

No successor to Mr. Rowland has been announced.

Trade Commission Seeks Court Order on Block Booking

WASHINGTON, August 2.—Suit to secure enforcement of the block booking order against Paramount, Adolph Zukor and Jesse L. Lasky has been filed in the U. S. Circuit Court of Appeals in New York and service accepted for the respondents, according to a telegram to the Federal Trade Commission today from the New York office.

The court is asked to issue a decree affirming the commission to order and commanding the respondents to cease and desist from the acts and methods charged in the commission's complaint and covered by the order.

It is understood that following the trial of the suit action will be taken against other companies which are block booking. But it is not anticipated that any further suits will be filed immediately. The Paramount suit, it is expected, will eventually reach the United States Supreme Court.



Marjorie Daw, Leading Lady for Reed Howes in Educational's Russ Farrell, Aviator, Series



Bob Steele, Debonair Athletic Star, Is Now Completing "Captain Careless" His Latest Vehicle for F B O



Rex Ingram Is Still "the Lone Wolf" of American Producers. He Is Now Making "3 Passions" for U. A. at Nice



Lina Basquette, Pathe Star, Holds an Australian Wombat, the Double of the Teddy Bear



A Foreign Military Garb Is Worn by Richard Barthelmess in "Out of the Ruins," First National Film. Marion Nixon Is His Leading Lady



Blanche Le Clair Is the Newest of the Metro-Goldwyn-Mayer Thespian Finds



Fannie Brice Will Display Pathos as Well as Comedy in Warner's "My Man"



Back Home in Hollywood John Monk Saunders and Fay Wray, Newlyweds, Are Greeted by Jesse L. Lasky, Paramount Vice-President



The Newest Portrait of Alberta Vaughn, Leading Player in F B O's "Racing Blood" Series



Bert Lytell Will Make a Crook Picture for Columbia to Be Called "The Lone Wolf's Daughter"



Ted Lewis, Jazz Maestro, Who Will Star in "Is Everybody Happy?", a Vitaphone Production



Pert and Vivacious Is Sally O'Neill, Who Will Be Seen in U's "The Girl on the Barge"

Inside Slants on the Industry

PICTURES AND PEOPLE

The Mirrors of Filmdom

ANOTHER feverish week of sound picture activity . . . and talk. . . . How these talking pictures make film fo'k talk! . . . . But, then, the industry was never great for silence, anyway, in its own ranks. . . . Conversation has been one of the chief products of the business. . . . It's time now to cut out a lot of the talk and get down to business. . . . What do you say? . . . Paramount steps out with the announcement of a big radio station in Los Angeles. . . . One of the most powerful in the country. . . . A progressive move. . . . Quoting Jesse Lasky: "Motion pictures and radio are the two greatest forces in the world today. The future of the two arts is as limitless as the sea. Paramount is not entering the broadcast field in the customary sense of the term, but it does intend to use the radio as a medium through which exhibitors and the public can gain a first-hand impression of the work accomplished in the film capital" . . . A significant statement. . . . We wonder whether this move will have any possible connection with television some time in the future? . . . Anyway, Paramount is now in the three big allied fields: the motion picture, sound, and radio . . . .

* * * *

M-G-M introduced "White Shadows in the South Seas" to Broadway this week. . . . Unusual is the term for this picture. . . . Marvelously beautiful backgrounds. . . . A story that carries along nicely. . . . Sound effects that enhance. . . . But the film will be fine without them. . . Looks to us like box-office, with or without sound. . . . An opinion backed up by the remarks of a critical exhibitor who sat near us. . . . "That's box-office," he said. . . Soon Broadway will be dotted with sound pictures. . . . Then the race for real quality will start. . . . On this Broadway and all the Broadways. . . . Let's hope Hollywood will get that idea firmly in its head. . . . In this machine age, the life of novelty is not so long. . . . Little old public becomes more and more sophisticated every day. . . . Another thing we hope the industry will have the good sense to do . . . or not do . . . and that is, don't give away to the public all the tricks of sound pictures. . . . It's a great mistake to destroy illusion. . . . The show business is illusion. . . . Why throw away its biggest asset? . . . There has been too much of this sort of thing with silent pictures. . . . Did you ever stop to figure that maybe the giving away of production secrets had a lot to do with the decline of public interest in the "silents"? . . . But, getting back to news developments . . . Legitimate producers are about ready to break with their plans for "sounding" plays . . . and shooting them out into legit. houses at admission prices of 50c and $1. . . . How far-reaching this development may be, nobody can tell. . . . Of course, it would seem that these attractions will go to the regular picture houses after the key runs. . . . So there will be plenty of talkies. . . . And the legit. people will furnish some new angles. . . . So, no doubt, will Actors Equity. . . . On the question as to whether stage people can work at will in the talkies. . . . And, if so, for how much. . . . Oh, yes, the talkie thing is a real revolution. . . . It hits the whole amusement business. . . .

* * * *

Much ado about nothing. . . . A while back, there was considerable fuss over an alleged big deal about to be concluded between Ufa and the Italian Luce concern. . . . In some of the European papers this was called a corner stone of the huge European film fortress pointing solely at America. . . . Our Berlin correspondent tells us this week that the deal was never ratified and very likely will fall through. . . . Ufa, anyhow, has made an official statement that there are no anti-American tendencies in the management of the company. . . . So that's that. . . . Coming a little nearer home. . . . Louis Goldstein, M-G-M manager in Cuba, arrived in town the other day with some interesting news from Havana and thereabouts . . . first and foremost being the fact that Mrs. Goldstein presented him with a nine pound boy on Saturday, July 28. . . . But that is not the only increase in and around Havana. . . . In spite of the fact that the sugar business is not at all good at the present time, Mr. Goldstein's exchange supplies product to 48 out of a total of 51 theatres in Havana. . . . The way Goldstein does this is that he does much more than secure a contract. . . . Has been in the business 16 years, knows a theatreman's troubles and doesn't mind lending a hand . . . can take tickets when a jam occurs, run a projection machine and put out fires when the occasion comes up and personally sees that pictures receive the proper amount of exploitation. . . . Only one theatre with a modern refrigerating plant in Havana and this house is doing a fine trade. . . . More of them to come, however, and also the possibility of Saenger building a new theatre there. . . . This big circuit already has a paying venture in central Cuba. . . . Many obstacles for exhibitors to overcome in Latin communities . . . boys cannot take the girls to movies unless they take the whole family as a chaperon and with the sugar business in such bad shape both the boys and the exhibitors are getting a tough break . . . imagine that condition in New York and other cities. . . .

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Kodacolor Not Yet Ready for Professional Market

Must Be Perfected, Says Eastman; Process Hailed as Portent of Simultaneous Action, Sound and Color

KODACOLOR, George L. Eastman's new color process, while ready for the amateur market, to which it is a boon, must first be perfected in several ways before it will be ripe for professional use, the inventor stated at a demonstration of his new process held at Rochester, New York, this week. The new process stirred enthusiastic commendation from the guests attending the demonstration and the papers reporting it. James G. Harbord, head of the Radio Corporation of America, hailed it as the foremost achievement in photography since the inception of the motion picture.

Difficulties in taking colored copies from the original film will have to be overcome before the process will be available to the trade at large, intimated the inventor. The new color film, he said, while holding out possibilities, will not be perfected for some time. The same may be said with regard to the Eastman speaking film, he added.

The Kodacolor process is based on a three-color light filter, a new film and minute cylindrical lenses. Thomas Edison has called it " a very simple process, a simple solution of what was thought to be a complex problem." The process itself consists of invisible cylindrical lenses, each 1/559 of an inch in width and running lengthwise on the film, embossed on the side of the new film opposite the sensitive coating. The rays of light are separated by these cylindrical lenses, the rays passing through the three segments of the light filter to the camera. The three segments—red, green and blue—admit into the camera only the rays of their own color, the different rays registering on the film as black and white. Although the rays register in black and white, the lenses so distribute the rays that the different colors register on the emulsion as a black and white impression for each color at this point. The three-color light filter is provided for the projector and the light from the machine penetrates the cylindrical lenses on the film and is directed through the filter. It is claimed that the combination of the three colors gives every possible hue.

James G. Harbord sees in Kodacolor a possible influence on the future of television. "If we have television with color photography," he declares, "it will make as much difference over ordinary television as the difference between color photography and ordinary black and white pictures. This should be its greatest affiliation with radio."

The interest shown by amatenrs and the general public in color photography shows that color television will eventually be demanded by people, considers Dr. E. F. W. Alexanderson, a pioneer experimenter in television. He says both television and color photography must be perfected and then joined.

The demontsration occurred at Mr. Eastman's home in Rochester. Witnesses of the event were: Thomas A. Edison, Michael I. Pupin, Dr. G. K. Burgess, director of the U. S. Bureau of Standards; Hiram Percy Maxim, inventor, and president of the Amateur Cinema League; Frederick E. Ives, pioneer experimenter in color photography; E. W. F. Alexanderson; D. W. D. Coolidge, of the General Electric research laboratories; Owen D. Young, chairman of the board of directors of General Electric; General John J. Pershing, Columbia University physicists.

I. Rossheim Renamed Stanley President

AT a meeting of the Board of Directors of the Stanley Company of America, held in New York during the past week, Irving D. Rossheim was reelected president of the organization. The post of chairman of the board, held by John J. McGuirk, was abandoned. James G. Newman, vice-president of Loft, Inc., of New York, was elected treasurer. Other officers are: Abe Sablosky and Simon H. Fabian, vice-presidents; Morris Wolg, secretary, and James M. Brennan, assistant treasurer.

Directors elected in addition to the officers were:

Waddill Catchings, James B. Clark, Harry M. Crandall, Jacob M. Fabian, Edwin C. Jameson, Louis J. Kolb, John A. McCarthy, Moe Mark, Etta W. Mastbaum, Lessing J. Rosenwald, Albert L. Smith. On the advisory committee are: Jacob M. Fabian, chairman; Irving D. Rossheim, ex-officio; John J. McGuirk, Abe Sablosky, Harry M. Crandall, Moe Mark, Simon H. Fabian, M. A. Silver, managing director of theatres.

New Film Co. Granted Charter in Canada

The Gaumont British Corporation of Canada, Limited, has been incorporated under a Canadian Federal Charter with headquarters at Toronto, Ontario, according to notice published by the Canadian Government at Ottawa July 28, this being an affiliation with the Gaumont Film Company of Great Britain. The company is empowered to produce, distribute and present moving pictures in Canada.

"U" Arranges for Release of Italian Picture

Arrangements have been completed by Universal for the release next season of "The Hero of the Circus," an Italian feature starring Maciste, European strong man and stunt star. The picture was made by the Societe Anonima Stefano Pittaluga, or Pittaluga Films as the company is popularly known.

The scenario was done by Guy Brignone, who also directed. It is in six reels, and formerly was known as "Maciste in the Lion's Cage." The Pommer Circus was used for the picture. The film was re-edited and re-titled by Universal for American release. Sydney Singerman re-edited it and Paul Gulick re-titled it.

Maciste's real name is Bartholomew Pagano. The cast includes Miny Dovia, Victor Bianchi, Helen Sangro, Teranz Sala, Albert Collo and Humbert Guarracina.

Murray Lazarus, N. Y. Film Man Hurt in Wreck

While automobiling from Pittsburgh to Buffalo with his family, Murray Lazarus, New York film man, was seriously injured last Thursday, July 26, when the car he was driving was struck by an interurban trolley at Brocton, New York. Other members of the party, his son, wife and mother, were badly bruised and shaken, but Mr. Lazarus was the most severely injured, suffering fractured arms and legs, internal injuries and bruises about the head and body. He is now confined to the Brooks Memorial Hospital, Dunkirk, New York.

Mr. Lazarus is associated with Export and Import Film Company, with whom he has been the last fourteen years.

Suit for $58,500 Brought Against Midwesco

Thomas Saxe, John Saxe, and Oscar Brachman, formerly associated with the Saxe Amusement Enterprises, started three suits in circuit court in Milwaukee on Friday of last week to enforce payment of a total of $58,500 against Midwesco Theatres, Inc. Each of the complainants is suing for $19,500, claiming that in November, 1927, Midwesco agreed to buy 195 shares of stock in the Capitol Investment Co., Madison, at $100 a share, from each of the complainants. The suits charge that the payments have not been made. The Capitol Investment Co. controls the Capitol Theatre in Madison.

Ask Government to Revoke Decision

Following the report that the Ontario Board of Moving Picture Censors had rejected "Dawn" for public showing in the 400 theatres of Ontario, 22 branches of the Canadian Legion in Ontario passed resolutions calling upon the Government to change this decision. Canadian Education Films, Limited, Toronto, holding the Canadian distributing rights, has appealed for consideration of the case, it is said. So far "Dawn" has been approved in Manitoba but has been rejected by Saskatchewan's censor.

English Chain Buys Tivoli in London from M-G-M

The Tivoli theatre on the Strand, London, has been purchased by Provincial Cinematograph Theatres, Ltd., an important English theatre chain, from Metro-Goldwyn-Mayer, which has had the theatre under lease. Metro is now completing the Empire theatre in Leicester Square, London, which is expected to be ready about October 1. The house is being constructed on the site of the old Empire theatre, and will seat 3,500.

The SHOWMAN

August, 1928

Features

Pictorial Review of Theatres.

Business Building Theatre Map.

The Relation of Sound Films to Theatre Design

Know Your Patrons — Then Give Them the Kind of Entertainment They Like

Review of New Equipment.



Atmospheric Theatre In The South

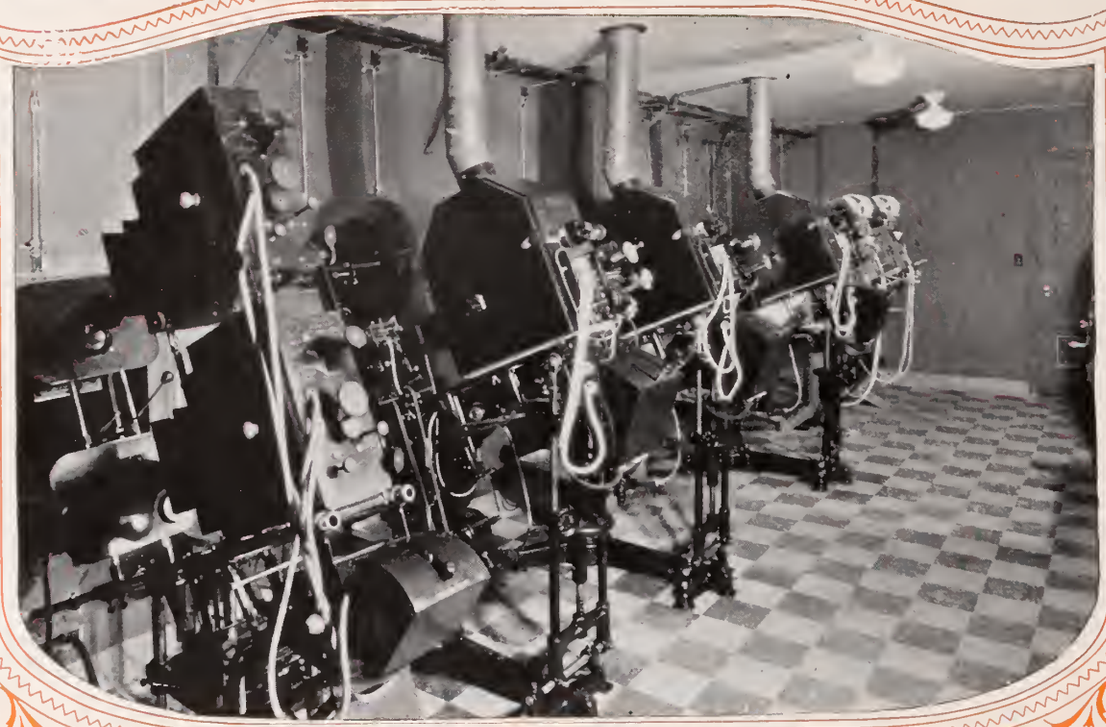
One of the most recently completed and one of the most typical of the atmospheric theatres is Loew's, in Richmond, Va. This colorful playhouse, seating 2500 persons and occupying a site on the corner of 6th and Grace Streets, is in the heart of the city. It follows faithfully the details of the Mexican-Spanish type of architecture which its designer has adapted to the modern principles of theatre planning.

JOHN EBERSON, ARCHITECT



ROCKBESTOS
—the asbestos covered wire

What about Price?



Projection Room in Loew's State Theatre, Syracuse, N. Y.

In the projection room are two Brenkert Spot lamps, three Simplex projectors with Hall & Connolly High Intensity lamps and one Brenkert Stereopticon and Effect Machine.

You'll agree that this is a fine installation in a fine projection room.

All of these machines are equipped with Rockbestos Motion Picture Cable.

Inferior cable would be out of place on this high grade equipment.

Of course Rockbestos costs more, but it is worth more. It has appearance, will not deteriorate, and is built right.

Replacements are fewer, therefore, in the long run it is cheaper.

Think this over and when you need cable ask for Rockbestos—the extra flexible.



ROCKBESTOS PRODUCTS CORPORATION
NEW HAVEN, CONN.

5942 Grand Central Term. Bldg., New York
465 Union Trust Bldg., Pittsburgh, Pa.
On the Pacific Coast—C. Dent Slaughter
224 Madison Term. Bldg., Chicago



Above—a view of the outer lobby, in which the richly textured walls, ceiling and ceramic floor introduce the patron to the atmosphere which pervades the interior of this playhouse.

Interior Views Loew's Richmond

Shown below is a section of the mezzanine promenade, with well opening over inner foyer. The decoration is simple, the atmospheric effect arising from the design and the wall and ceiling treatment, executed in rough cast plaster. the men's smoking room and ladies' retiring rooms are located on this level.

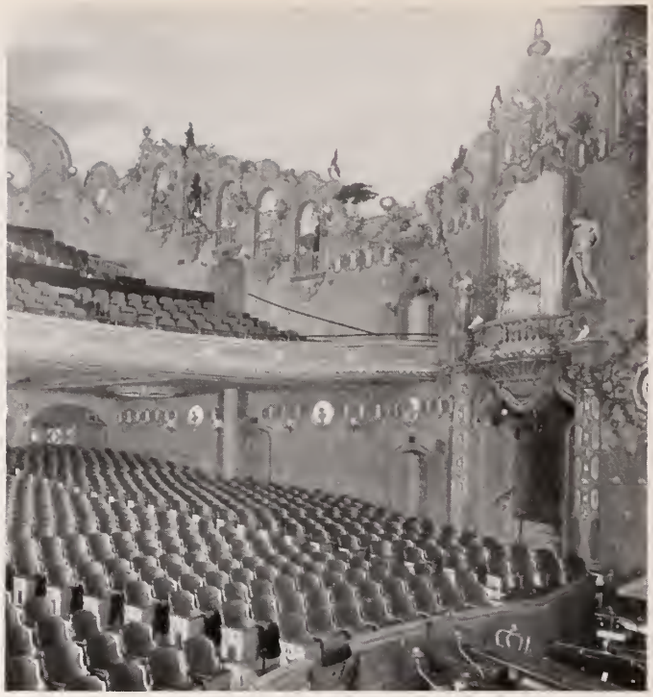
The inner foyer, showing stairway leading to the mezzanine promenade. This is an important feature of the spaciousness in public rooms and foyers which facilitates the handling of crowds. In decorative detail the inner foyer presents an authentic representation of the Mexican-Spanish architecture.







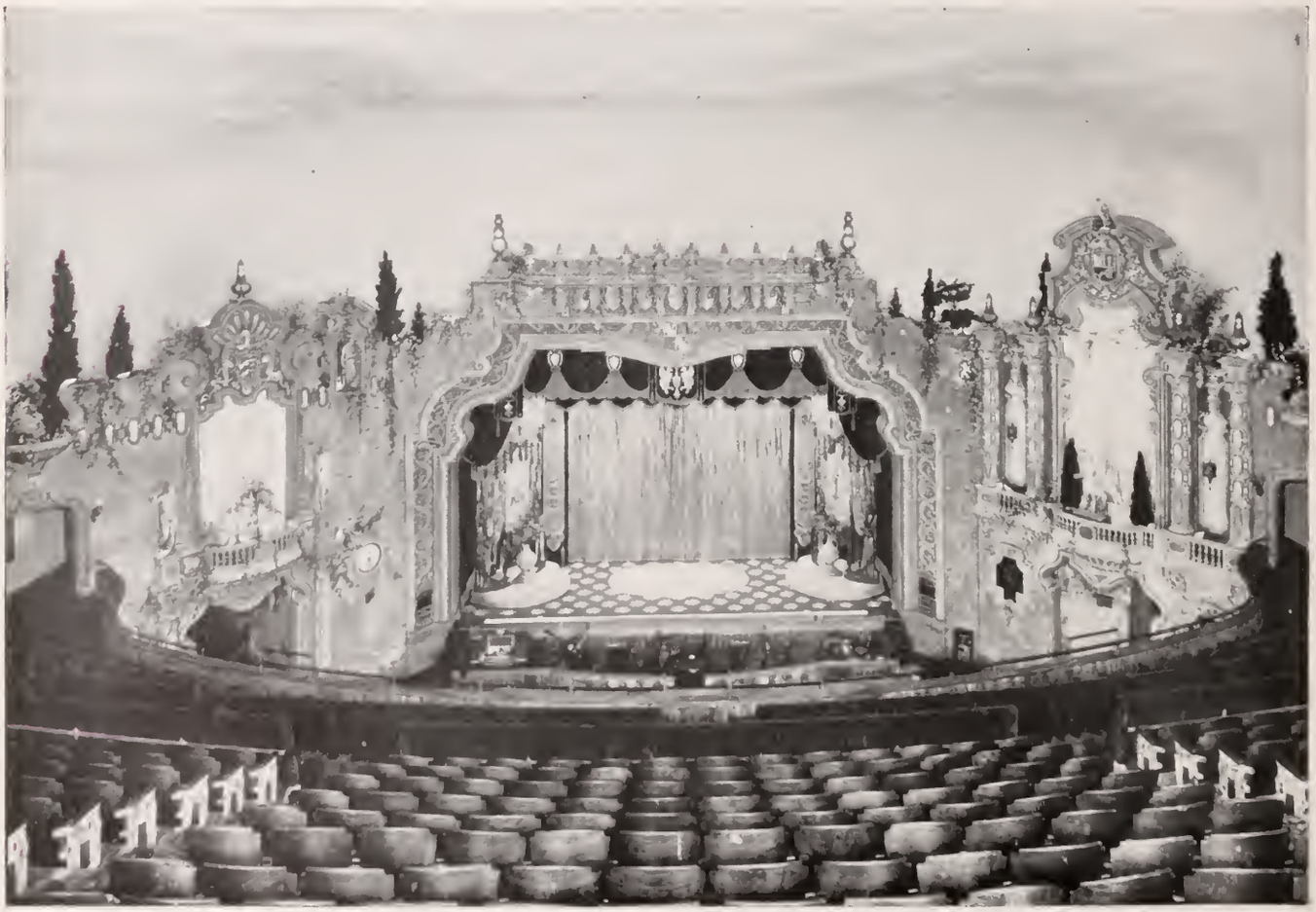
Right sidewall treatment showing atmospheric design with open sky effects forming the ceiling. The reveals in the balcony wall add to the outdoor illusion which the architect has aimed to achieve in this patio auditorium.



Comparison of this photo with that at the left shows the dissymetrical sidewall treatment which John Eberson has made a feature of his auditorium designs in Atmospheric theatres, a device to produce variety of scene.

The Auditorium

Below is a general view of the auditorium as seen from the rear balcony. Loew's Richmond occupies a plot of ground approximately 150 feet by 180 feet, and provides seats for 2500. The house is equipped with modern ventilating and air cooling system, and it is now being wired for sound picture presentations.





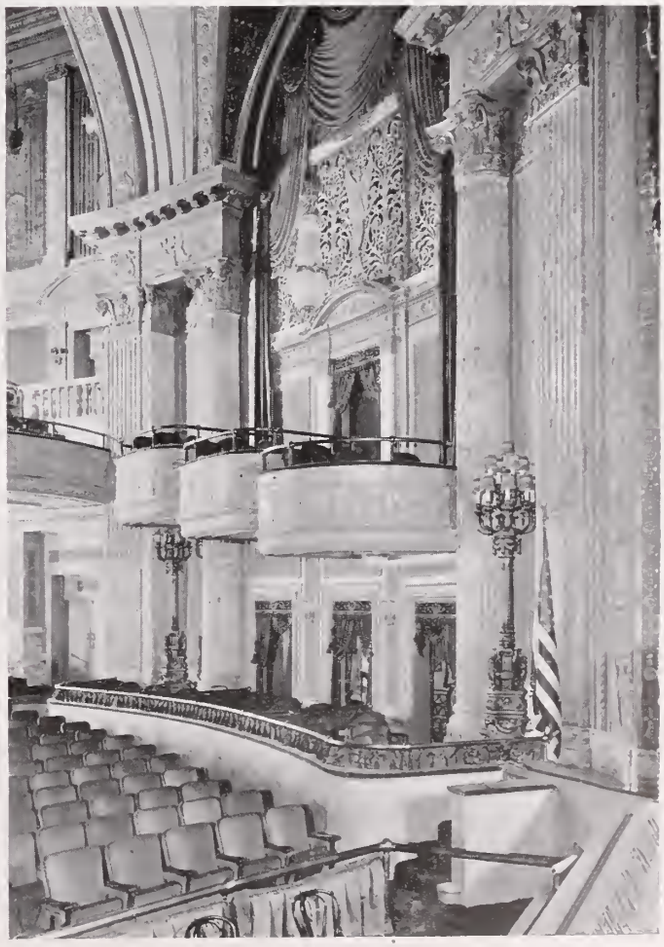
INTERIOR DESIGN OF EARLE THEATRE, PHILADELPHIA, STRIKING FOR ITS DIGNITY

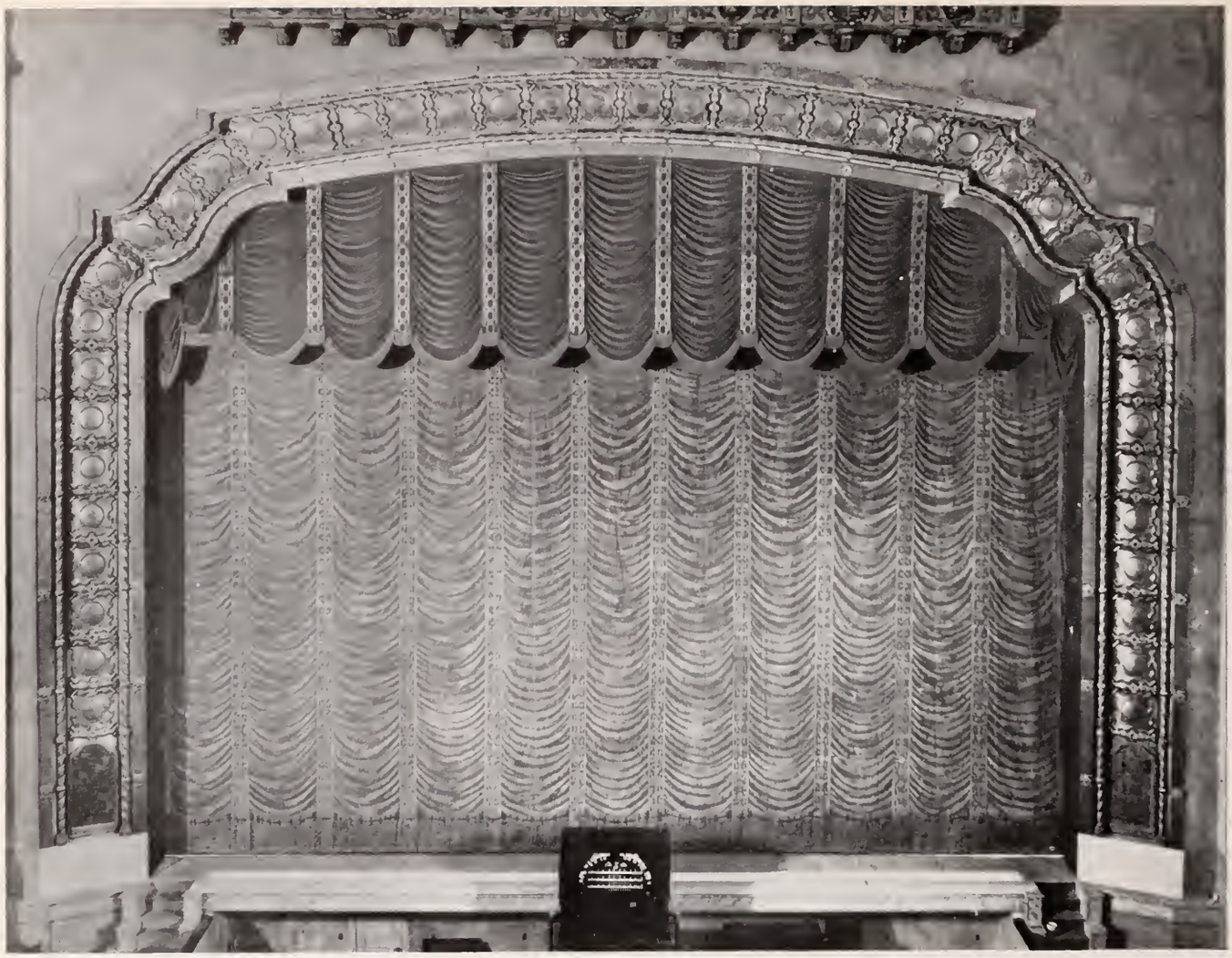
PLAYHOUSE DEVOTED TO VAUDEVILLE AND FILMS AND OPERATED BY THE STANLEY COMPANY OF AMERICA REPRESENTS A DIGNIFIED INTERPRETATION OF THE GEORGIAN STYLE IN A STRUCTURE PLANNED TO ACCORD WITH MODERN ARCHITECTURAL PRACTICE IN THEATRE DESIGN

The Earle Theatre has a seating capacity of 3,000, and for impressive appearance and the comfort afforded the patrons of vaudeville and pictures is one of the finest modern examples of design, decoration and equipment. Shown at the left is a portion of the meazzanine promenade, a broad, sweeping corridor with a well opening into the inner lobby and luxuriously furnished. At the left below is a view of the main lobby, and at the right a close-up of the proscenium wall, showing fragments of the wall treatment

HOFFMAN-HENON COMPANY, ARCHITECTS







Proscenium Arch and Stage Curtain of El Capitan, San Francisco

EL CAPITAN IS LARGEST THEATRE IN SAN FRANCISCO

3100 Seating Capacity of New Playhouse Executed in Spanish Style

THE El Capitan theatre, situated on the east side of Mission street between nineteenth and twentieth streets, San Francisco, is the largest in that city, having a seating capacity of 3,100 persons. The theatre had its formal opening June 29th.

The theatre was built by Ackerman, Harris and Oppen at a cost said to be $1,500,000. The exterior, executed in terra cotta, features the Spanish style of architecture, this same note being carried out in the interior decoration and desgin.

The dominating idea upon which the plan of El Capitan was drawn was that of large size and great capacity, but at the same time an effort—visably successful particularly in the auditorium—was that of achieving an atmosphere of intimacy.

Entering from Mission street through the vast entrance vestibule, which is more than 40 feet wide, with its quarry tile floor in a medley of color to harmonize with blues, reds, and gold, ornamental walls and ceilings. Passing thence through a similar lobby to the grand promenade foyer which is 100 feet long, 20 feet wide, and 35 feet high. From this foyer is an entrance from Capp street to accommodate the patrons using the parking space at the rear of the theatre.

This promenade foyer encircling the auditorium is flanked at each end mezzanine foyer, which is in the nature of a loggia overlooking the promenade. Off these foyers there are ladies' retiring rooms and men's smoking rooms, telephone booths, offices and rooms for usherettes.

From the spacious promenade foyer one enters the auditorium through Spanish doors to behold the beauty of the richly decorated old Spanish beamed ceiling, directly under which runs a cloister. Behind this treatment is a midnight sky revealing gold stars.

The orchestra pit, one of the largest of any theatre in the West, accommodates as many as 60 musicians. One of its features is the electrically-operated organ console lift.

The stage has a proscenium opening 50 feet wide and a depth of 35 feet. There are more than a dozen dressing rooms back stage with shower baths and all other conveniences of the modern stage.

One of the unusual features of this theatre is the specially-designed lighting fixtures. The usual method of lighting—that of candles—is used in lobbies, grand foyer and stairways. The mezzanine foyer is lighted by standards. The auditorium ceiling fixtures are of star-like shape which works unusually well with the general architectural scheme. The fixtures were designed and manufactured under the supervision of the architect, always keeping in mind the architect's general scheme of decoration of the building.

The fixtures throughout the building are finished to represent old rusty iron with the details brought out in a soft Spanish gold.





Above—Fragments of Exterior Treatment Above Entrance Marquee.

Portion of the Wall Treatment on the Mezzanine Level. The Mezzanine Overlooks the Foyer Promenade.

Below—View Showing Close-Up of Ceiling Treatment Over the Proscenium Arch. The Balcony Over the Arch and the Polychromed Beamed Ceiling Are Important Decorative Features.



DESIGN UTILIZES ALL AVAILABLE SPACE FOR SEATS

AN interesting example of a theatre designed to realize the maximum seating capacity for the space it occupies is the Stahl theatre in Homestead, Pa. This strictly modern playhouse, the standard bearer in Homestead of an organization which operates other theatres in that town, provides seating facilities for 1,800 people and is built on a plot approximately 140 feet long by 110 feet deep.

The construction is orchestra, mezzanine balcony and balcony. There is a standard regulation stage for vaudeville and road show presentations, but the theatre is devoted mainly to motion picture shows.

The mezzanine balcony is a feature of the house and the highest priced seats are located there. The balcony is a necessity and offers the lower priced seats.

The style of architecture is of no particular period, but is the product of the office of Victor A. Rigaumont, specializing in the design of theatres.



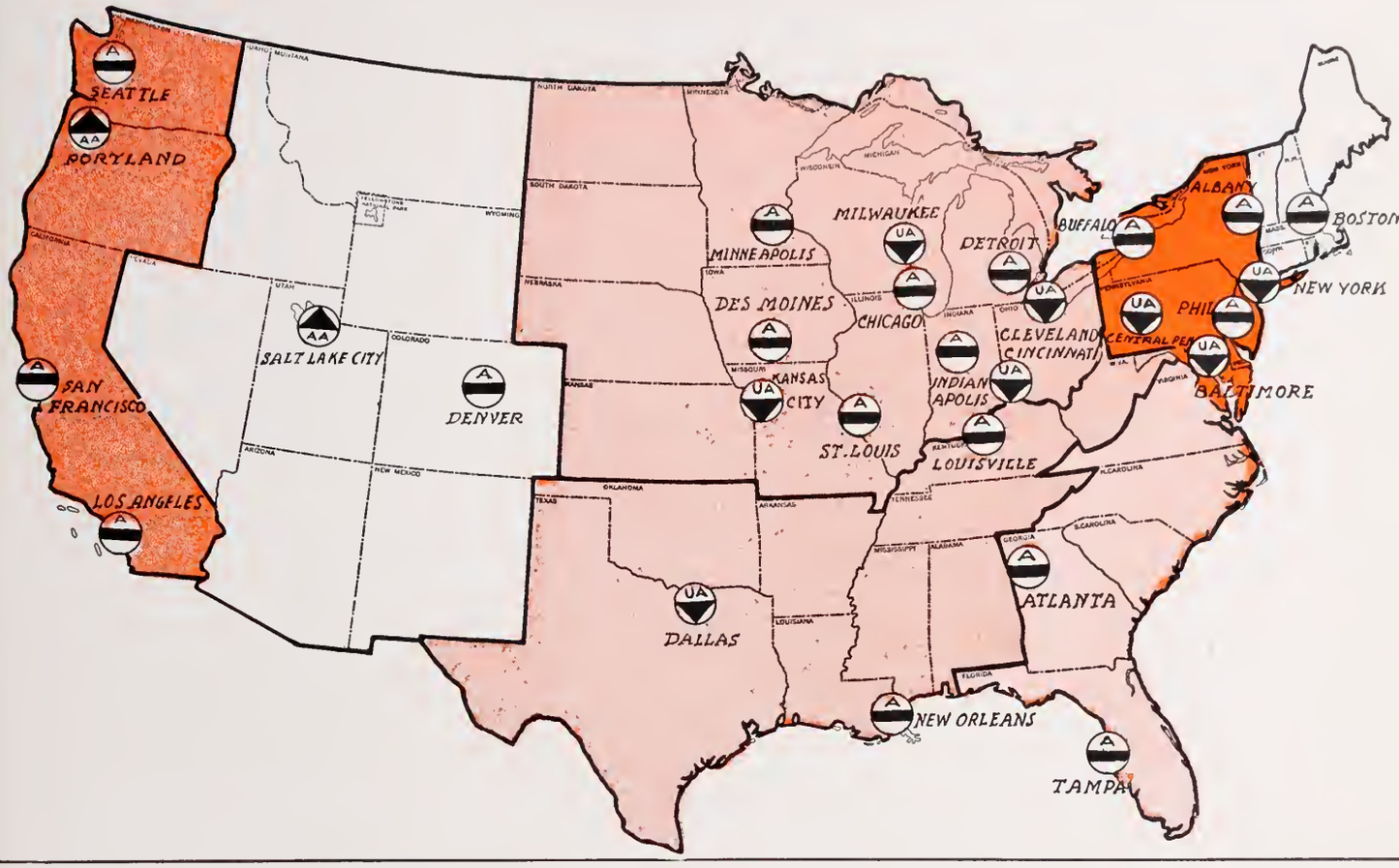
Right—view of the proscenium arch.

Auditorium of the Stahl theatre, shown below.



Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business (AA)
Average Business (A)
Under Average Business (UA)

Very light new construction
Light new construction
Moderately heavy construction
Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from June 15th to July 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities; solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during the three months' period from June 15th to July 15th. The diagrams indicate the relative attendance at the better theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

THIS thirty-day report as well as our preceding one indicates that a change is taking place in the theatre building field. This change is a tendency toward the smaller house requiring a lesser investment. For example, during the period of June 15th to July 15th, 43 new theatre projects were announced, only four of which are to cost from $500,000 to $1,000,000 and only one over a million. All together these 43 projects will require an investment of $9,065,000 and will seat 49,250. These figures give approximate averages of $220,000 per theatre with 1,150 seats and $192.00 the cost per seat.

Comparing these figures with the average for all theatres built during 1927 shows a material decrease in the cost per house as well as a moderate reduction in the average seating capacity. However, theatres, as far as numbers go, are maintaining a pace equal to the 1927 schedule.

Whether or not the tendency of building smaller theatres at less cost has been inaugurated to extend over a considerable period is beyond accurate estimation though the building of the smaller house was anticipated in our report published the first of this year wherein we predicted that the number of theatres built during 1928 would be as great as in 1927 though the size of the average theatre would be reduced.

It is only fair to note, however, that an average investment of $220,000 for 1,150 seat house is indicative of fine theatres even though these figures are less than the averages for 1927.

In this thirty-day report, the North Atlantic states again lead with the heaviest building program. In this district 11 new theatres, 3 of which will cost over $500,000, call for an investment of $3,535,000 and will total a seating capacity of 14,000. The averages for this district show $285,000 per theatre, 1,273 seats and $224.00 as the cost per seat.

Next in line is the West Coast where a program of 8 theatres is called for, seating 7,600 and representing the total investment of $2,500,000. One theatre on the West Coast is

scheduled to cost over $1,000,000. Averages for the West Coast states are as follows: $312.00 per theatre with 950 seats and a cost per seat of $329.00.

TWO groups of states, the Middle and Southwestern, have a building program each of approximately $1,500,000. In the Middle States, $1,740,000 will go to build 12 houses seating 13,900. The averages for this group of building are $145,000 per theatre with 1,160 seats, and $125.00 per seat. The Southwestern, $1,485,000 will build 8 new theatres seating 8,700. The averages for these theatres are $185.00 per house with seating capacity of 1,090 and $170.00 per seat.

In the Southeastern district, 2 new theatres of 1,200 seats each are scheduled to be built. These two theatres together will cost $265,000.

Only one theatre has been projected for the Western States, which will cost $65,000 and seat 950.

New England failed to report any new building while Canada reports one theatre to cost $275,000 and seat 1,700.

In regard to the leadership of individual states in theatre building, the same group which has been prominent in our past reports again takes the leadership in this survey. Pennsylvania, with six theatres, ranks first, where $2,500,000 will go to build 9,100 seats. California is second and will invest $2,475,000 in seven theatres seating 7,300. Building for Illinois calls for four houses which will seat 5,700 and cost $775,000, while, Texas with three new theatres, will invest $635,000 for 2,900 seats. New York reports a lack of big theatre projects, as four theatres will cost only $575,000 and seat 4,400. Ohio also reports four new theatres projected which will cost $450,000 and seat 4,700.

The sale of equipment exclusive of sound apparatus has been satisfactory for the period June 15th to July 15th. However, the sound picture has proved a disturbing element in the sale of some types of equipment, as many exhibitors, through lack of a definite understanding of the sound picture situation show a hesitacy in placing orders for equipment which runs into considerable sums for fear of being found unprepared financially for purchasing sound equipment installations. However, this situation is rapidly clearing up and those equipment lines which were affected by the first announcement of sound pictures are now gaining momentum through orders now being placed by theatre owners. It appears that the theatre industry will be called upon to assimilate the cost of sound picture installations gradually as deliveries on this type of equipment will necessarily be relatively slow for the next year or two as companies manufacturing this equipment are not geared up at present on a big production basis.

HEAT and humidity spelled out doom in red letters for a number of theatres in the key cities during the June 15 to July 15 period. Most cities had the kind of weather that could not be beaten, and the results speak for themselves on the attendance averages map on the preceeding page.

That most of the theatre men were hapless but many of them not helpless during the heat wave develops from the fact that all of them whose houses are equipped with cooling systems were not so badly hurt as those without such apparatus, and that those who drew for their bookings pictures of outstanding appeal attracted sufficient patronage to more than cover expenses.

Another factor which clamors for mention at the outset of this report is the performance at the box offices of talking pictures. The talkies did all the sensational things that turned up in our reports for this period. But the picture industry cannot count too heavily on the talkers now or for some time to come—a point which is being overlooked in the more enthusiastic sections of the cheering stands for the talkies—for the reason that the good silent picture grosses more money and goes further to keep the industry going than the most sensational sound feature. This is natural enough, since now there are only a relatively few theatres equipped to show sound pictures. Thus, the picture which heads this month's list of "ten best" at the key city houses, is 100 per cent silent. This is "The Cossacks," which turned in high figures at a large number of the key city first runs during the June 15 to July 15 period. This it did in towns where competing houses had sound pictures and also in houses that are wired. "The Cossacks" perhaps did not do any more record business per house than some of the dialogue pictures, but it played more houses, and that is what counts in the final gross.

The following notes culled from the record tell some of the story of the triumph of talking pictures during the period we are covering in the report. "Tenderloin" at the Garden, Milwaukee, only attraction in town to get real business, week of June 24. . . . "Lion and the Mouse" big at Metropolitan, Boston, during week that was generally bad, week of June 24. . . . "Lion and the Mouse" close to house record at Blue Mouse, Portland, opening day. . . . "Lion and the Mouse" at Mark Strand, Albany, did capacity though the mercury was around the 90 degree mark most of week. . . . "Tenderloin" at Troy Theatre, Troy, proved one of best money-getters of recent months, passing highest figures for house during hot-weather months. . . . "Street Angel" sets new record for McVickers, Chicago. . . . "Lion and the Mouse" at Victory, Salt Lake City, does record business and is held over for second week. . . . Tudor, New Orleans, opens with "Glorious Betsy" and does capacity. . . . "Tenderloin" did big business at Stillman, Cleveland, though other houses in town were off during the week. . . . Strand, New York City, has good week with talkie bill, though Paramount and Roxy were off, week of June 23.

THAT is not the complete record, but it is sufficient to prove that talking pictures stole the box office show during the period covered by the current report.

The map shows New York at Under Average, the result of adverse weather conditions and a somewhat mediocre run of films. Broadway picked up two weeks ago—thanks to a break in the weather and some films that attracted the fans—but that is something to show in the next report. Chicago, on the other hand came back to an average rating. The other Under Average cities, besides New York, are Milwaukee—blame the heat and weak attractions; Cincinnati, where the heat was excessive; Central Pennsylvania, summer complaints caused slump; Kansas City—two quite poor weeks, the thermometer touching 100 at one time, offset two pretty fair weeks; and Baltimore, where the summer weather was too much for the majority of the theatres, though here and there during the period there were some pretty good figures registered at box offices.

The "ten best" of the period, as related previously, is headed by "The Cossacks," which scored well in practically every showing it had at the key cities during this period. Second in line is "The Lion and the Mouse," with "Ladies of the Mob" next, and the following rating in the order of their appearance: "Telling the World," "Happiness Ahead," "Tenderloin," "The Racket," "The Actress," "?The Actress?" Glorious Betsy."

General business continues at a fairly even level, maintaining about the same pace of activity in some lines and more or less sluggishness in others that prevailed previous to and during the tidal wave of speculation which struck Wall Street and which washed out again after its crashing impact against the cost of money, which the bankers made grow to such heights that there was no denying it. Corporation reports for the second quarter or the first half year show both advances and recessions, but on the whole indicate a greater number of advances over similar periods for the previour year.

This same condition obtains in the theatre business. Those houses which have been showing good returns continue on the uptrend, while theatres which have been slipping are still enjoying only spotty business.

In Pittsburgh the general condition has greatly improved, due to the fact that five houses have gone dark for the summer season.

Another local event worthy of note is the sudden return to popular favor of the 5th Avenue theatre in Seattle. This house with some pretty good films and the West Coast "Idea" shows, has come back with a bang, outdrawing consistently for the past few weeks the newer Seattle, the Publix presentation house in Seattle, which, of course, means feature pictures and the Publix unit shows. Only last Spring the Seattle opened with a flourish and to such crowds that for several weeks the other houses in the town did a very limited business.

Know Your Public—First Rule and Last Word in Successful Showmanship

Profits Measure Management's Ability to Give Patrons Shows They Like

An Interview With

GEORGE B. ODLUM

WHILE theatre management with each new development in entertainment forms and architectural and mechanical advancements becomes increasingly complex, the very A. B. C.'s of showmanship, "know your public," remains today the rock upon which successful theatre operation is built, according to George B. Odlum, a showman with twenty-two years' experience as an owner-operator, stock and motion picture theatres.

"After all is said and done, red-fire exploitation, sumptuous structures in which to entertain the public, novelty, etc., and so-forth, the thing that makes a theatre successful is its ability to give its patrons the kind of entertainment they like best, and you cannot do that unless you know what they like and find the way to get it to them, whether you are an owner-manager or a manager of an independent or circuit theatre," Odlum continued in the course of an interview with a representative of this publication during a recent visit to New York.

Mr. Odlum is known to readers of this publication through contributions to the Theatre Management department, which was forerunner of The Showman as one of the features of MOTION PICTURE NEWS. He visited New York recently after closing for renovations during the summer months the Colonial Theatre, in Akron, Ohio, operated by Feiber and Shea, and is now engaged in promotional work in connection with private interests at summer resorts.

"I'll anticipate your question," he went on, "as to how the theatre manager can best establish contacts which will keep him informed as to his patron's preferences—which in important as well as minor details are undergoing constant change—by saying that from my experience and observation each man according to his individual method of doing things must work out his own system. For my part, I can't tell you in exact and minute detail the plan which I carry out to keep informed on the tastes of patrons of a particular theatre I am operating.

"There are many ways, but in the last analysis it is simply a matter of developing your observation to a point where the reactions of a mass of people are sensed as it were by a 'sixth sense.' I spend a great deal of time in my theatre and much time with my audience. If I find it difficult to obtain a definite idea of the patron's reaction to a certain show by standing in the back and listening and watching, I take a seat somewhere in the auditorium and listen and watch. Sometimes if I am doubtful I join the crowd at the 'break' and walk up the aisle and out the theatre as one of the departing audience for it is at this time of departure that people comment on the show.

"Occasionally a manager can establish acquaintances with regular patrons who will give an honest expression of opinion when it is solicited. But I have found these cases rare rather than common. Soliciting the opinions of departing patrons, with whom the manager is not on terms of real solid acquaintance or friendship, is the finest way, I have found, to become misinformed. Such solicitations as 'how did you enjoy the show?' addressed to casual acquaintances generally bring the reply 'very well indeed,' or 'fine,' or some other rather complimentary expression. People for the most part will not say or do anything to offend a friendly gesture like a courteously addressed question by the manager. They will spare his feelings—which is nice and which speaks volumes in praise of the good manners of the American theatregoers, but which goes to prove nothing so far as is concerned the manager who is anxious to obtain an accurate estimate of his show from his patron's standpoint.

"The ability to correctly 'size up' a town or location is highly developed in those managers who have established reputations as 'theatre doctors,' who successfully administer to the ills of an ailing theatre. Starting the theatre 'in the valley' on the upward trail that leads to profits really begins at this point of gauging the town or location and spotting into the bill the kind of entertainment its potential patrons like best.

IN cases where I am doubtful about the appeal of a particular type of show I sometimes make it a point to send people who represent different notions. I have frequently called upon members of my family to help me in this. My mother is something of a standby in these emergencies. She, I know, will give me a frank opinion and it will represent the old-fashioned idea about things. But regardless of the effort involved to obtain all the information possible regarding patrons preferences, I have always found that the result more than compensated for the time and work and invention put into the enterprise.

"Some of the theatre operators employ an usher report system, supplying attendants with blanks upon which to write out comments picked up from the audience. Others occasionally try the written form for patrons, upon which there is printed a request that the patrons note their comments, criticisms or complaints. The former is, to my mind, better than the latter method, while the manager's own investigation is superior to both. The remarks reported by ushers supply the right kind of information, the expressions are made to companions and are unhampered by conscious effort to register praise or criticism. But when you ask a patron to write out his comments he then becomes a critic, weighing his words and his judgments rather than merely expressing his feelings. Besides there are only certain types of people who can be persuaded to comment in this way—they are the letter writers whose opinions you see printed in the papers, usually signed 'old reader.'

TO get the real mass opinion the manager must take all the comment he can pick up while sitting in with the audience or walking out the aisles with crowds at the end of a show and add to it all he can pick up by observation as to their reactions while the show is on.

"The ability to properly gauge these reactions and to make the show conform to local preferences is perhaps the greatest weapon which the individual theatre operator has to command in his competition with powerful circuit theatres—where rules, inflexible and necessary to the conduct of a large enterprise embracing many theatres in many towns, hamper the manager and often cause him to go on giving the public what they do not like.

"There is, however, always a way to tighten up the show along lines that appeal to the potential patronage of any theatre. This may be done by the kind of music presented, the method of presenting it, and the 'personality' with which the manager imbues a house.

"The theatre reflects the personality of the manager in a hundred little ways, but in a big way by the attitude of the theatre attendants and workers. An aloof attitude at the top soon trickles down and reaches the patron through the manner of the cashier, doorman and ushers. I had an experience not long since which proved this again to me. Visiting a town where a large circuit

(*Continued on page 382*)

New and Improved Equipment

A Review of the Latest Developments in Theatre Engineering

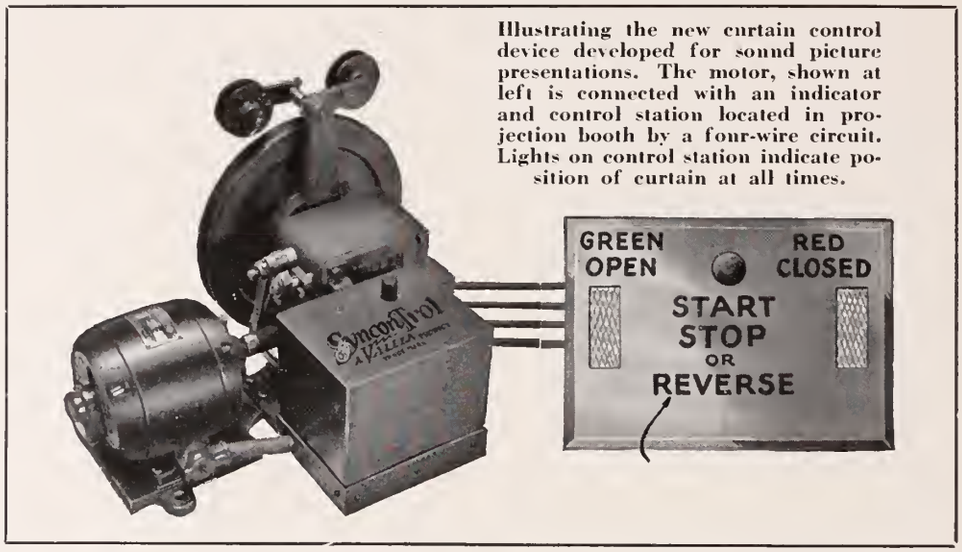
Curtain Control Designed for Synchronized Shows

THE increasing popularity of sound pictures and the importance with which this type of entertainment is considered as a factor in the near future is being reflected in inventive activities connected with all mechanical features of the theatre. Among the most recent introductions of a device especially designed for use in connection with sound picture presentations is the synchronized curtain control recently announced by the Vallen Electrical Company, Akro, Ohio.

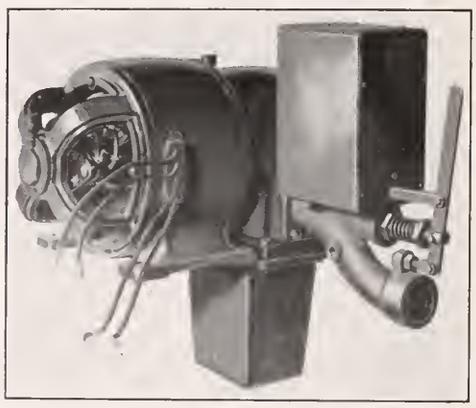
The basic idea worked out in this new stage feature is the fact that the stage curtain equipped with the control may be started, stopped or reversed instantly from the projection booth by merely pressing a button, and the fact that the operator at all times has before him an indicator which shows the exact position of the curtain on the stage.

In a statement announcing the Syncontrol, the name given this new device, E. J. Vallen, head of the company manufacturing the apparatus and the designer of it, explains as follows the principles governing the invention and the method of operating it:

"The adoption of talking pictures brings presentation very near to the legitimate stage, which long has looked to the curtain for the creation of proper atmosphere. The majority of synchronized pictures are more or less dark and the distance from screen to booth is such that the projectionist, with his responsibilities, may easily misjudge the position of the curtains—resulting in mishap. The Syncontrol is so timed as to permit synchronization of sound, scene, and curtain. Further, the projectionist in his booth, by means of red and green indicators, knows the exact movement or position of the curtains on the stage.



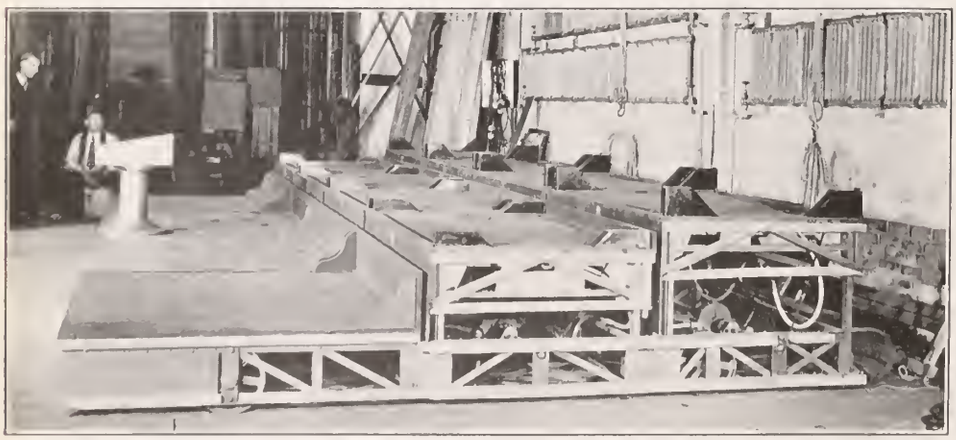
Illustrating the new curtain control device developed for sound picture presentations. The motor, shown at left is connected with an indicator and control station located in projection booth by a four-wire circuit. Lights on control station indicate position of curtain at all times.



The hydro-electric motor designed for use in theatre emergency lighting systems is shown above

The Syncontrol permits instant starting, stopping, or reversing of the curtains, in keeping with the requirements of any synchronized picture—all by pressing one button. The indicators function automatically and change the instant the button is pressed; that is, when one presses the button to start, stop, or reverse the curtains, the indicators automatically operate in their respective relation to the position of the curtains.

The wiring for the Syncontrol consists simply of four wires from Syncontrol, located on stage, to control station in the booth. As many of these control stations as desired may be placed in the circuit.



Side view of Gallagher mobile stage orchestra lift, motor operated, for stage band presentations. The platform is mounted on rubber-tired wheels, requiring no stage tracks, and can be moved forward and backward.

Hydro-Electric Emergency Lighting Unit

A NEW equipment recently offered to the theatre field and one which appears to embody features which assure it of wide application is the Hydro-Electric Emergency Lighting Unit which is distributed by the Ensten-Hydro-Electric Co., Inc., of New York City. This unit which is shown in the accompanying illustration is a combination water turbine and electric generator. It is so constructed that it can conveniently be connected to the water supply system of a theatre from whence it derives its power for operation.

This hydro-electric emergency lighting unit is manufactured in various capacities depending on the work which it will be called upon to do in case of trouble with the regular power supply. Installations are installed which will carry the regular house lighting load and also operate the projection machines.

An advantage claimed for this unit is its ability to develop an emergency lighting supply on the same voltage as the regular power supply furnished a theatre. In this way the system does away

(*Continued on page* 374)

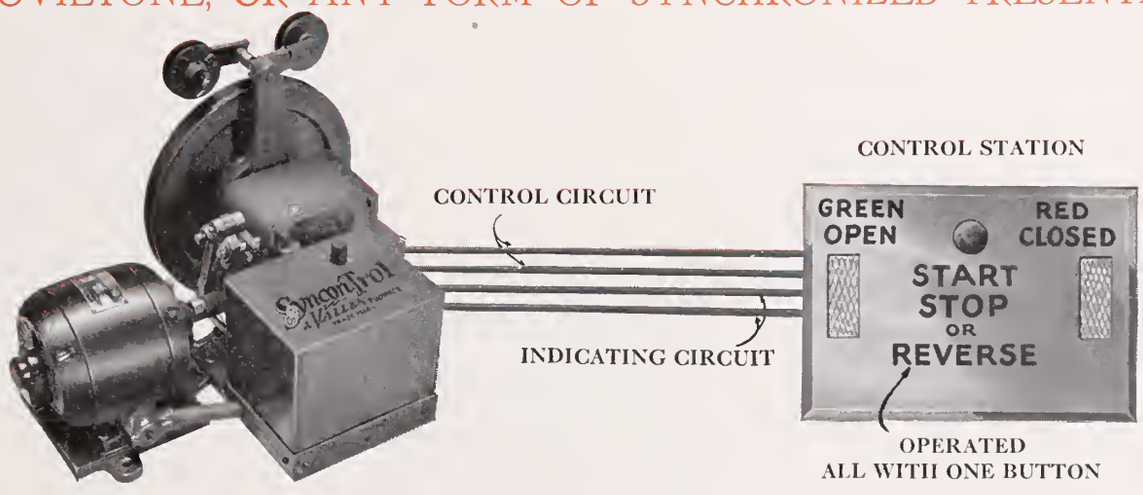
Vallen Now Offers You

SynconTrol

A VALLEN PRODUCT

TRADE MARK

SYNCHRONIZED CURTAIN CONTROL ESPECIALLY FOR VITAPHONE, MOVIETONE, OR ANY FORM OF SYNCHRONIZED PRESENTATION



SYNCHRONIZATION of picture, sound and curtain is made possible by the Vallen Syncontrol. Curtains are timed exactly with talking pictures and at all times their position is recorded in the booth by colored indicators --- eliminating any possible hitch.

THE Vallen Syncontrol, manufactured under Vallen patents, is the original and only control manufactured for this specific purpose --- designed to comply with the urgent requests of exhibitors and the advent of "talkies."

THE Syncontrol is sold only when used conjunctively with Vallen Noiseless All-Steel Track and to operate screen curtains exclusively. Obtainable in any voltage or cycle, A. C.; also D. C.

VALLEN ELECTRICAL COMPANY

Write for complete detailed information

VALLEN REMOTE ELECTRIC CURTAIN CONTROL EQUIPMENT

225 Bluff Street
Akron, Ohio, U. S. A.

This is the first installment of an article by a theatre architect who has made a special study of amplified sound distribution and who after intensive investigation concerning the problems involved offers some interesting and advanced ideas which may provide a practical approach to new requirements in theatre design which will appear with the newer developments in sound motion pictures. The concluding installment will appear in an early issue of The Showman.

The Relation of Sound Motion Pictures To Theatre Architecture

Numerous "Sound Stations" May Be Ultimate Solution of New Problem Facing Designers in the Near Future

By VICTOR A. RIGAUMONT, A.I.A.

THIRTY-TWO years ago, I heard the first synchronized sound picture at the Galleries Dufayel in Paris.

It was in 1896 that I had the opportunity of seeing not only the first cinematograph but also hearing the earliest forerunner of today's furore of the film world.

This flicker picture, one of Edison's first, lacked the polish of today's production, but today's sound and talking effects lack the human element which the actors back stage—behind the screen—did give this initial attempt at presenting entertainment for both the eye and ear.

Today's sound reproductions will bear the same chance for refinement as did the picture of the past, and until this is accomplished, the silent drama will be favored after this grand rush into the "talkies" has resumed normalcy.

We all know that sound pictures are nothing new. The Gaumont Palace in Paris, in 1914, very successfully broadcast sound synchronized with a comedy picture of happenings in a dentist's office. It was extremely entertaining. This theatre was at that time the largest movie house in the world—seating close to 5,000 persons—and the sound reception compared favorably with reception today, although the latest products do have considerable advantage due to modern knowledge of radio and photograph.

The truth is that the problem still remains the same—that of imparting the human element into the mechanical contraption. Silent moving pictures distinctly were attaining this goal, because in addition to fine photography, acting and direction, there was always the incentive of the audience to think for themselves and to use their imaginations, which made them a living part of the play before them on the screen. Moving pictures have done a great deal toward teaching people to think, and have broadened them in many channels heretofore unknown to them. (Crime pictures excepted.)

Therefore, for many years, the older and younger generations have learned to look and think and not listen. In fact, noises were and still are annoying when one is thinking. Now, all of a sudden, an old and wonderful invention is reborn,



"The Present Method of Placing Four Large Horns Behind the Screen Leaves a Problem of Reaching the Rear Seats Under the Balcony on the Main Floor. The Answer Is Sound Distribution by Means of Many Stations," Says Mr. Rigaumont.

with many improvements and much advertising, and now we will listen to many pictures.

The most important improvement that is desirable to the average listener is a sound deadener, a silencer or tone modulator. Just now the public must patiently sit before the broadcasters and have their ears blown in or out, as the case may be, if they happen to be down in the front rows. This is now the case in many installations of sound projectors where, in order to reach the back rows, the volume is stepped-up, accompanied with the usual needle scratches of the record, and other raucous noises very similar to the well-known phonograph horn of the late '90's.

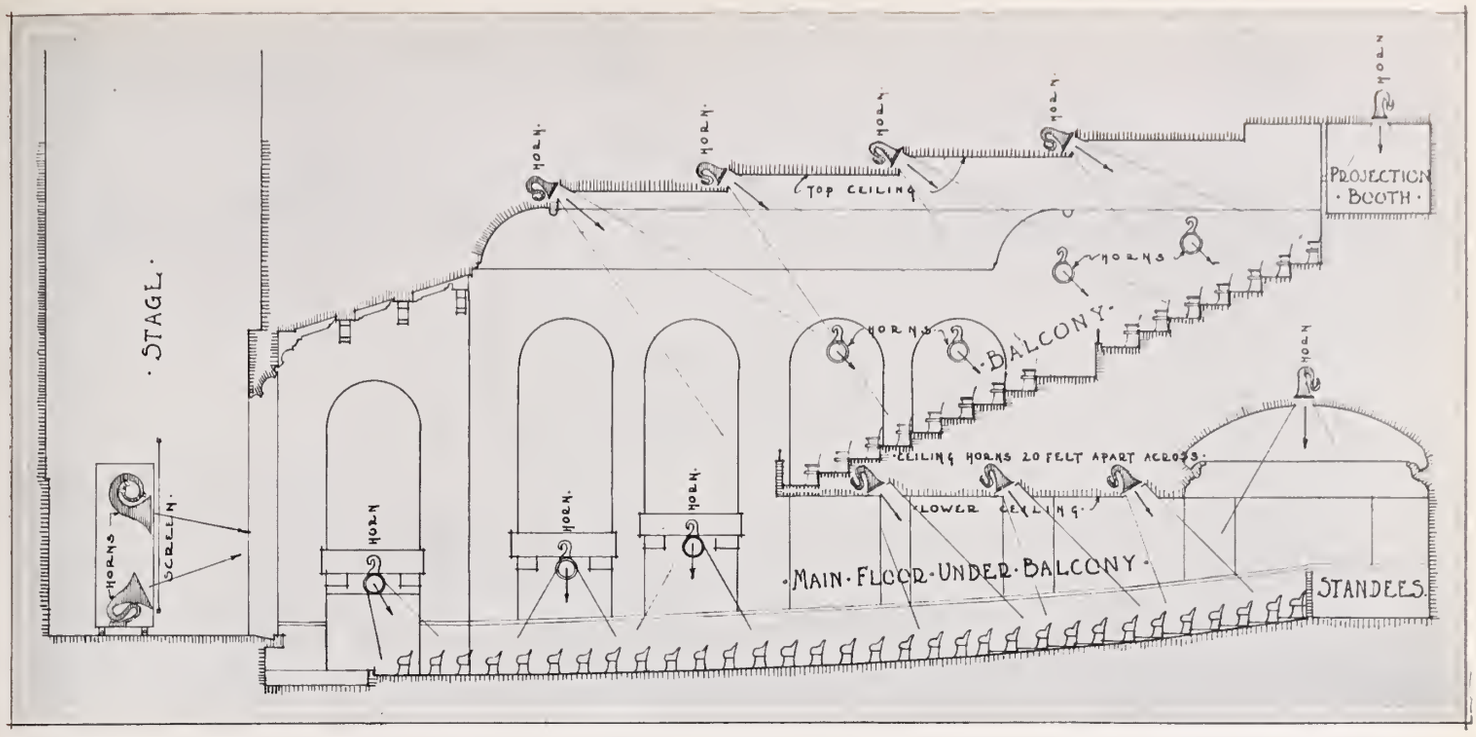
Sound distribution is very similar to air distribution in a theatre. In ventilation, concentration of forced air must be avoided because of noise and drafts. Therefore, diffusion must take place and to this effect the auditorium walls and ceiling are used to spray new air—equally distributed—above the audience, which if scientifically done will be beneficial without distracting attention or causing discomfit.

The same principle applies to the loud sound or noise effects of today's vintage. It is my opinion that synchronized speech must be distributed from many points throughout the auditoriums and stage—each station being modulated to an ordinary conversational tone, not too loud. The stations being numerous enough to accomplish this and being so directed that the flow of tone should face the listeners whenever possible, so as to prevent any effect of ventriloquism and still preserve that desirable idea that the voice is coming from the direction of the stage.

THE present method of placing, behind the screen, four large horns which are sometimes of two intensities—loud to reach the balcony, not so loud to reach the main floor because of the front seats, leaves a problem of reaching the rear expensive seats on the main floor under the balcony, which are far removed from the stage.

The answer is sound distribution by means of many stations.

In rebuttal, the engineers claim that they do not want to distract attention



SUGGESTED PLAN FOR SOUND STATIONS

The Plan Illustrated Above Was Made by Mr. Rigaumont to Show the Method He Proposes as Best Adapted to the Proper Distribution of Amplified Sound in Motion Picture Theatres. All Horns Are Concealed Behind Plaster Grilles

from the screen. Therefore, they place the horns for sound emissions on the stage, behind the screen, and thus create the impression that the voice comes from the stage from whence spoken plays have always originated. True enough and fair enough, but my point of contention is that silent moving pictures are so ingrained in the mind and temperament of all peoples and the acting is so fine that the picture and its acting are of main interest and what is spoken is merely secondary. We must not forget that sight and thought travel faster than sound. Therefore, sound should be deadened and reduced in volume to a spoken tone so as not to become obnoxious in trying to crowd out the real attraction, which is the picture.

The rush for the installation of sound projection instruments will naturally result in many theatres not obtaining satisfactory results, although the companies doing the work endeavor to place their equipment in theatres having suitable accoustics. Nevertheless, the truth is that either the theatre must be designed for sound projection, or the equipment must be designed for the particular theatre.

There is no question of doubt as to the success of talking films. The public want them. They are interesting, will be well developed and quickly perfected. Many attractive avenues are open for fine plays, for a new type of actors and directors, and for the possibilities of bringing into smaller towns and communities all of the entertainment advantages enjoyed by the large cities.

The stage has a powerful rival, lacking only the human contact touch, which may be obtained somewhat through the use of colored film, as experiments develop completely satisfactory results in this direction.

The ladies of the ensemble, and the colored settings of the stage will always have their followers, although it may be safe to assume that talking colored moving pictures are going to push the legitimate actors up against the asbestos curtain. But handsome actors and beautiful actresses of the screen with fine diction and technique, together with Sarah Bernhardt voices will reap the harvest—providing that the loud speaker faithfully reproduces "I adore you" with softness of intonation and without barking.

We are on the threshold of great picture theatre prosperity and just how the principle of sound distribution will play its part in theatres of greater seating capacities than heretofore constructed will be discussed and illustrated with diagrams in the concluding installment of this article in the September SHOWMAN.

Soft Clothes Make Audience Absorbent of Sound

BECAUSE clothing worn today is soft, loose and porus, "an audience is almost totally absorbent of sound," according to R. V. Parsons, acoustical engineer for Johns-Manville in the Fox theatre now nearing completion in Detroit. "Carpets absorb as high as 25 per cent of sound, while plaster walls absorb less than 5 per cent," he continues.

"Determining mathematically the effects of porosity and flexibility in all the materials to be used in the interior finish and furnishings of the new theatre was necessary on the part of acoustical engineers in deciding just what treatment to give the walls and dome to insure good acoustics.

"If the interior finish in a theatre is too hard, highly reflective, and non-porous, sound will travel from wall to ceiling, ceiling to floor, floor to wall, etc., many times before the sound-energy is completely dissipated, and echoes result.

"Ventilating equipment must be designed before installation so that noise caused by fans and the rush of air through the grilles in coiling and walls, couldn't enter the theatre. The plan of having escalators instead of stairs and elemators was abandoned because of accoustical problems.

"Elaborate hangings also aid in perfecting the acoustics. Carpets used in the aisles, corridors, and foyers prevents noise from walking and shuffling feet.

"Most materials used in interior finishes absorb much more sound in the upper register than they do at the average pitch of speech and music; but since in music the overtones and partials provide quality and character to the fundamentals, it is desirable to use materials to absorb the same amount of sound over the entire scale of pitch so that orchestrations will be maintained in their original relationship."

Ironwood Theatre Called One of Northwest's Finest

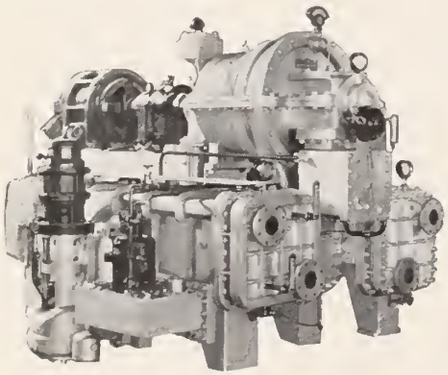
AFTER almost a year of construction work, the Ironwood theatre, Ironwood, Mich., was formally opened last month by its operators, the Ironwood Amusement Company. This handsome playhouse, incorporating in its design the latest ideas in theatre architecture, is elaborately decorated and equipped. It has been called the "finest theatre in the Northwest."

What is Theatre Refrigeration?

Some Facts Concerning the Use of Refrigeration in connection with Air Conditioning Equipment

What is Theatre Refrigeration?

REFRIGERATION is an essential part of a complete air conditioning system as installed in the modern theatre today. It is important that the refrigeration unit or units should be installed and considered as an integral part of the entire air conditioning system, comparable in every respect with such essential units as the boiler, which is used to heat the theatre in the Winter and the fan, which is used to distribute air to the theatre at all seasons. The refrigeration machine is not used to make ice according to the popular conception. Its real purpose is to cool the water which is used during the hot, humid season for the purpose of washing, cooling and dehumidifying the air supplied to the theatre as it passes through the spray chamber.



This is the latest model Carrier Centrifugal Refrigeration unit. Safe, simple, compact, automatic. The unit is complete as it stands. There are no external expansion or condensing coils or receivers.

CARRIER CENTRIFUGAL REFRIGERATION has met with remarkable success in the cooling and dehumidification of theatres and public buildings because it was designed primarily to meet the many peculiar requirements of air conditioning and as an integral part of the air conditioning system. The machine is completely automatic in its control, assuming and releasing its load according to every fluctuation in weather conditions and the size of the crowd. It is absolutely safe for installation in public buildings since it uses a harmless liquid refrigerant. It occupies less than ¼ of the space required for other refrigeration equipment of like capacity.

The Comfort Zone

THE prime use for your refrigeration unit in connection with the air conditioning system is to produce comfort for your patrons and not to shock them or chill them. The American Society of Heating and Ventilating Engineers has, through long research, laid down for us combinations for temperature, humidity and air movement which are conducive to the maximum state of comfort for the average person. On the basis of this, we recommend the following temperatures to be maintained in your theatre according to the variations in outdoor temperature:

Outside Temp.	*Theatre Temp.*
75°F.	73° F.
80°	74-5°
85°	76°
90°	77°
95°	78°
100° & above	79-80°

FOR all of the above conditions we recommend a relative humidity in your theatre ranging from 55% to 60%. A more elaborate table and recommendation for the maintenance of these conditions in your theatre will be sent for the use of your engineer upon request.

Refrigeration and Publicity

OBSERVATION in hundreds of air conditioned theatres throughout the country has taught us that unfavorable reactions result from operation at exceedingly low temperatures. We recommend that your engineers be instructed carefully on this point. We recommend that you do not emphasize refrigeration as such, but build your publicity on conditions of *healthful comfort.*



A RECORDING thermometer placed outside your theatre to show the indoor temperature at the breathing zone will prove an interesting and valuable means of publicity. But—tell the truth! Be sure that the sensitive bulb of your thermometer is situated to record accurately the temperature *at the breathing zone* and that it is properly calibrated. The public will find you out if you do not tell the truth and you will pay the penalty in lost patronage.

*Manufactured Weather**

THE Carrier System for Air Conditioning provides the theatre with the means of creating and maintaining ideally comfortable and healthful conditions every day in the year regardless of outdoor weather, the season or the size of the crowd.



IF you have Manufactured Weather* tell your patrons about it in connection with your advertising. The beautifully executed bronze tablet shown in the accompanying illustration will be presented to the owner of any Carrier Conditioned Theatre upon request. This tablet displayed in the lobby or foyer will serve as a permanent announcement to your patrons that you have provided Manufactured Weather* for their health and comfort.

WE shall be pleased to have you ask for a visit from one of our engineers, also for the Book, "*Theatre Cooling and Conditioning.*"

** It isn't Manufactured Weather unless it's a Carrier System*

Carrier Engineering Corporation

Offices and Laboratories

NEWARK, NEW JERSEY

New York Philadelphia Boston Chicago
Cleveland Washington Kansas City Los Angeles

Demonstrate Continuous Type Projector

Discloses New Features of Design

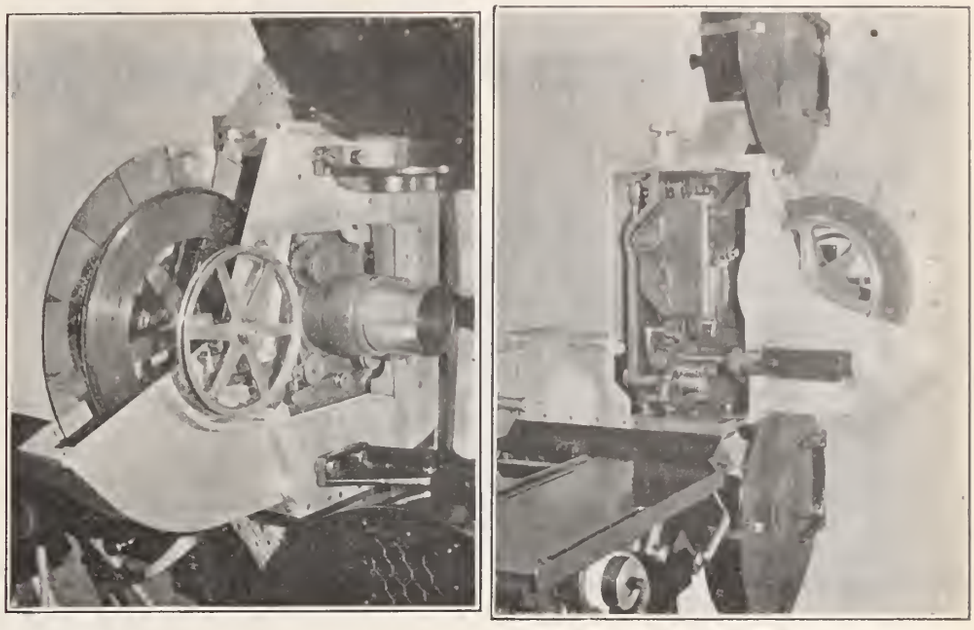
THE writer had the opportunity of witnessing a demonstration of a projector that has been in the process of development for the past nine years. This machine, which is of the continuous projection type, has been developed by the Motion Picture Improvement Company of Boston. No arrangements have yet been made for marketing this machine, and even though the motion picture industry may not be offered the opportunity of purchasing this continuous projector, at least in the immediate future, yet some of the features which it incorporates are interesting and, therefore, deserve mention.

As in other continuous projectors which have been developed in the past, the transition from one picture to a succeeding picture on the film takes place without the use of a shutter, the film moving at a continuous and uniform rate of speed by the aperture. The dissolving action of one picture into another is obtained by the movement of rotating lenses.

The optical system consists of two overlapping revolving lens wheels and a stationary front objective lens. The revolving lens wheels are identical in construction. Each wheel has a glass periphery made up of 16 lens sectors; and all lens sectors are alike and plano-convex in form. The principle involved is variable *refraction* (see construction of lens wheels in accompanying views of machine). The optical system contains no mirrors, prisms or other reflecting means, and the mechanism operates without cams or other variable speed devices. The only movement employed is simple rotation at a uniform angular velocity.

The simplicity of this continuous projector was one of its features when contrasted with other machines designed to project pictures continuously. A change which is to be made in this present model will also eliminate nine of the gears which are now used, which will make the total for the machine very low.

The advantages claimed for a continuous projector are, of course, generally known, they being a lessening of the strain on the firm resulting in increased life for prints; elimination of the shutter and, therefore, theoretically an increase in the ililumination. It is also claimed that the quality of the picture is improved due to one or more pictures continuously being shown on the screen and no persistance of vision called upon to produce the illusion of motion. The machine itself appears to be quite simply constructed.



Photographic views of mechanism of new continuous type projector, seen from front in photo at left, and from rear, on the right.

The model demonstrated caused an unsteadiness in the picture. It was claimed, however, that mechanical imperfections in its construction were the source of this trouble and that corrections for this unsteadiness were to be made.

Library Cooperation and the Second Run Theatre

By INA ROBERTS

THE library-film cooperation carried on by The Cleveland Public Library has been a big thing from the first; because it was a thing for which there was and is a big need, it became at once popular when it was started five years ago and has steadily grown more extensive and more popular since that time.

M. A. Malaney, publicity director of Loew's Theatres in Cleveland, was the first person to whom I told the idea, then a dream of what might be. He at once saw its possibilities and began to work with me on it; he has continued ever since to give The Cleveland Public Library most complete and reliable cooperation. Neither does Mr. Royal of Keith's Palace leave anything undone that makes for strengthening library film cooperation in either the case of ordinary films or in general. What we are now doing is endeavoring to perfect as well as to deepen and strengthen the cooperation in all its angles, which are many.

This will be realized when one considers one little feature. For instance, not only the main library but also the branch and smaller libraries in this great system are now pasting copies of library-film bookmarks in every copy they have of every book listed on the bookmark. Just consider how greatly this adds to the motion picture's importance as a part of life in Cleveland. It is only a question of time when all public libraries will do the same.

Another phase that is occupying the thought and time of those concerned just now is the increasing and perfecting of cooperation of libraries with the second run and neighborhood theatres. The branch libraries are doing and always have done very much of this but we are now trying to systematize the whole thing on a bigger scale and save time and labor by rotating the exhibits to the various libraries at the time the picture is booked in the same neighborhood.

We sometimes have in the Main Library as many as eleven different exhibits connecting with a film at the time of the first run or road showing. By the plan we are now putting into operation these exhibits, consisting of stills, posters (hand-lettered by our curator of exhibits Albert C. Young), book jackets and lists of the books to be displayed, can be rotated all through our system.

Films often run but half a week in smaller theatres and the newspaper notification in the previous Sunday's ads does not leave sufficient time in which to

(*Continued on Page 376*)

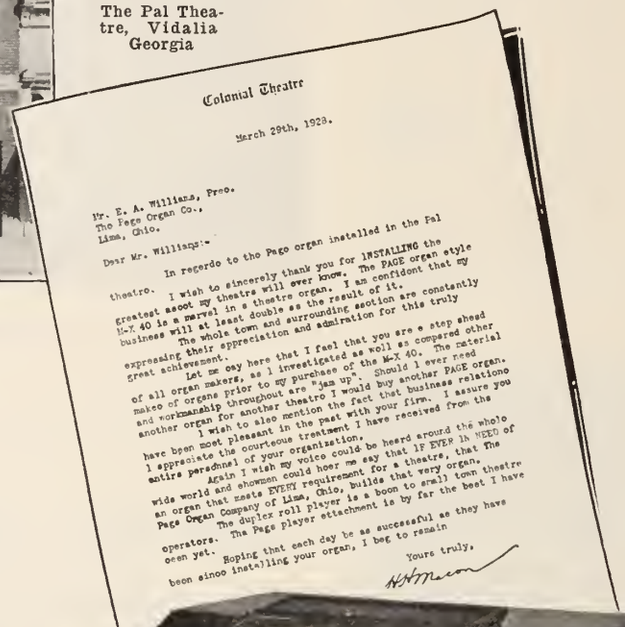
ANOTHER PAGE IN HISTORY

"Meets every requirement for a theatre"



THE best music available is an important element in the success of any theatre. Good pictures are necessary, but no performance as a whole can be better than the music that accompanies the pictures.

The Pal Theatre, Vidalia Georgia



Colonial Theatre

March 29th, 1923.

Mr. E. A. Williams, Pres.
The Page Organ Co.,
Lima, Ohio.

Dear Mr. Williams:-

In regerdo to the Page organ installed in the Pal theatre. I wish to sincerely thank you for INSTALLING the greatest asset my theatre will ever know. The PAGE organ style M-X 40 is a marvel in a theatre organ. I am confident that my business will at least double as the result of it.

The whole town and surrounding section are constantly expressing their appreciation and admiration for this truly great achievement.

Let me say here that I feel that you are a step ahead of all organ makers, as I investigated as well as compared other make of organs throughout theatre I would buy another PAGE organ. and workmanship for another theatre the fact that business relations another organ for another theatre I have received from the

I wish to also mention the past with your firm. I assure you have been most pleasant in the treatment

I appreciate the courteous treatment

entire personnel of your organization.

Again I wish my voice could be heard around the whole wide world and showmen could hear me say that IF EVER th NEED of an organ that meets EVERY requirement for a theatre, that The Page Organ Company of Lima, Ohio, builds that very organ.

The duplex roll player is a boon to small town theatre operators. The Page player attachment is by far the best I have seen yet.

Hoping that each day be as successful as they have been since installing your organ, I beg to remain

Yours truly,

H. H. Macon

LARGE theatres and small theatres acclaim the outstanding performance of Page Unit Organs.

This is natural, because the Page organization is known for a thorough understanding of theatre requirements—for concentrated specialization in organ craftsmanship—and for a proven ability to construct superb organs of a wide range of size and function.

These are the reasons why Mr. Macon is so sincerely enthusiastic in the letter reproduced here.

Mr. Macon's organ is the famous M-X-40, ideal for smaller theatres. It is a complete unit organ with two manuals. It can also be played by roll, taking two ordinary 88-note piano rolls. Thus it provides pipe organ music of high excellence at low cost.

Whether you have a large theatre or a small one, it will pay you to investigate what a Page Unit Organ will mean to your success.



Page Unit Organ, Model M-X-40. Two manuals and double-roll feature.

THE PAGE ORGAN COMPANY
521 N. Jackson St.
Lima, Ohio

PAGE UNIT ORGANS

How Will Talking Pictures Effect Present Theatre Workers?

THE widespread introduction of synchronized pictures not only bids fair to completely alter the complexion of theatre programs but also threatens to create serious employment disturbances in a number of departments which heretofore have been considered as permanent institutions in all large motion picture theatres.

These disturbances in a number of cases will be merely in the nature of a readjustment to the new conditions and are not likely to cause serious changes in the present set-up of the departments involved. Others, however, appear to involve an almost inevitable disemployment of large numbers of persons whose position in the theatre before the presaged worldwide use of the talking movie had come to be considered as one of permanence.

The department of the theatre most immediately affected is that of projection and, by a most fortunate combination of circumstances, it is the one department which is likely to derive the most benefit from the talking movie.

The synchronized picture now appears in the nature of a boon to the thousands of projectionists scattered over the world, and certainly, in this country at least, it can do little else but increase the projectionist's value to the care by virtue of the specialized knowledge which he will be forced to acquire in order to hold down his job.

Specialized knowledge naturally commands a higher wage in return for services rendered since it acts to restrict the number of persons available who can perform such work. Thus the projectionist has an additional protection, aside from that offered by his union, which has little control over major economic changes in the country's industries.

The protection thus afforded is of an economic nature and is of greater value, in some respects, than that which results from a consolidation of the interests of individuals, each of whom is subject to personal failings.

Not only does the talking picture hold forth the promise of better working conditions for the projectionists but it is also more than probable that it will strengthen his organization by way of increased membership, attained by the employment and training of more men to fill the new jobs thus created. That new jobs will be created appears certain as the duties in the projection room will have been greatly extended when talking pictures have become firmly established in the theatres.

All in all, then, the projectionist seems to be the most favored of all the forces engaged in the direct operation of the theatre and he should be thankful, indeed, for the golden opportunity thus thrust into his hands.

Less fortunate are other departments in the theatre, or those outside the theatre but dependent upon the theatre for a large share of their livelihood. The electrical workers, for instance, are even now engaged in a strike in a number of large cities in an effort to secure for themselves the right to do all electrical work of a general nature connected with the installation of synchronized pictures. Aside from the force of the union influence so exerted, there is a serious question as to whether the average electrical worker is competent to handle this work in a manner which would augur well for the successful operation of the system after it had been installed.

THE question here involved is one of competence rather than a desire to deprive persons of work which seems to be logically theirs. It might be said that the same conditions obtain with respect to the projectionist because they, too, are at present incompetent in the operation of synchronized equipment. But, whereas it is possible to train a mobile body of men to travel the country making installation of equipment, it is altogether another matter to train from twenty to thirty thousand men to satisfactorily operate that equipment after it is once installed. The sensible thing to do is to effect a simple extension of the duties of the men now employed in the thousands of projection rooms to include the operation of synchronized equipment.

These men can be easily trained as they have the necessary groundwork which should enable them to fall into step with the new procession with the least possible disturbance.

The installation of synchronized equipment, however, entails highly specialized effort by skilled workers, with laboratory experience, so that it is easy to see why the manufacturers are extremely reluctant to have this work pass from their hands. Furthermore, talking pictures have reached only the threshold of their domain and are still in the experimental stage where considerable knowledge is to be acquired for the future perfection of the art. The installation work and the supervision required afterwards, then, must be in the hands of specialists if troubles are to be diagnosed and a remedy effected.

It is not altogether improbable, however, after some semblance of an orderly progression is attained, that much of the work attendant upon the installation of synchronized pictures will revert to the general electrical workers as a logical part of the ordinary theatre work.

The trend in this direction has been evident for some years and various forms of "canned" musical contrivances have appeared to meet with varying degrees of success. Whether or not "canned" music in theatres will eventually displace the artists now engaged is a matter of conjecture—one guess is as good as another. But the very possibilities of the situation are enough to cause complications.

There has been considerable talk to the effect that the theatre musicians throughout the country's theatres have, or will, devote the fabulous sum of ten millions of dollars for the sole purpose of fighting "canned" music to the extent that they will be permitted to retain their positions. Whether the sum be ten million, or twenty million, or yet thirty million, will have no effect upon the ultimate destiny of the musician in the theatre because the thing that is economically right is the thing that will survive. Mere money has never yet permanently retarded progress in this world which is governed only by the economies of the particular situation.

THE salvation of the musician lies not in his own efforts to combat the new order of things but rather upon the acceptance of the "canned" music by the general theatre-going public. Whether or not the large majority of theatre patrons will be satisfied with a continuous diet of music which, manifestly, is not to be compared with that provided by an orchestra of artists is altogether another matter.

At the moment, exhibitors seem to be fascinated with the possibility of choosing between an electro-mechanical outfit costing about twenty-five thousand dollars, with a nominal operating expense, and an orchestra which stands them each year as much as, if not more than, the same amount.

It is quite conceivable that "canned" music will be a boon to those theatres which ordinarily could not afford even a small orchestra, but it is not so easy to see how the de luxe house can chance the lowering of the quality of its program which will certainly result from the displacement of a high class orchestra by a device which, even at its best, cannot provide musical renditions comparable to those of any first-rate orchestra.

It will not be for the musicians to stifle the promoters of "canned" music; nor will it be for the exhibitors, regardless of the savings involved, to force this music upon their patrons. The final choice will be made by the public and upon it only rests the final decision. Either synchronized pictures and "canned" music will provide *better* entertainment than anything yet offered, or they will not survive the racket.

Outlines History of Supply Business

JOE HORNSTEIN, New York Manager for National Theatre Supply Company, recently celebrated his 24th anniversary in the motion picture supply business, and took the occasion to recount some of his past experiences, dating back to the store show days of the films, which have more than passing interest as a background of contrast between these and the early times in the industry.

"In 1904," Joe reflected, "I made my debut in this industry by cranking a projection machine in Billy Inman's dance hall at Coney Island, and, believe me, those were the flicker days. Twelve dollars a week for 18 hours' work, seven days a week. I graduated from that post to a job with Pop Rock of the Vitagraph Company on Nassau Street. They assigned me to a small town in Jersey, where I cranked out a few pictures in the back room of a beer saloon.

"My third job in the motion picture industry consisted of singing and projecting illustrated song slides through the family entrance of a Groggery in Linoleumville, S. I.

"In 1907 I was made manager, projectionist, chief mop, sign painter, advertising manager, cashier and musical director of a Honkey Tonk Nicollette called the Hippodrome, on Fifth and Washington Streets, Hoboken, New Jersey. Them were the happy days, projecting a picture without any booth on an old Power's No. 3 Projector with a relief machine manufactured by Pop Rock called the Vitagraph, consisting of a wooden base-board, several gears and a star and cam thrown together. I soon tired of this regular routine, and started selling motion picture supplies, which consisted of a couple of rolls of tickets under one arm, a half dozen tension springs, and a sprocket in my vest pocket, and a dozen carbons in my coat pocket. Up and down 14th Street, which then consisted the Film Row.

"There used to be an employment agency for vaudeville artists, piano players, and what not, called Len Spencer's on 14th Street, and I obtained desk room there, and became sort of a free agent



Joe Hornstein

for everything in the business—any thing from scenery to broken down vocalists, and in consideration of the fact that there were not many Nicollettes at that time, it was tough going.

"I sold the first projection equipment to Adolph Zukor, Marcus Loew, William Fox, Sol Brill, Lee Ochs, William Brandt, Pop Landau, and various other pioneers in this business. Later I became connected with H. A. Mackey, who opened up the first supply house, and who was distributor for the Edison Kenedescope Projector—working on a commission basis, which Mackey soon tired of, to use his own terms, because I was making more money than he.

From Mackey I went to work for Miles Brothers. Here were the real pioneers in our industry. Herbert, Harry—now deceased—and Joe Meyers, including the Van Meters, and the Lucas Brothers from the South were encouraging individuals going into the Nicolette Business. Miles Brothers ran a combined Film Exchange, Motion Picture Studio, and Motion Picture Supply House. Then the first big trust came along, the Patents Company. Meyers went out of the picture there.

"I went to work for a new company called the Picture Theatre Equipment Company, which was owned by H. T. Edwards, Walter E. Green, sales manager, and Joe Hornstein, salesman, Chief Bottle Washer, etc. I saw the real hard days with this company. Every time pay day came around, I loaded the old motorcycle with all sorts of supplies and brought in the cash so that we all could have some money to spend and to take home to our folks and wives.

"The Picture Theatre Equipment Company prospered in a small way, and later, we had the first large supply house—the United Theatre Equipment Company. At that time I was in charge of the New York Branch, which was the nucleus of all the other branches.

"In 1919 I formed the Howells Cine Equipment Company—was President, General Manager, Sales Manager, and what not.

"On June 30, 1926, I joined ranks with the National Theatre Supply Company. And that brings the record up to date."

Names His Two Best Goodwill Builders

M. G. LEE, veteran theatre owner and operator, whose theatres in Cuthbert, Ga., and Eufaula, Ala., have a Good Will value that makes them outstanding among picture houses in this country, during his long experience as a specialist in developing cordial relations with his public has found that the two most successful exploitation efforts he has ever attempted are the stunts he uses to celebrate the anniversaries of his theatres, and the birthday cards he sends to a large list he has built up through long effort.

From time to time he has put into practice many exploitation ideas but he regards these two, which he repeatedly has tested, as the most successful. Lee makes coupon books good for $2.50 worth of admissions and which are sold for $1.00; a feature of his Anniversary celebrations.

Four years ago he launched the coupon book sale. The first year the sale grossed $300.00; the second year it jumped to $900.00; the third year it climbed to $1,100.00; the fourth year, for which the sale was recently concluded, grossed $2,200,000. Those figures tell a story in themselves.

The coupon book sale lasts just six days—opening Monday morning and closing Saturday night of anniversary week. But interest in the event continues because, after all coupons are used up, the backs represent a credit for the purchase of a new book—$2.00 in cash and the backs buy a new book of coupons worth $2.50.

Mr. Lee explains that for 30 days following the coupon book sales the cash receipts fall off appreciably, but he adds that attendance is nearly doubled. "The people are looking for bargains," Mr. Lee believes, "and the coupons give admission at a bargain price."

The other stunt that Mr. Lee inaugurated many years ago and continues to use with increasing satisfaction is the birthday card system. Lee knows the birthday anniversaries of his patrons for a radius of 20 miles. To each of the patrons or potential patrons on his list he sends a birthday greeting card, on behalf of the Lee Theatres and encloses therein two tickets to the theatre as well as a program for the week's offerings.

The fortunate people who receive the courtesy are enormously flattered and pleased and almost without exception they flank the theatre by letter—and use the passes to enjoy a performance.

Although Mr. Lee supervises the operation of both his theatres, dictating the general policies, devising special stunts,

(*Continued on page* 378)

How many motion picture theatres shut down in summer?

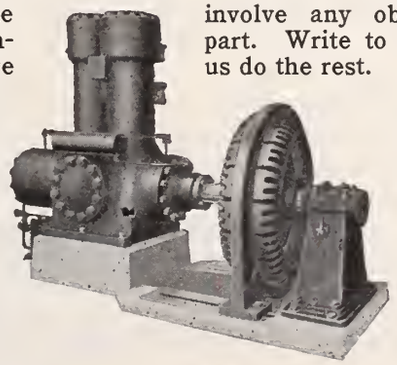


"Closed until September" is a sign which is becoming a less familiar sight as theatre owners are turning more to air-cooling and air-conditioning. On hot nights a cool, comfortable theatre is more tempting to a fan than a production featuring his favorite star.

There is one certain way to keep your house cool during the hottest weather. YORK air-cooling and air-conditioning equipment will do it—and do it economically, too. Many of the leading theatres throughout the country have turned to YORK for the answer to profitable summer operation.

The YORK engineering organization has had many years of experience in analyzing the requirements of various types of theatres and installing equipment that can be depended upon to keep the temperature down. We offer you the benefit of this long experience.

A YORK engineer will be glad to talk the matter over with you and such a consultation will not involve any obligation on your part. Write to us today, and let us do the rest.



YORK
ICE MACHINERY CORPORATION
YORK PENNA

Organizes Employes Club to Promote Good Fellowship

FOR the promotion of good fellowship and the creation of a spirit of closer understanding between employer and employee, the Publix-Saenger Employees' Recreational Club, composed of attaches of the State, Superba, Palace and Capitol theatre in Raleigh, has been formed.

The club was organized at the suggestion of W. G. Enloe, city manager for Publix-Saenger Theatres of North Carolina, Inc., operators of the four local theatres, who believes it will be the means of creating better fellowship among the members of his organization.

A committee has been named to visit every member who should happen to get sick and the committee is empowered to draw on the treasury for flowers to be sent to such ill members. An entertainment committee will arrange for the monthly outings. A discipline committee was also named. Its duty will be to hear complaints and suggestions from members for the betterment of the service in the local theatres. When this committee decides that any member of the club has violated the rules and regulations and is thereby disbarred from membership, that member will be automatically discharged, Mr. Enloe said.

"I hope and believe this club will be the means of bringing all of us closer together within the Publix-Saenger organization," he explained. "All for one and one for all, is our slogan."

R. B. Wilby, of Atlanta, vice-president of the company, when he learned of the formation of the club, was so well pleased with its plans and purposes that he announced his intention to be host to the club at a barbecue at an early date.

Cue Your Pictures with the World's Greatest Music—on the "Phototone"

NO EXPERIMENT

The "PHOTOTONE" is a proved success

"PHOTOTONE" is sweeping the Country. Many of these fine instruments have been installed by exhibitors everywhere. It is daily affording enjoyable entertainment to hundreds of thousands of Movie Fans. Daily it is solving the music problem for many of America's keenest minded and progressive exhibitors.

"PHOTOTONE" is now equipped with our microphone attachment. Let us tell you about the service it performs. We have some further important features to tell you about "PHOTOTONE." Write us today.

"PHOTOTONE" may be purchased for $500 which includes

1 Amplifying Cabinet
1 Amplifying Power Plant
1 Record Storage Cue Cabinet
1 Large Puropower Horn
1 Coil Wire
50 Records
2 Turntables
2 G E Motors
2 Electric Pickups
2 Tone Arms
1 Double Switching Device
1 Shaded Electric Light Fixture
1 Complete Set Power Tubes

MAIL THIS COUPON

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I am interested in Phototone. Send descriptive folder and full information.

Name .....
Address .....
City .....

THE PHOTOTONE CO.

North Vernon,

Indiana

Hydro-Electric Emergency Lighting Unit

(*Continued from page* 364)

with the necessity of installing auxiliary lighting wiring in order that a low voltage system may be operated in case of emergency as is required with a storage battery installation. Also, this system does away with all storage batteries and is therefore a very compact and, in the end, economical equipment.

The operation for emergency lighting from the hydro-electric unit is automatic. The device is so designed that in the case of the regular power supply being cut off, the hydro-electric unit automatically is put into operation on the regular lighting system.

An unusual application of this hydro-electric emergency lighting unit is predicted by its manufacturers. This application is for theatres having atmospheric conditioning refrigerating units where quantities of water are constantly used during the summer for the operation of the cooling system. In connection with these systems it is pointed out that the hydro-electric unit could be kept in constant operation by the water used by the cooling system. This would mean that the theatre could manufacture its own supply of electrical power at no cost as the water supply for the cooling system is required whether or not the hydro-electric unit was operated. During those times when the atmospheric conditioning system was not in use, arrangements will be made whereby the regular city power supply will be thrown into use.

Correspondence Course for Theatre Management

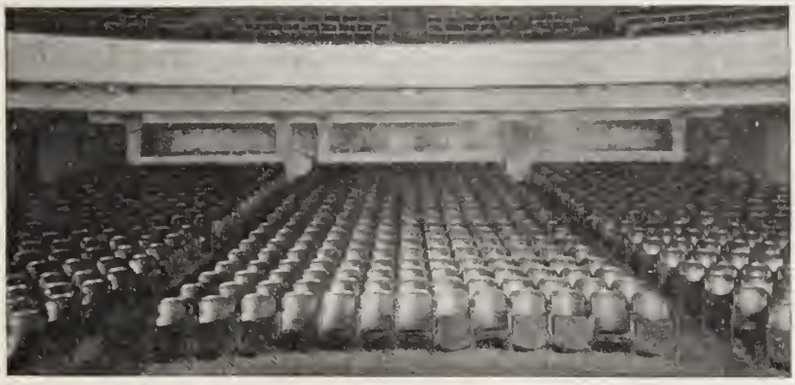
The Moving Picture Theatre Managers Institute, at Elmira, N. Y., has completed plans for the home study course in theatre management, operation and advertising, according to an announcement by D. M. Baltimore, director of the Institute.

According to the announcement the Institute, which was formerly located in New York City, operating then as a resident school for training theatre managers, has received approval from the New York State Department of Education for its Home Study course.

The course is divided into 34 assignments, in loose-leaf form, covering every branch of the motion picture business. The material for the course has been a development of Mr. Baltimore's and his associates' efforts, covering a period of three years.



A Service...



That Makes Successful Showmen *Exclusive* Users of "A. S. C." Chairs

SUCCESSFUL showmen . . . shrewd buyers . . . keen judges of value and merit specify "AMERICAN" chairs because the price they pay includes *more* than the specifications set forth. With a nation-wide distributing and installation system . . . every "AMERICAN" purchase includes a service that never has failed in an emergency . . . a service that guarantees to meet advertised opening dates . . . an organization big enough to solve unforeseen problems as they may arise. That large-scale operators look to the *service* as well as the chair is attested to by their long years of loyalty to and patronage of this company.



Illustrating interior and exterior of Missouri Theatre, St. Joseph, Missouri, Boller Brothers, Architects. Completely equipped with 1381 "American" chairs—No. 6065. A beautiful, comfortable and durable chair with walnut wood parts, upholstered back and dark red moroccoline seat. Noiseless ball bearing hinge insures silent and easy seat movement. Design and finish in harmony with decorative effects and appointments.

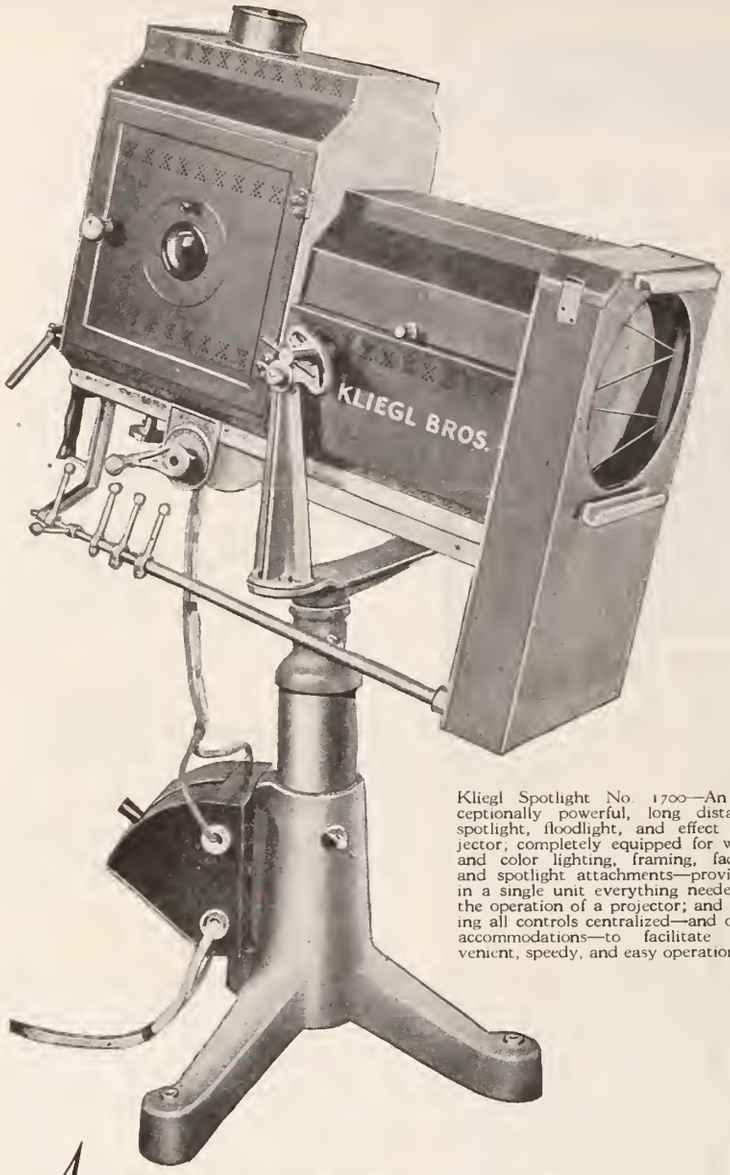


American Seating Company

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113 W. 40th St., New York City 1211-K Chestnut St., Philadelphia
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Theatre Chair Builders to the American Public for Over 50 years



Kliegl Spotlight No. 1700—An exceptionally powerful, long distance, spotlight, floodlight, and effect projector; completely equipped for white and color lighting, framing, fading, and spotlight attachments—providing in a single unit everything needed in the operation of a projector; and having all controls centralized—and other accommodations—to facilitate convenient, speedy, and easy operation.

A Remarkable Spotlight

of greatly improved design—more convenient controls, greater flexibility of operation, and higher lighting efficiency—with an entirely new principle of spot-flood control, wherein the arc lamp remains fixed in position and the lens travels for focusing the light beam. A 125 ampere, long distance projector; complete in every respect; providing in a single unit everything required; spot-, flood-, and color-lighting; framing shutters; effects; etc.; compact design; sturdily constructed—nothing fragile or complicated to break or become inoperative; hood, lower in front—so that operators' line of vision is unobstructed; projects any distance up to 150 ft.; gives anything required from a 4 ft. spot to a 50 ft. flood—and all colors desired. Truly a remarkable spotlight. Examine it at our plant—or write for full details. Nothing like it has ever been available heretofore. It is far superior to any long-range spotlight now used in the theatre. We are enthusiastic about it—and you will be too—when you see it.

KLIEGL BROS

UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

321 WEST 50th STREET

NEW YORK, N.Y.

Library Cooperation and Second Runs

(*Continued from page* 369)

get the exhibit to the branch library and install it. I have therefore, written to the managers of all the second run and neighborhood theatres in Cleveland, enclosing a list of the films approved for cooperation by The Cleveland Public Library, and asking him to notify me at the Main Library of his bookings on these. Of course this advance information must be kept confidential but this is an easy matter as no one needs to know the dates of the bookings or their nature except myself until the exhibit is sent to the library concerned a week before the date set for the showing.

When one considers that most of the theatres in Cleveland cooperate with the public libraries by making and showing slides telling about the book side of films it will be understood what a tremendous thing library-film cooperation can be made with both factors pulling strongly and together.

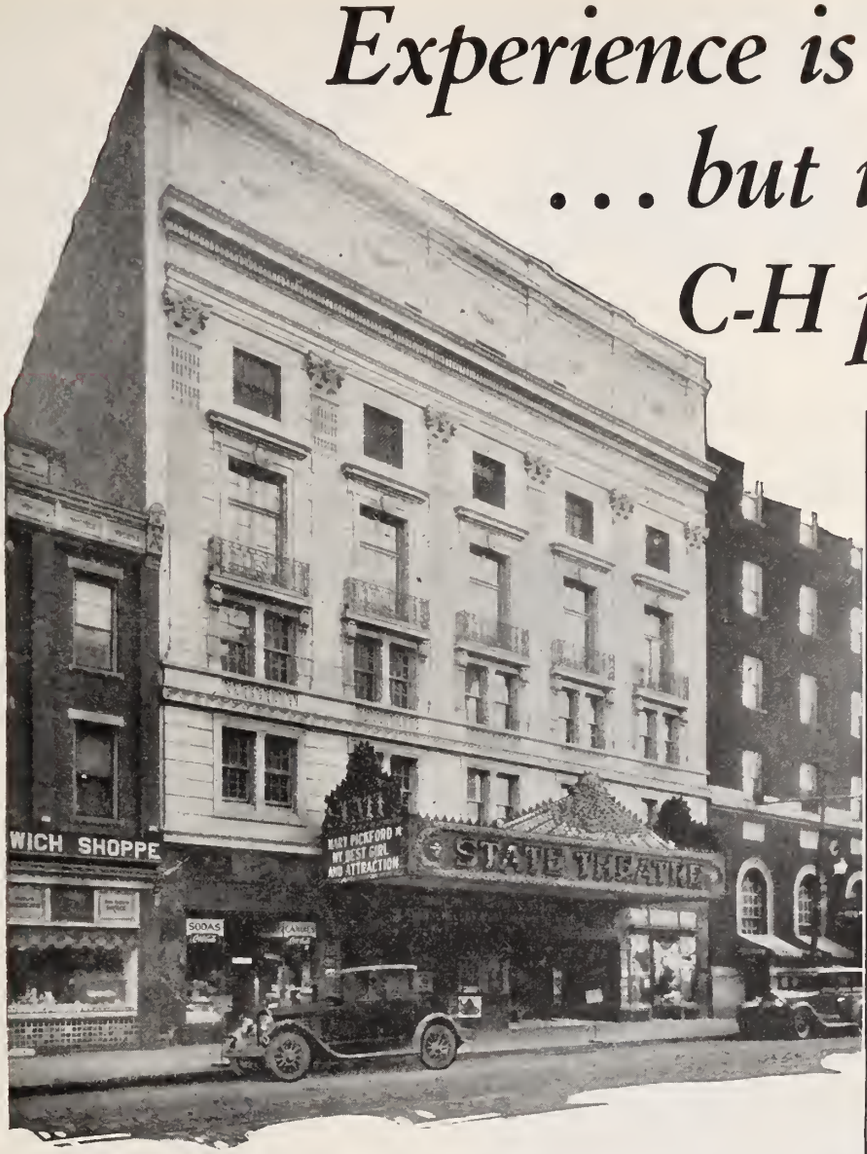
Of course the matter of the short subject is still untouched in library-film cooperation but I am looking forward to the time when there will be stills made of more short subjects and they will be booked in series and advertised. When that day comes the libraries will cooperate with these in a way that will make the present library film cooperation, big and splendid as it is, seem by comparison as our sun is compared with the star Betelgeuse, which is three hundred times its size. Of course I mean the short subjects that have book connections and not the slapstick comedies.

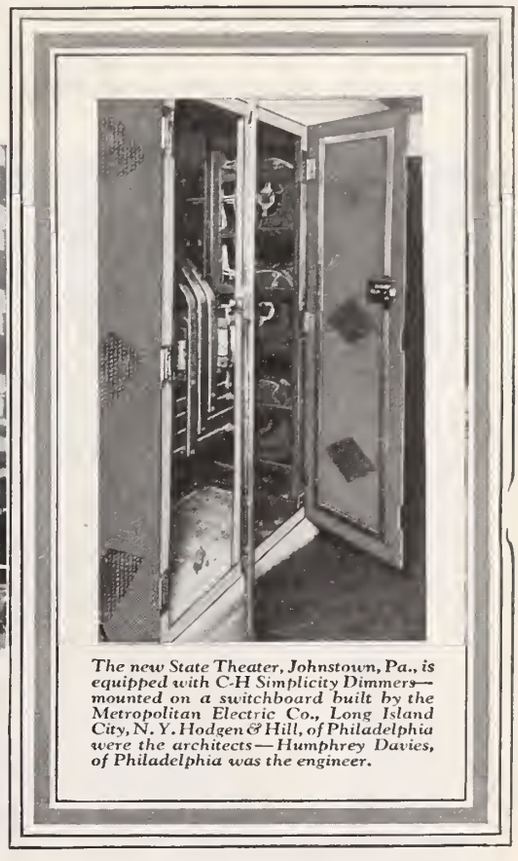
As an example of what may be done with comedy pictures I may cite the cooperative publicity which was used by the Cleveland Public Library in connection with a local presentation of Harold Lloyd's "Grandma's Boy."

The Fiction Division posted stills from this picture on its winged frame. This winged frame, it may be well to explain, is like a large book which hangs on the wall. On the various pages, which are like bulletin boards and which swing like pages of a book, are posted various exhibits connecting with matters of current interest. Some of the stills from "Grandma's Boy" which were suitable for such display were numbers 7A-1513, 2 A-19 a, and 5 A.

Many libraries throughout the country are increasing or starting film cooperation. During last summer a steady procession of librarians visited the Cleveland Public Library to learn how the thing is done. Among these are the Enoch Pratt Free Library of Baltimore, the Oakland Free Library and the Birmingham Public Library. Exhibits wishing to take up with local libraries the matter of film cooperation and desiring first to learn the technic of this cooperation from either the theatre or the library side or both may become informed by writing me care of The Motion Picture News.

Experience is a long road ... but it leads to C-H performance





The new State Theater, Johnstown, Pa., is equipped with C-H Simplicity Dimmers—mounted on a switchboard built by the Metropolitan Electric Co., Long Island City, N. Y. Hodgen & Hill, of Philadelphia were the architects—Humphrey Davies, of Philadelphia was the engineer.

IN hundreds of theaters, C-H Simplicity Dimmers have given universal satisfaction. Because of this reputation, uncompromised over a long period of years, experienced theater managers, architects, and electrical contractors use C-H Dimmers to assure the smooth control and color blending of lights so essential to modern presentations.



Talk over the advantages of C-H Dimmers for your theater with your architect or contractor—regardless of its seating capacity or scheme of decoration.

Write for the booklet "Illumination Control for the Modern Theater" which describes C-H construction advantages which have built this reputation

Superiorities of C-H Simplicity Dimmers

Solid soapstone bases have high heat dispersion and insulating qualities—great continuous load capacity—freedom from burn-outs and maintenance.

Contacts on both sides of plates allow twice as many circuits in the same space. Plates can be taken out by removing one screw. Plates of any capacity can be substituted, allowing easy adaptation to all theaters or any remodeling plan.

Low-ratio rack and pinion drive eliminates play and backlash. 110 distinct steps with no overlapping of contacts assure flickerless dimming from full brilliancy to black out. Brushes of Cophite—a non-oxidizing, self-lubricating material.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electrical Control Apparatus
1255 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Perfect Illumination Control for the Modern Theater

(3182)

Veteran Exhibitor Selects His Two Bost Profitable Good Will Building Stunts

(Continued from page 372)

and working out new means of community co-operation he leaves the execution of his plans and the actual management of the theatres to his captains—the managers in charge of the houses.

In Eufaula, Ala., Manager J. R. McCarthy is in command. He has been associated with Mr. Lee more than eight years and he is regarded as a manager and showman of unusual ability. He subscribes heartily to Mr. Lee's policies and he carries them out faithfully—and successfully. Mr. McCarthy encourages worth while community undertakings by co-operating with such undertakings. He gives his support alike to churches, clubs, schools, and civic enterprises.

Recently, for instance, when the Boys' Club (a group from the farming section) were entertained by the Rotary Club of Eufaula, Mr. McCarthy had the entire group of boys as his guests at the Lee Theatre. Many of those boys had never seen a motion picture before, and to all of them the occasion was a delightful and unforgettable event. Later McCarthy extended the same courtesy to the Girls' Canning Club.

While Manager McCarthy was bearing aloft the banner of the Lee Theatre in Eufaula, Walter Harrison, a young man of real talent and now in his seventh year as manager of the Lee Theatre in Cuthbert, Ga., was signalizing himself for similar good work. Manager Harrison co-operated with the Women's Club of Coleman, assisting them to put on a special program at the Lee Theatre to which the club came en masse, and patrons overflowed the house. The Women's Club received a percentage of the receipts, the theatre made money, the tie-up with the club made friends for the theatre—and from every standpoint it was successful.

The managers of both theatres send passes to the pastors of all churches in their towns, and to the children under 16 in the families of those pastors. What is more, the ministers are regular patrons of the theatres. Last Saturday night five pastors attended the Lee Theatre in Eufaula. A revival had been going on all week, but there was no church service Saturday night, and the theatre drew them. On Sunday the same theatre was given over to two different denominations for two different services.

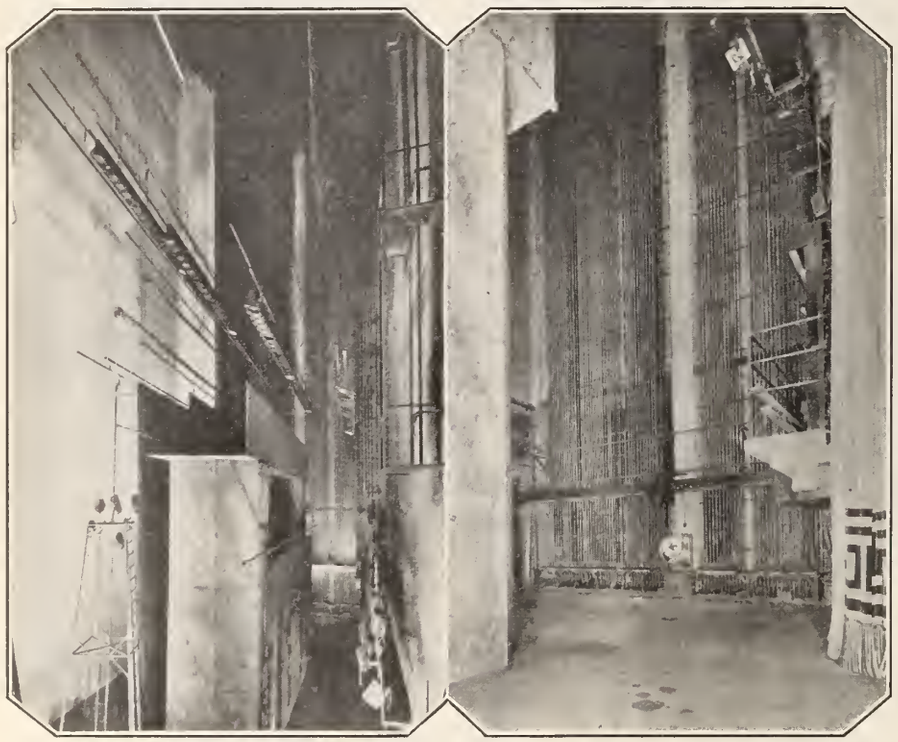
Managers Carry Out Policies

To what extent Mr. Lee depends on his two able managers to carry out his plans may be understood from the fact that he himself is a railway mail clerk, and has been for the past 28 years, working regularly for Uncle Sam. H ecan and does plan for his theatres, but he gives the credit for the fulfillment of his plans to those two captains on the firing line.

Not long ago Mr. Lee saw the realization of a cherished ambition in Eufaula —a new Lee Theatre, modern in every respect, larger than the old one, and as attractive as could be found in any town that size.

Despite the fact that he is a very busy man Mr. Lee personally supervised the construction of his Eufaula theatre and his new Cuthbert house.

Representative citizens and leaders in Eufaula and Cuthbert long ago took knowledge of the splendid service that the Lee theatres render their communities. They manifest a genuine pride in the theatres and express their approval and good-will in concrete terms. *The Eufaula Daily Citizen* recently published a signed article from the pen of the Rev. J. W. Heyes, rector of the First Episcopal Church of Eufaula, commending motion pictures as the greatest factor in the world today for promoting international understanding and good-will. The attitude of the Rev. Heyes indicates his regard for the theatre in Eufaula and for the part it plays in community life.



Views of the Counterweight System installed by Peter Clark in the Scottish Rite Cathedral, Philadelphia

The Scottish Rite Cathedral, Phila. Equipped By Peter Clark, Inc.

Included in this installation are: Complete Counterweight System, Fire Curtain, Light Bridge, Elevating Stage Traps and Movable Stairs between the stage and auditorium floor in the orchestra pit. The Gridiron of this stage is the highest in this country—105 feet.

Peter Clark, Inc.

544 West 30th Street New York City

Serving the AMERICAN Theatre Industry

from

Four Bare Walls

to one of America's finest houses!

The IOWA

exemplifies the great advantages of National's One-Contract Plan. . . . . .

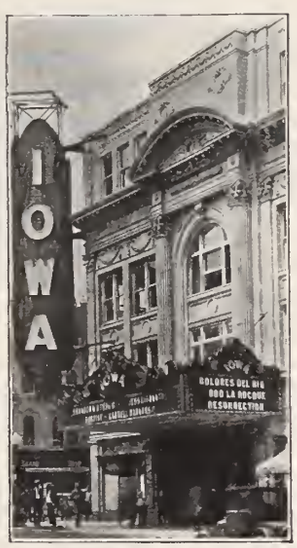
Calvin Bard

owner of the New Iowa, says:

". . . it was left, without restrictions, to the National Theatre Supply Company to start with four bare walls and accomplish the 100 per cent perfect job of today.

"I feel glad that I selected this organization to equip my theatre. I am glad for the harmony and efficiency which have prevailed during the installation. The harmony and smooth working of all details could not have been possible had I dealt with half a dozen individual firms.

"My dealings with National Theatre Supply Company have saved me time, worry, and expense."



National's

One-Contract Plan

is the ideal means of producing a completely and excellently appointed theatre with minimum expense.

Constant cooperation with the architects during the construction of each One-Contract Theatre assures best results from projection and other necessary equipment—as well as the selection and adaptation of various equipment units to the individual requirements of the architect's design.

Another important feature of the One-Contract Plan is its arrangement for financing in part or complete from the ground up.

The new IOWA, *at Cedar Rapids, Iowa, is an excellent illustration of the many things that make National Service the most complete, the most effective and reliable, ever available to the theatre industry*

4147

National Theatre Supply Company

Offices in all Principal Cities

and now the Roxy-Midway!



ONE right after another! That is the way Heywood-Wakefield Theatre Chairs are winning out in the important theatre installations of the past two years. Publix is using over 40,000 Heywood-Wakefield Theatre Seats in new houses; Orpheum Circuit is well satisfied with over a dozen recent installations; Pantages is reseating three important houses; Roxy is breaking all box-office records and is as enthusiastic as ever about his Heywood-Wakefield chairs.

And NOW—the Roxy-Midway, another magnificent and costly show-house, has ordered the same luxurious chairs that have meant so much to box-office receipts at the original Roxy.

Send for YOUR copy of our new 44-page catalogue which illustrates and describes the above chairs in detail.

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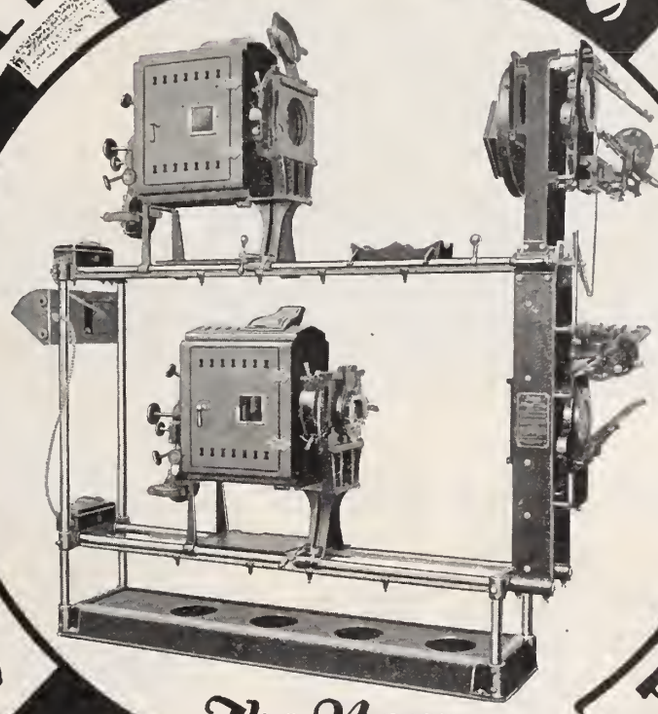
HEYWOOD-WAKEFIELD
Theatre Seating Division

WITH ONE MACHINE

A WORLD of NEW EFFECTS

ACTION
SCENERY
ILLUSIONS
DECORATION
BLENDING
COLOR
SILHOUETTES
HIGH LIGHTING
PROJECTS EVERYTHING BUT THE PICTURE

NEW



The New
Brenkert
Master BRENOGRAPH

Entertainment attractions never before possible. A constant supply of ever changing, ever new effects at your command with one machine.
The success of the theatre depends upon entertainment features. The new Brenkert F-7 Master Brenograph supplies these features at moderate cost to theatres of all sizes regardless of entertainment policy. Projectionists should be posted on this all-in-one machine that opens a new world of effects to their wide use.
Mail coupon today and complete information will be sent.



Get the Brenkert Catalog— It's FREE

Brenkert

BRENKERT LIGHT PROJECTION CO.
St. Aubin at E. Grand Blvd., Detroit, Michigan

Brenkert Light Projection Co.
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Detroit, Mich.

Kindly send me:

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☐ Complete Brenkert Catalog

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First Rule Of Showmanship—Know Your Public—Last Word In Successful Theatre Management

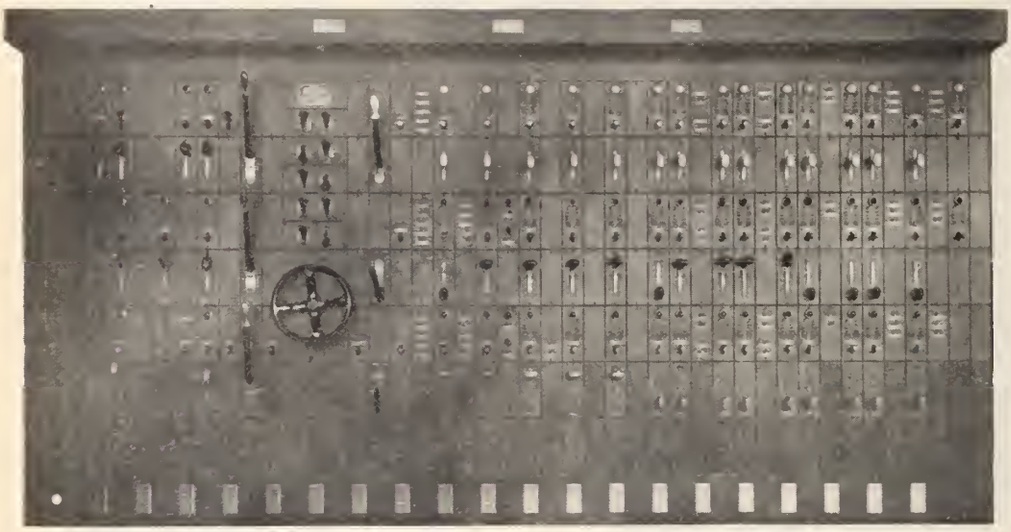
(*Continued from page* 363)

operates practically every theatre in the downtown district I went first to one of the smaller houses. It was an extremely hot day and a person of my ample proportions is likely to be rather sensitive to extreme heat, so I was carrying my jacket over my arm. I had no intention of entering the theatre divested of the garment, but I had not put in on up to the time I approached the ticket booth, at the street line. Before I even had opportunity to ask for a ticket the cashier commanded 'you'll have to put your coat on if you want to go into this theatre.' I gave assurance that I intended to do so and was given a ticket. Before I could collect my change I heard the doorman sing out through the lobby 'hey! put your coat on.' Well, I put my coat on and went into the theatre, but trying to put myself into the shoes of an average patron I had the feeling that I would not have a very good time at that show even if it was good.

"Then I went to another house—operated by the same company—and I carried my jacket over my arm. The cashier sold me a ticket and as I walked up to the ticket-taker at the door I started to put on my jacket. He was friendliness itself, and he was also good enough an observer to know that he could tell me 'Oh, keep them rolled up, be comfortable,' Of course, I put the coat on just the same, but what a difference in the impression made on a patron by the attitude at this theatre and that at the first one I mentioned!

"It is a safe bet that the manager of the first house is the type that 'gives orders.' Probably he noticed that many men were entering the theatre carrying their jackets and he thought it was lowering the tone of his house—which it would do. But instead of telling his attendants to correct the evil by some courteous method he probably said 'make them cut that out.' And that is just what his cashier and doorman were doing, 'making them cut it out.'

"The town and the theatre were not the places where that sort of thing would make a favorable impression. At that theatre the manager was not giving them what they liked, which the manager must do with his entertainment and his service if he wants to keep them coming back. The 'come backs' are what make a theatre pay. It is not so difficult to get a week's business, that can be done with a whoop-'em-up campaign or an occasional 'knock out' attraction. But the manager who gives them week-in and week-out something that they like is the one who gets the 'come backs'."



Allmaster FA Major System
Loews Theater, Louisville, Ky.

Every Theater can have



Modified FA Major System
Little Theater, Dallas, Texas

MAJOR FA SYSTEM TRADE MARK

and every theater should!

You will readily see the wide range in size between these two switchboards, yet each is equally efficient, equally economical for the service it is to perform.

Whether your next theater is to be a huge one or the tiniest in town—you should insist on FA Major System of Lighting Control. Send for full details.

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
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Frank Adam
ELECTRIC COMPANY
ST. LOUIS

District Offices

Los Angeles, Calif.
Memphis, Tenn.
Minneapolis, Minn.
New Orleans, La.

New York City
Omaha, Nebraska
Philadelphia, Pa.
Pittsburgh, Pa.
San Francisco, Calif.
Seattle, Wash.
Tampa, Fla.
Tulsa, Okla.
Montreal, Quebec
Toronto, Ontario
Vancouver, B. C.
Walkerville, Ontario
Winnipeg, Man.

Opinion of Judge, Guest of Management, Favors Show

M. A. Malaney, in charge of publicity for Loew's theatres in Cleveland, staged a private pre-release screening of "The Bellamy Trial" prior to its opening at the Allen theatre, for Chief Justice John P. Demspey, his associate judges, Beebe, Meck and Seltzer, and chief clerk Murphy. The come-back was a personal letter from Chief Justice Dempsey endorsing accuracy of the picture from a legal standpoint.

Judge Dempsey said in his letter to Loew's Theatres, Inc., "We found it (the picture) very interesting, especially the depicting of the trial itself which was very realistic. The picture is an accurate and clever presentation of the story."

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

Every theatre has need for "DIAMOND H" Remote Control Switches



The E. F. Albee Theatre, Brooklyn, N. Y.
(below) One of the doors to a dressing room equipped with "Diamond H" Door Bolt Control Switch.



Would you want to have your exit lights fail at a critical time?

Would you want to have the lights in aisles, stairways, lobbies, fail at a time when they were most needed?

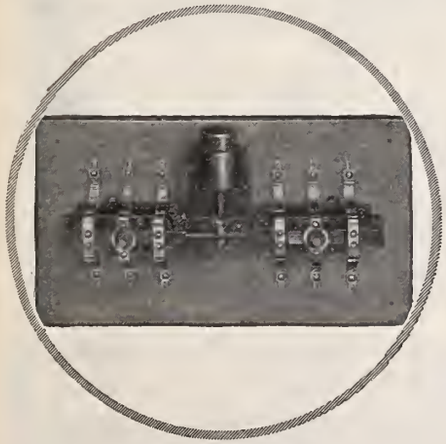
Of course not. You cannot afford to take such a chance. "Diamond H" Remote Control Switches in conjunction with emergency lighting circuits, control these lights automatically, so that they will not fail.

They are absolutely reliable and dependable. They need no servicing and are your insurance against current failure.

The Unseen Servant Turns Out Lights, and Saves Money for You

In this beautiful E. F. Albee Theatre in Brooklyn, the dressing rooms are equipped with "Diamond H" Door Bolt Control Switches.

When the door is locked from the outside, all lights left burning are immediately extinguished, and upon unlocking the door, they are automatically relighted. In the meantime, dollars of unnecessary electric current is saved.



A Type "G" Remote Control Switch which is used with emergency lighting circuits.

Bulletin No. 10 is complete with information about these switches. Copy on request.

THE HART MANUFACTURING CO.
HARTFORD, CONN.

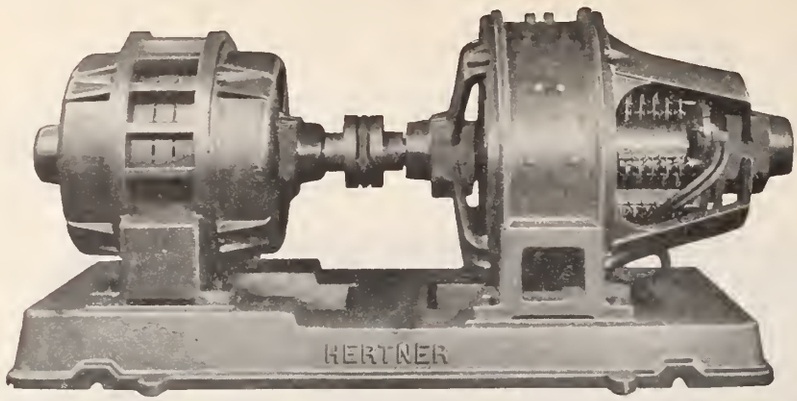
NEW YORK BOSTON CHICAGO TORONTO

To Architects and Builders of New Theatres

Consider carefully, the "Diamond H" Remote Control Switches and Door Bolt Control Switches for Theatre lighting circuits.

They are not only good insurance, but will save money in wiring and in current used.

DIAMOND H SWITCHES



Smooth Out Your Projection Problems
with a
TRANSVERTER

Have you secured your copy of The New Hertner Hand Book?
Contains complete information on the proper installation, operation and maintenance of the Transverter. It's FREE — Send for it.

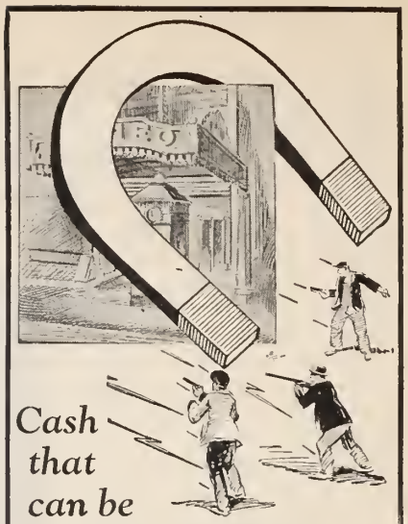
Makes clear, steady and artistic projection possible. Changes alternating current into direct current, greatly increasing the candle power of an alternating current arc of the same amperage.

"IF YOU SHOW PICTURES YOU NEED THE TRANSVERTER"

Distributed in U. S. A. by The National Theatre Supply Co.

THE HERTNER ELECTRIC COMPANY

1900 W. 112th St. TransVerteR CLEVELAND, OHIO, U. S. A.



Cash that can be stolen is a magnet!

It draws the burglar and hold-up man just as irresistibly as the loadstone draws steel filings.
The York Burglary Chest—the result of nearly half a century in expert safe construction—will bring to your theatre the protection needed.

YORK SAFES

YORK SAFE and LOCK COMPANY
York, Pa.



SAVE SEVERAL THOUSAND DOLLARS
Exceptional ORGAN Bargain

Due to replacement of larger Wurlitzer Organ, we will have available a splendid organ, which we will sacrifice at an exceptionally low price. Installation is still intact and may be heard. Delivery may be had September 1st, or earlier.

SPECIFICATIONS

Three Manual Twenty-two Stop Divided Organ. Full Percussion, Traps, Drums. A-1 condition. Installed in Orpheum Theatre, Cincinnati, some two years where it may now be heard in actual usage. Will sell for $4,000.00 as is and where is. Delivery, latter part of August.

Wire for further particulars

THE RUDOLPH WURLITZER COMPANY
121 East Fourth Street, Cincinnati, Ohio

FLASH YOUR NAME
with Reco Flashers

—and you'll catch the attention of a far bigger number of people. Reco Flashers have the day-in-day-out reliability that only a motion driven flasher can possess. Over a period of months, a Reco Flasher pays for itself in saving of current.

Write for interesting bulletin.

Ideas & Helps FREE

REYNOLDS ELECTRIC COMPANY
2628 W. Congress St., Chicago

Manufacturers also of Motors, Color Hoods Traffic Controls, Sign board Reflectors, Food Mixers, Vegetable Peelers, etc.



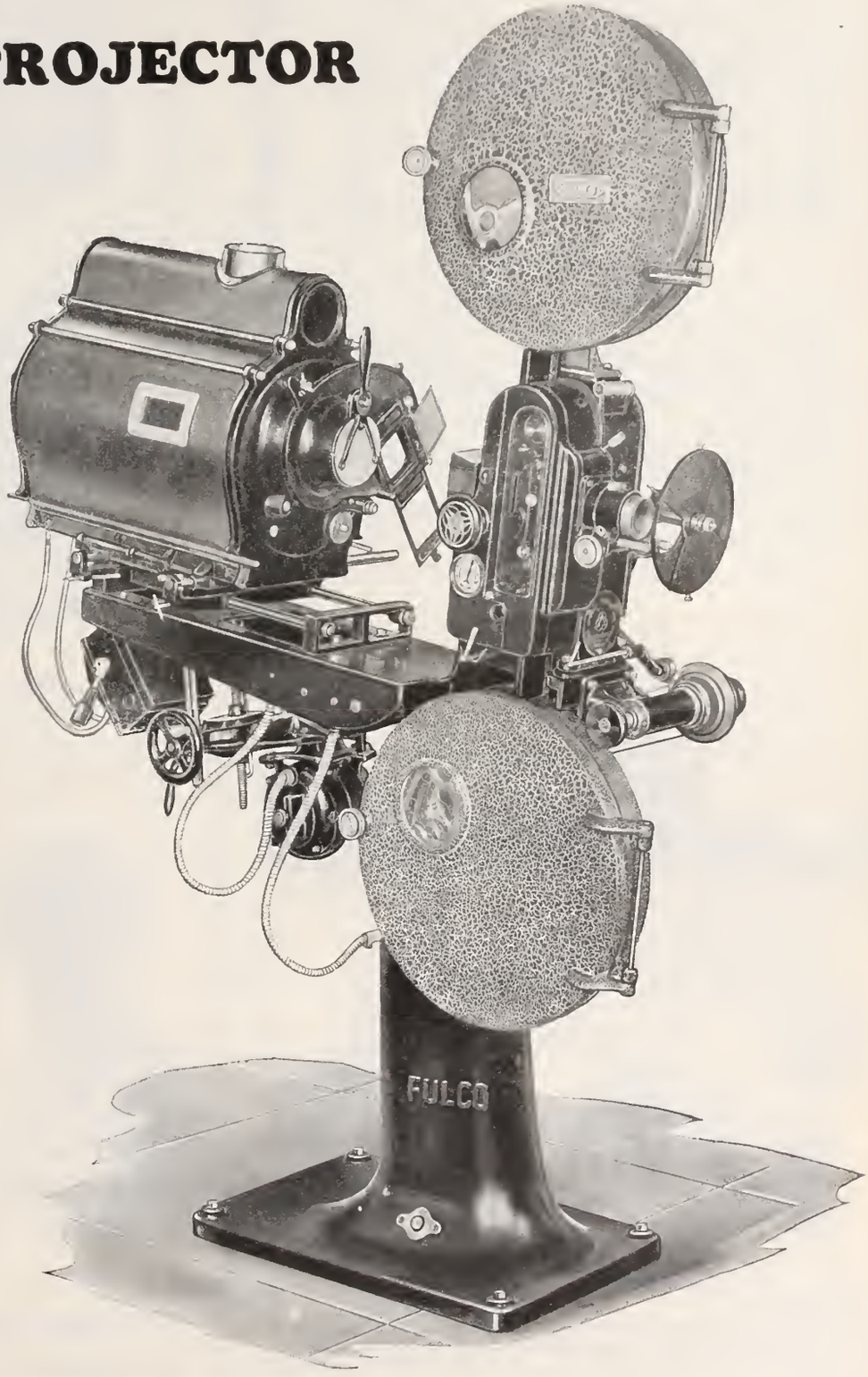
STOCK PROGRAMS
PROGRAM COVERS
For
Moving Picture Houses
Joseph Hoover & Sons Company
Market and 49th Sts., Philadelphia, Pa.

TYPHOON COOLING SYSTEM
TYPHOON FAN CO. 345 W. 39TH ST. NEW YORK

MOVIETONE—VITAPHONE SOUND PICTURES

AT THEIR BEST WHEN INTERPRETED THROUGH THE SPLENDID

FULCO PROJECTOR



THESE LATEST PERFECTED SOUND CREATING UNITS HAVE BEEN COMBINED WITH THE FULCO PROJECTOR, THUS MAKING IT THE LAST WORD IN MECHANISM DESIGNED FOR EITHER REGULAR OR SOUND EFFECT PICTURES.

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F. A. VAN HUSAN, V. P. & Sales Mgr.
A. G. JARMIN, Treasurer

Executive Headquarters
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CHICAGO, ILL.

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Factory
2001 So. California Avenue, Chicago, Ill.

Our New Circular, Just Out, Tells How to Put Pep in Your Ads!

Being Without TAM Is Like Having a

THEATRE WITH ONE MACHINE!

Up-to-Date Exhibitors Everywhere Use the

ORIGINAL AD MAT SERVICE

FOR THEATRES

Just think of it—you now have available a service that assists you in obtaining ads that approach in beauty the expensive hand-designed layouts of big city houses. And big-city houses obtain the hand-drawn effect at a fraction of the former cost!

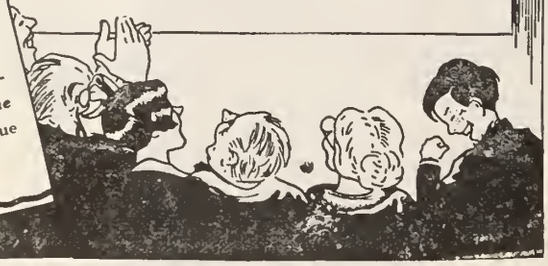
THEATRE AD MAT SERVICE, Inc.

New York . Chicago Los Angeles

Gen. Offices and Studios, Penn Theatre Bldg.
UNIONTOWN, PA.

Canadian Branch: 455 Craig St. W., Montreal

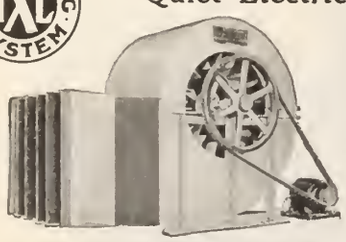
The illustration with which this ad was made is one of over 250 designs in one *month's* issue of TAM.



Lakeside

VENTILATING IXL SYSTEM

Quiet *Electric Ventilator*



Good ventilation makes business good. Ventilators for all your fresh air requirements. Write for catalog.

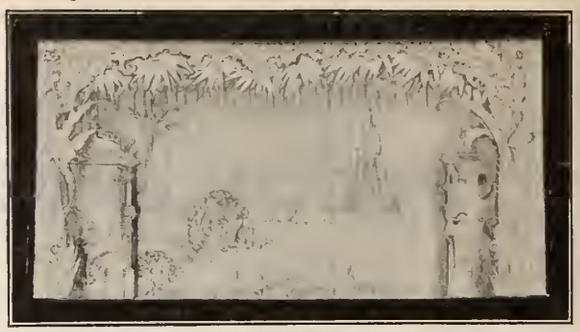
LAKESIDE COMPANY

225 Main St. Hermansville, Mich.

Records

Motion Picture News carried more equipment advertising for the first six months of 1928 than any competing paper.

QUEENSBORO THEATRE, Elmhurst, L. I.



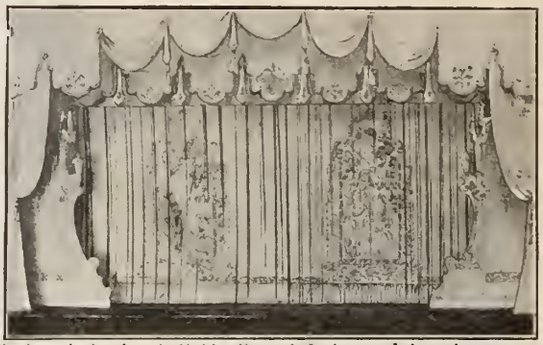
AN ATMOSPHERE THEATRE

Novel, original, exquisite

Possessing numerous features for lighting, and a multiple of usages from various angles.

Two Advance Studies of Jobs in Process of fabrication

REXY THEATRE, Philadelphia, Pa.



Each unit having individuality of design and insuring a composite treatment of outstanding richness.

NOVELTY SCENIC STUDIOS

340 WEST 41st ST. NEW YORK CITY



Stand of Iron filled with Artificial Flowers, drooping vines and Natural Prepared Ferns.



Kentia Plant and pot with removable leaves from 4 to 8 feet high.

Write for

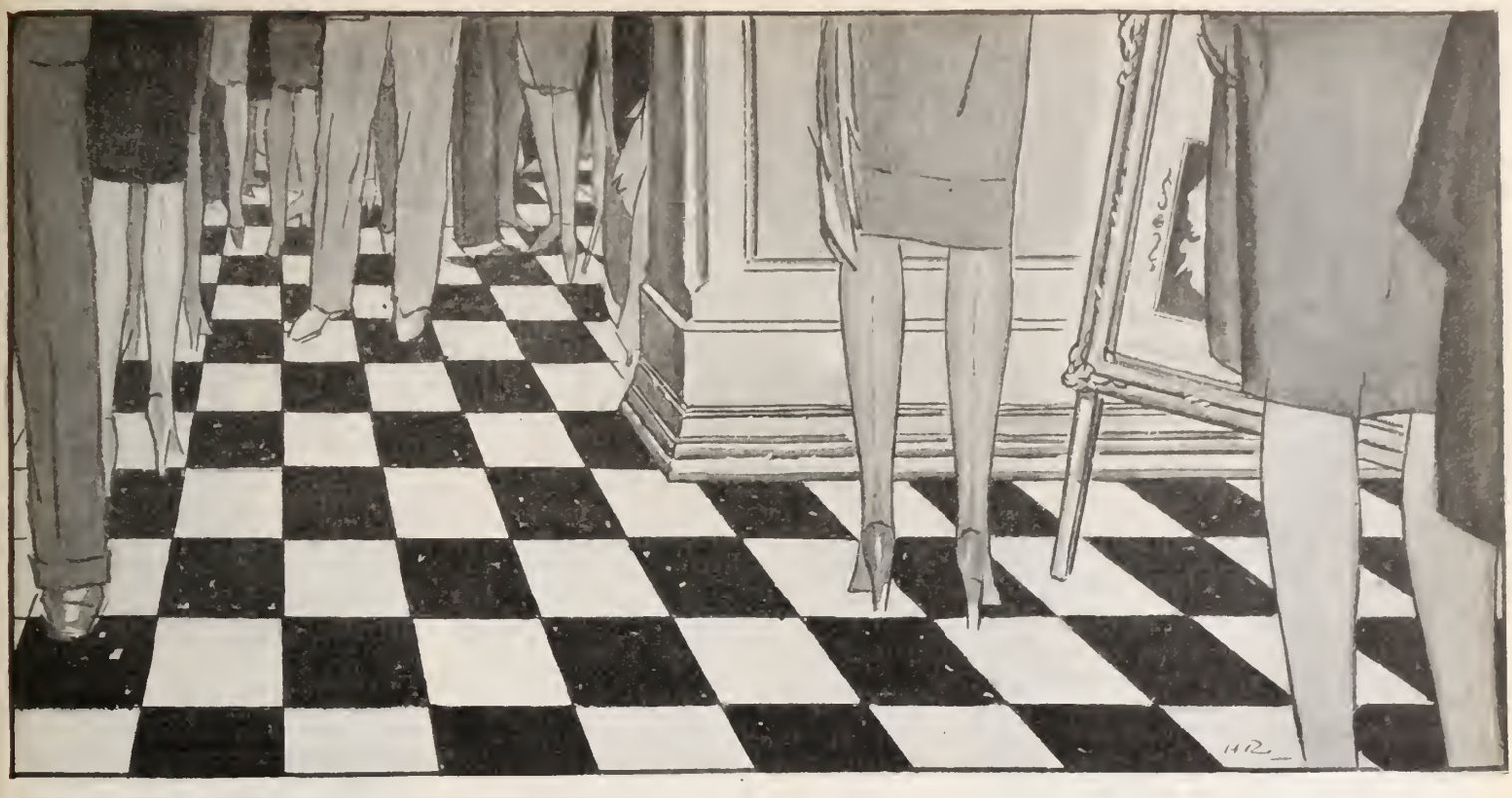
Illustrated Catalogue No. 7

in Colors of Artificial Flowers, Plants, Vines, Trees, etc.

Mailed Free on Request

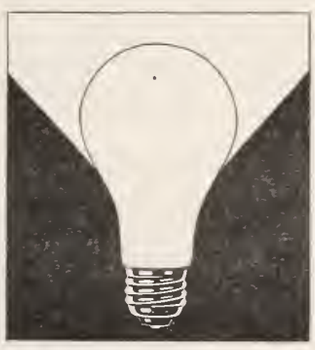
FRANK NETSCHERT, Inc.

61 Barclay St. New York, N. Y.



Where Will They Go? . . .

WILL THEY COME into your theater? Or will they go where the lights are brighter? You know that bright lights attract the crowd. Very often the difference between good and poor sign and markee lighting determines the difference between good and poor box-office receipts. For good lighting has a definite box-office value.



Good lighting is dependent upon good lamps. When you use Edison MAZDA* Lamps you get lamps that are of a known standard of lamp quality. In addition, you receive through reliable theater supply organizations the engineering services of the Edison Lamp Works of General Electric Company.

Examine your lighting. Write today for your copy of the new free bulletin, "The Lighting of Theaters and Auditoriums." You will find in it many valuable ideas for the proper lighting of your particular type and size of theater. Just drop a line to the Edison Lighting Institute, Edison Lamp Works of General Electric Company, Harrison, New Jersey.

Edison MAZDA lamps represent the latest achievements of MAZDA Service, through which the benefits of world-wide research and experiment in the Laboratories of General Electric Company are given exclusively to lamp manufacturers entitled to use the name MAZDA.

*MAZDA—*the mark of a research service*

EDISON MAZDA LAMPS

GENERAL ELECTRIC

An O. K. That Counts

If you didn't know anything about the Gold Seal Ticket Register except that it was approved and used by 8,000 leading amusement enterprises . . . that should be enough to indicate that Gold Seal had been proved the best.

GOLD SEAL
Ticket Registers and "Tickets That Fit"

However, the superiority of Gold Seal can be clearly shown on a dozen or more points by an examination of the register. Sealed in lubrication . . . rust proof steel . . . cast aluminum ticket wheel . . . case hardening . . . bronze bushings on all driving shafts . . . only one driving mechanism for any number of units—only the Gold Seal has these important features. Only the Gold Seal can give you Gold Seal perfect performance.

Our Reserved Seat Ticket Plants in Boston and New York Can Save You Money. Get Our Estimates.

GOLD SEAL — USED WHEREVER AUTOMATIC TICKET SYSTEM IS USED — TICKETS ARE SOLD — THE MARK OF PERFECTION

AUTOMATIC Ticket Register Corporation

723 Seventh Ave., New York
Independent Printers of Quality Tickets for Every Purpose.

Staff Members Lecture at Meeting of Employees

A unique event took place at the Metropolitan Theatre, Winnipeg, one of the largest in the Manitoba Capital, when Manager Walter Davis called a conference of the entire staff of the theatre to discuss plans and to exchange suggestions. Every department of the theatre was represented in the list of topics and departmental heads were responsible for special talks on their particular subjects.

Phil. Letvak, orchestra conductor, for instance, spoke on "Harmony in the Theatre," while George Rogers, the doorman, discussed "Roping them off"; the ticket seller discussed "How many, please?" and William Stanberry, the janitor, spoke on "Keeping the show clean."

Advances Store and Theatre Interests in Novel Ad

Herbert M. Woolf, part owner of Loew's Midland, first run house of Kansas City, owns one of the largest men's furnishing stores in Kansas City. Recently he devised a novel tie-up between the store and theatre.

In a quarter page of newspaper advertising he told the public in effective words that if people couldn't afford to buy a certain brand of summer shirts in which to keep cool they could avoid the heat by attending the theatre, which has heat by attending the theatre.

Mauro-Cottone Joins Organ Staff at Roxy Theatre

Dr. Melchiorre Mauro-Cottone, well known concert and theatre organist, this week joined the Roxy theatre staff as chief organist. Dr. Cottone was for several years solo organist at the Capitol in New York.

He will be in charge of the division of classical organ music at Rothafel's big playhouse. Dr. Cottone is a composer of distinction and his achievements an an organist have been recognized by signal honors in this country and abroad.

The Proper Control of Light On Your Screen

Picture films vary as well as current conditions. Your projectionist can adjust his arc current to always give you a clear, bright picture if you equip with PERFECTION. Current saving also is a result of PERFECTION equipment, for he need not use full current till the actual projection is started.

PERFECTION
RHEOSTATS RHEOSTATS

FOR PERFECT PROJECTION USE REMOTE CONTROL RHEOSTATS

USED BY ALL THE LEADING THEATRES THROUGHOUT THE COUNTRY

Sold by Your Theatre Supply Dealers

HOFFMANN & SOONS
Mfg. Division
387 First Avenue New York City

Contracting Electrical Engineers—Moving Picture Theatre Electrical Specialists

Standard VAUDEVILLE
for
Motion Picture Presentation

THE FALLY MARKUS AGENCY
Astor Theatre Building
N. W. Cor. 45th St. & Broadway
Lackawanna 7876

RADIO-MAT PATENTED
TALK from your screen
WITH your quickly
TYPEWRITTEN MESSAGES.
WHITE, AMBER or GREEN.
Accept no substitute.
RADIO-MAT SLIDE Co. NEW YORK
IS THE STATIONERY OF THE SCREEN

STABILARC
MOTOR GENERATOR
COSTS 15-20% LESS
BECAUSE
NO STARTER IS
REQUIRED

A NECESSITY FOR VITAPHONE EQUIPPED THEATRES
A. D. C. AUTOMATIC CURTAIN CONTROL
AND
ROLL E-Z TRACKS
GUARANTEE PERFECT CURTAIN MOVEMENTS

AUTOMATIC DEVICES CO.
739 HAMILTON ST., ALLENTOWN, PA.

MOST RELIABLE *AND* DEPENDABLE

ELECTRA
CARBONS

HUGO REISINGER
11 BROADWAY NEW YORK

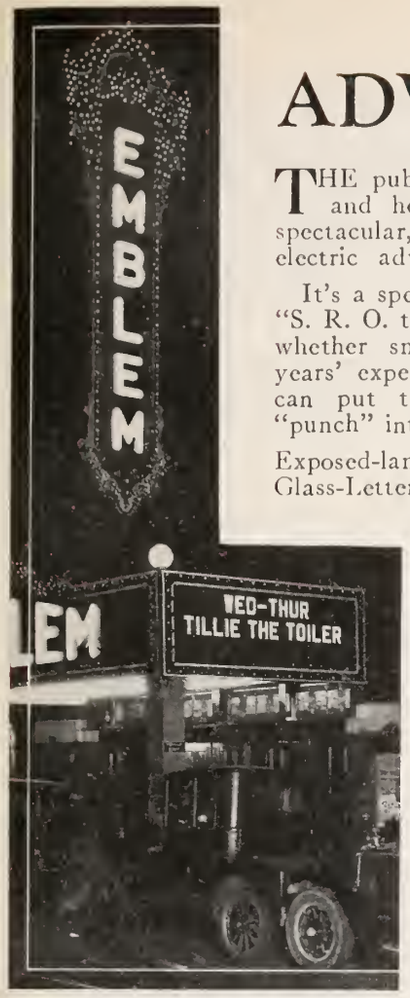
ADVERTISE to their eyes

THE public's eye today is caught and held by the unusual, the spectacular, in the matter of theatre electric advertising.

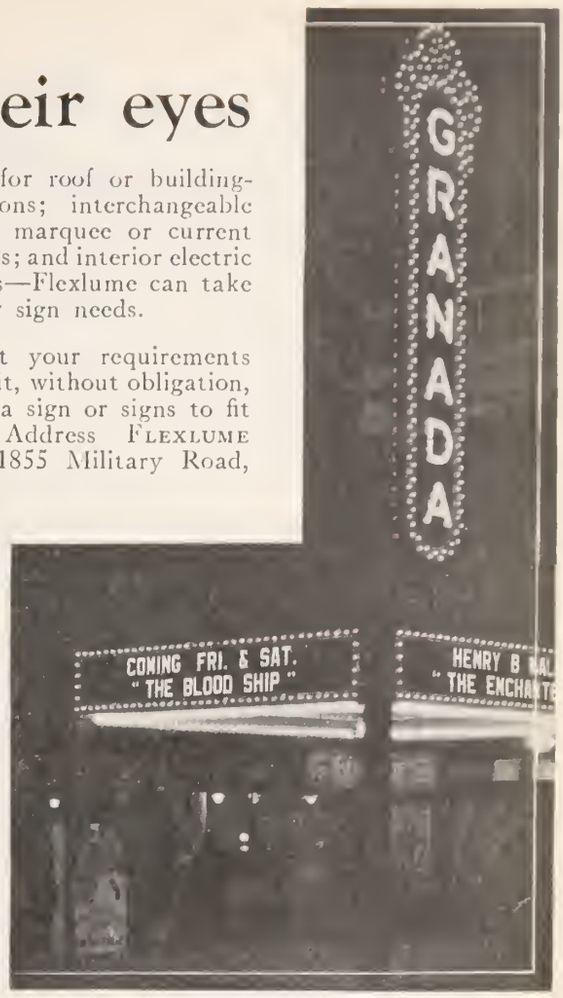
It's a specialist's job to design the "S. R. O. type" of theatre electric—whether small or large. With 16 years' experience to draw upon, we can put that *unusual*, *spectacular* "punch" into one for you.

Exposed-lamp, Neon-tube, Raised Glass-Letter electrics or combinations of these for roof or building-front installations; interchangeable letter signs for marquee or current attraction boards; and interior electric directional signs—Flexlume can take care of *all* your sign needs.

Write us about your requirements and let us submit, without obligation, color sketch of a sign or signs to fit your needs. Address FLEXLUME CORPORATION, 1855 Military Road, Buffalo, N. Y.







Sales and Service Offices in chief cities of U. S. & Canada

FLEXLUME

Factories also at Detroit, Los Angeles, Oakland & Toronto

FLEXLUME
ELECTRIC DISPLAYS

for Summer Use *too!* EVENHEETERS

EVENHEETERS are not exclusively for winter time alone, dampness of summer rains and dewy, foggy summer nights make them a necessity in summer time too. For dampness plays havoc with the delicate organ parts much as coldness does.



MR. ARCHITECT, as a protective measure Evenheeters should be specified in every organ chamber you plan. Not only will they prove of value in winter but in summer too, and in the long run you will find that this measure of protection has decreased organ maintenance expense and lengthened organ life to a marked extent.

CRAMBLET ENG. CORP.
286-288 Milwaukee St. Milwaukee, Wis.

Visibility—

as applied to a publication plays an important part in gaining reader audiences for advertising. ¶ Advertising and editorial conntents must be invitingly arranged. In fact, the art of securing advertising visibility is a rare mark of distinction for a publication—and all we ask is that "The Showman" be judged for visibility by comparison.

Selected List of Important Trade Publications

Prepared for the Service of Theatre Owners, Managers and Theatre Architects

Important publications issued by manufacturers in connection with the subjects listed in these columns will be sent free to readers upon request to this magazine. For your convenience a number is used to indicate each subject and a request blank provided. To obtain copies of publications on subjects in which you are interested simply insert on line provided in blank the number opposite that subject, fill in name and address and mail to Showman Service Bureau.

AIR CONDITIONING
(1) General outline of systems with illustrated descriptions of apparatus for atmospheric conditioning in theatres.

CLEANING SYSTEMS
(2) Apparatus used in central cleaning system for theatres.

DECORATION
(3) Furnishings for auditoriums, lobbies, lounges—decorative furniture and fixtures, fountains, shrubbery, draperies, etc.
(4) Finishing materials for wall and ceiling treatments.

FILM PROCESSING AND CLEANING
(5) Descriptions of materials and apparatus used in processes for film renovation, preservation and cleaning.

HEATING AND VENTILATION
(6) Types of ventilating and heating systems with diagrams, illustrations and descriptions of apparatus.

LIGHTING, DECORATIVE
(7) Spotlight, effect projectors, automatic and remote control color and effect machines for atmospheric theatres, cove lighting, lobby and rest room illumination, with specifications for uses and operation.

LIGHTING FIXTURES
(8) Decorative chandeliers, wall fixtures, directional signs, illuminated mirrors and fountains for theatres described and illustrated.

LIGHTING, PROJECTION
(9) Arc and incandescent lighting equipment, specifications for use and operation.

LIGHTING, SIGN AND MARQUEE
(10) Flasher equipment, color devices, etc., for front effects and advertising.

LIGHTING, STAGE
(11) Spotlights, effect machines, borders, foot lights, etc., and their uses in stage effects.

LIGHTING CONTROL
(12) Dimmer control, switchboards, panel boards, switches of various types for stage and auditorium lighting control.

MOTOR-GENERATORS
(13) Various designs of motor-generators specially designed for motion picture projection.
(14) Power control, transformers, etc. for projection, specifications and illustration of apparatus.

ORGANS AND ORGAN EQUIPMENT
(15) Theatre organ of various types for large and small auditoriums.
(16) Organ blowers, heaters, seats and accessories.

PIT AND STAGE ORCHESTRA EQUIPMENT
(17) Music stands, special designs for pit orchestras and stage band acts.

PLUMBING FIXTURES
(18) Radiators, equipment for wash room furnishing, etc., illustrated.

PROJECTION
(19) Operating instructions, parts for machines (specify make and model).

RIGGING, STAGE
(20) Drapes, curtains, curtain control apparatus, automatic stage platforms, elevators, etc.

SAFES
(21) Descriptive literature illustrating types of safes especially designed for theatre use.

SEATING
(22) Auditorium chairs, special designs illustrated, re-seating arrangements, etc.

SCREENS, MOTION PICTURE
(23) Various types described, diagrams, illustrations of surfaces, etc.

SIGNS AND MARQUISE
(24) Theatre advertising signs, marquise designs illustrated.

TICKET VENDORS
(25) Automatic ticket machines for motion picture theatres, change makers, canceling devices and registers.

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Motion Picture News
729 Seventh Ave.
New York City

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Also, I should like to have further information regarding the advertisements or articles appearing in the August issue of The Showman.

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Circuit of Theatres

has contracted for the Installation of

Sentry Safety Control

in all their theatres

Proving again that the exhibitor-leaders are following the trend which makes the patrons' safety of primary importance!

SENTRY SAFETY CONTROL
CORPORATION

13th and Cherry Sts., PHILADELPHIA 1560 Broadway, NEW YORK
And All Branches of
NATIONAL THEATRE SUPPLY COMPANY

The positive fire-preventer. Can be attached to any projector. Costs only a few cents a day.





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Meet the buck private of the projection army—THE LENS. All the rest of the army, from the light switch to the shutter, pass the buck to the lens.

And just as the performance of an army depends on the men in it, so does the kind of pictures a projection machine produces depend on the lens.

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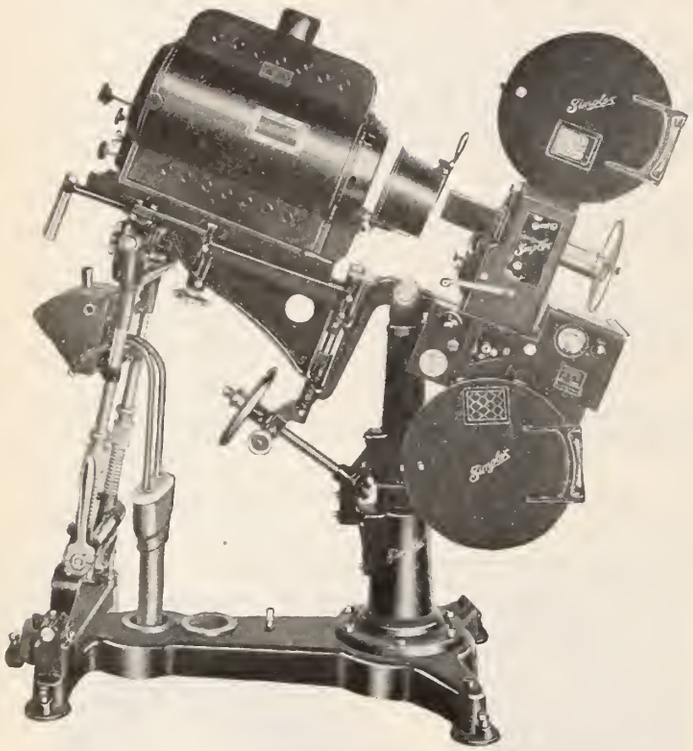
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SIMPLEX MODEL M
MEETS EVERY REQUIREMENT

DEPENDABLE—ADAPTABLE

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INTERNATIONAL PROJECTOR CORPORATION

90 GOLD STREET, NEW YORK

Mo. Clergy Fights Shows; Ia. Town Solves Problem

Ministers of Columbia, Mo., have banded together to fight against the proposal for opening the motion picture theatres of Columbia on Sundays. Merchants of the town are losing much trade because Columbians motor to Jefferson City and other neighboring towns that permit movies on Sundays. Columbia will vote on the question of Sunday shows at an early date.

Conway, Iowa, has solved the Sunday show question very effectively. Church services are held each Sunday night in an open air theatre. The services end promptly at 8:30 p.m. and are followed by a 6-reel feature film and some short subjects. The congregation may see the show by paying the admission price.

Both the church people and the theatre owner are satisfied with this arrangement. Attendance at church services and the theatre have increased.

Pathe Makes Changes in Division Territories

Changes in the territories of division managers, to assure "greater efficiency," have been made by Pathe.

As now defined, Stanley Jacques, manager of the central division, has the Chicago, Cincinnati, Des Moines, Indianapolis, Milwaukee, Minneapolis, Omaha, Kansas City and St. Louis offices under his supervision. L. W. Weir, manager of the western division, has the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle branches under his control; Dan Michalove, manager of the Southern division, has the Atlanta, Charlotte, Dallas, Memphis, Oklahoma City and New Orleans offices under his wing; L. J. Hacking, under the supervision of the Pathe home office, has the Albany, Boston, Buffalo, Cleveland, Detroit, New Haven, New York, Philadelphia, Pittsburgh and Washington offices to take charge of.

Montreal Realizes $813,979 on Amusement Tax

The amusement tax brought a revenue of $813,979 to the City of Montreal during 1917, according to the annual financial report which was presented at the City Hall July 27. This is all velvet to the city because the tax is collected by the exhibitors and paid over to the Province of Quebec which, in turn, hands it over to the city for special expenditures.

There are 54 moving picture theatres in Montreal and these paid license fees of $48,137 to the city during 1927. Five circuses paid $1,000 per day into the city coffers for five days during the year.

Premiere Pictures Obtains "The Big Hop" Rights

Mid-West territorial rights for "The Big Top," the first independent production of Buck Jones, adventure star, were closed for last week by Nat Steinberg and Tom Tobin, of the Premiere Picture Corporation, of St. Louis, who negotiated with Charles F. Schwerin, general manager of Buck Jones Productions. Premiere will distribute the picture in Southern Illinois and Eastern Missouri.

Washington Board Rules Technicalities Be Kept Out of Arbitration

THE arbitration board of Washington, D. C., in hearing a case in which First National, Paramount, United Artists, Pathe and Universal charged the Payette and Dalke circuit in Virginia with bicycling and holding over films, recently handed down an important decision in declaring that arbitration boards are courts of equity and are not bound by technicalities that might tie up proceedings in courts of law. The board ordered the circuit to pay the distributors $4,500 damages, an award said to be the largest ever made by the Washington board.

The circuit, through Sam Boyd, a Washington attorney and its representative, had filed motions with the board requesting the exchanges' complaints be dismissed because they were, it was claimed, first, indefinite, and second, brought under the copyright law of the United States. These motions were opposed by the local exchanges, represented by Louis Nizor, attorney for the New York Film Board of Trade, who contended that there was no motion picture procedure before arbitration boards involving pleadings and that any other ruling would be introducing the legal technicalities of the courts, which, Mr. Nizor emphasized, it is the purpose of arbitration boards to prevent.

The Washington board ruled against the motions filed by the circuit, declaring that the complaints offered by the exchanges were proper.

Paramount Coast Studio to House Radio Station

New Contact With Public Will Be Opened in September; Policy Will Be to Foster Goodwill Towards Screen

A RADIO broadcasting station, to be known as "KNX, Paramount Pictures-Los Angeles Evening Express Station," will be opened early in September at the studios of the Paramount Famous Lasky Corporation in Hollywood. The new station will have a strength of 5000 watts. Ground has already been broken and construction work begun, while equipment is being rushed from the east for the studio and transmitter, the latter to be located in the San Francisco Valley at Sherman Oaks. The program orignating in the studio will be carried via private telephone to the transmitter, a distance of 12 miles, and from this point the messages will be broadcast from the antenna towers.

Paramount plans to use the station as contact with picturegoers throughout the country and also to make this air service an aid to exhibitors. Besides fostering goodwill towards the screen, by educating non-theatregoers to its entertaining qualities, it is the intention of the company to inform exhibitors, as well as the public, of the latest developments in the moving picture center.

KNX has heretofore used 500-watt energy, but they are now enabled to increase their power 10 times and to install transmission equipment of 50,000-watt capacity for future use. It is said that a change from 5000-watt to 50,000-watt operation can be made within 24 hours, when the station is in operation. KNX, in operation for some time under the **Los Angeles Evening Express**, will continue under that management. The staff is composed of Naylor Rogers, manager and program director; Glen Rice, assistant manager; Harold Isbell; Eddie Albright; N. D. Garvey, chief technician, and Loyal Underwood, announcer.

The Paramount lot will house the broadcast studio and rehearsal room.

Schenck Denies Rumor of Retirement

JOSEPH M. SCHENCK has cabled from London that rumored reports of his retirement from the offices of president and chairman of the board of directors of United Artists are "ridiculous and unwarranted." He has no intention of withdrawing from any of his activities in the conduct of the film company, according to officials at the New York office of United Artists.

These New York executives pointed out that it was only on July 12, 1928, that Mr. Schenck was re-elected president and chairman of the board for another year. He will return to the United States next month following a visit to Russia in the interests of United Arists pictures. He has been touring film exchanges of his company in capital cities of European countries.

Capital Productions Closes for Illinois Territory

Capital Productions Company has closed a deal with Frank Zambrino, of the M. and M. Film Exchange for the release of two serials, a series of 12 two-reel comedies and a series of 12 single reel novelties and a special feature for the Illinois territory.

New Officers Elected by U. A. Stockholders

THE stockholders of the United Artists Corporation, in their annual meeting held recently in New York, have elected the following officers:

Joseph M. Schenck, president and chairman of the Board of Directors; Harry D. Buckley, Dennis F. O'Brien, Alexander Lichtman, vice-presidents; Arthur W. Kelly, vice-president and treasurer; Albert H. T. Banzhaf, secretary; Frank A. Beach, assistant secretary; Mary Rusk, assistant treasurer.

The elected directors are: Joseph M. Schenck, Dennis F. O'Brien, Nathan Burkan, Albert H. T. Banzhaf, Harry D. Buckley, Christopher J. Dunphy, James A. Mulvey, Bertram S. Nayfack. All of these, except Mr. Dunphy, were reelected, Mr. Dunphy being a New York banker who has been named by Gloria Swanson as her eastern business representative.

Sunday Shows Headway Made in Ohio

Ohio has added to its laurels as a controversial site for Sunday shows. Martins Ferry is the latest city to join the ranks of seven-day performance. After having heavily advertised in the local newspapers that the majority of the citizens seemed to desire Sunday shows, and that compliance with said desires would materially improve the general business of the city, the Fenray Photoplay Co. proceeded to give Sunday exhibitions at both their houses, the Fenray and Elzane.

The Sunday show will be decided by the citizenry of Ashland, O., in which city the exhibitors, sponsored by the Ashland Theatre Owners' Association, have forced a referendum. The public will be given the opportunity to express their preference by ballot the middle of August.

Paramount Honors Topeka Editor With Film Program

A picture program in honor of Frank P. MacLennan, noted owner, editor, and publisher of The Topeka State Journal, and ranking member of the Board of Directors of the Associated Press, who is recuperating at a private hospital in Topeka, was given at the hospital last Wednesday evening.

The program, arranged by Maxson Foxhall Judell, Editor of "The Fun Shop," was completely furnished by Adolph Zukor and the Paramount organization and executed under the direction of L. J. Cushing and Miss S. Lyons.

Following a Paramount News reel, which contained pictures of Senator Curtis, the Republican nominee for Vice-President, came Douglas MacLean in "Soft Cushions," which was specially requested.

An interesting incident occurred. Inasmuch as Senator Curtis and Mr. MacLennan both come from Topeka, Mr. Zukor presented Mr. MacLennan with the film part showing Senator Curtis.

Ernest Torrence Signed to M-G-M Contract

A long-term contract with Metro-Goldwyn-Mayer has been signed by Ernest Torrence. Several important parts are said to be in preparation.

World's Output Put at 1,300 Features

FILM EXPRESS, published by Lichtbildbuehne, estimates that 1,350 feature films will be produced throughout the world for the 1928-29 season with the United States supplying 60 per cent of the total.

According to this survey, countries supplying films and their respective amounts, are: United States, 750; Germany, 200; Great Britain, 140; Russia, 130; France, 60 and other countries 70.

Veteran Pa. Film Censor Retiring from Board

The resignation of Mrs. Catherine A. Niver, of Philadelphia, who for more than 14 years was a member of the Pennsylvania State Board of Motion Picture Censors, was announced on July 26 and at the same time Governor John S. Fisher at the capitol in Harrisburg announced the appointment of Mrs. Mary D. Patton, of Curwensville, as Mrs. Niver's successor and vice-president of the board. The appointment of Mrs. Patton, the only woman on the censor board, was effective August 1. Her salary will be $3,300 a year.

Mrs. Patton is the widow of former State Senator Alexander E. Patton and is a sister-in-law of Charles E. Patton, former secretary of agriculture of Pa.

Ufa Eastern Distributors Opens Philly Exchange

Ufa Eastern Division Distribution, Inc., through W. C. Herrmann and David Brill, has completed arrangements for the opening of an exchange at 1220 Vine Street in Philadelphia. The branch is to be under the supervision of Jack Meyers.

By August 15, Ufa Eastern expects to have exchanges operating in Washington, Boston, New Haven and Pittsburgh, New York and Buffalo are other offices distributing the Ufa product in the eastern territory, which embraces over a dozen states. Mr. Herrmann is now in Buffalo negotiating for the opening of a Ufa exchange there, for the season of 1928-29, the company expects to release 26 new Ufa features and 26 Ufa shorts.

Fox Films Denies It Has Signed Fred Thomson

Fox Films last week denied that Fred Thomson or any other western star had been signed by the corporation. With the completion by Rex Bell of "The Girl-Shy Cowboy," that player will appear in seven more western productions for release next season. No other western pictures have been scheduled for production or release by Fox Films, it is said.

Capital Secures Rights to Three Chaplin Reels

The releasing rights to the three Charlie Chaplin starring two-reelers, "Behind the Scenes," "Charlie's Hard Luck" and "The Heart Thief," have been obtained by the Capital Production Company.

Pa. Exhibitor Killed in Automobile Accident

NATHAN FRIEDBERG, owner of three Pittsburgh theatres, and one of the pioneers in that territory, was killed in an automobile accident near Gettysburg, Pa., July 30. Mr. Friedberg's chauuffeur was also killed when the automobile in which they were riding crashed into a pole.

Mr. Friedberg had operated the Alhambra theatre in the East End for fifteen years, having disposed of the house two years ago. At the time of his death he was conducting the Triangle in the East End; Garden, Northside and the American, Southside.

He was a member of the Board of Directors of the Motion Picture Theatre Owners' of Western Pennsylvania and West Virginia; also a member of the Arbitration Board. He was a tireless worker for the organization, and also formerly was a member of the Board of Directors of the Motion Picture Theatre Owners of America.

Monty Collins Promoted to New Rank by Educational

Monty Collins, who made his first appearance in Educational comedies about a year ago, has been promoted to solo featured roles and has finished his first Mermaid comedy as a featured comedian. Estelle Bradley plays opposite him in this forthcoming comedy, which Stephen Roberts directed. It was while playing a comedy heavy in a two-reel picture that the Educational studio that Collins first attracted notice. He has had vaudeville and stage training.

Columbia Opens Own St. Louis Exchange

Columbia Pictures Corporation opened this week an exchange in St. Louis, located temporarily at 3330 Olive Street and to be known as the Columbia Midwest Exchanges.

Messrs. Rosenthal and Taylor, who up to this season had the Columbia franchise, will continue to handle the old Columbia product, including the 1927-28 program. The program for the new season will be handled by the new Columbia exchange.

West Coast Prepares Greater Movie Season

THE annual Greater Movie Season will soon get under way at the West Coast Theatres circuit, where reams of newspaper publicity, radio talks, trailers, addresses by figures of prominence, ballyhoos and practically every method of capturing the public's attention will be seized upon to inculcate into the mass of movie-goers an additional interest in pictures and create a greater response at the box office.

Throughout the West Coast circuits, meetings are being held for employees, who will be informed as to what is his particular "bit" in the campaign. Until well into autumn, the public will be the target for a barrage of publicity matter. A bigger and a better movie season is the thought behind the West Coast circuit's drive.

International Projector Corp. Holds Outing

Over 250 employees of the International Projector Corporation attended the outing of the company held at Belvedere Park, Pearl River, N. J., Saturday, July 21st. Rudolph Kneuer, as in former years, was chairman of the committee of arrangements, and to him must be given much credit for the success of the affair. The entire party went to Pearl River by bus and private auto with the company band to make the trip more cheerful. Many athletic contests were held with liberal prizes for the winners and dinner and supper served to all those present.

In addition to the many handsome prizes handed out, Mr. Harley L. Clarke, president of the company, made a liberal cash contribution which added greatly to the day's enjoyment by the 50 winners in this feature. Among those who addressed the meeting were W. C. Michel, vice-president and treasurer; S. R. Burns, vice-president and secretary of the International Projector Corporation, and W. E. Green, vice-president and general manager of the National Theatre Supply Company. Mr. Green, who was formerly vice-president of the International Projector Corporation, made a special trip from Chicago to be present with his old friends on this occasion.

Mary Philbin Wins Role in "The Play Goes On"

The leading feminine role, that of an actress in a road-show troupe, will be played by Mary Philbin when Director Paul Fejos places "The Play Goes On," starring Conrad Veidt, into production at the Universal studio. The actress has just completed a characterization of a harum-scarum girl in "Salvage," a story of the San Francisco waterfront.

"The Play Goes On" will be made in Movietone, employing a musical setting, sound effects and dialogue. James A. Creelman, who did the adaptation, is now working on the dialogue for the picture, which will be ready for the cameras at an early date.

Negri Well Supported in "Loves of an Actress"

In the cast of "The Loves of an Actress," Paramount's production starring Pola Negri, the actress has a large supporting cast. The picture has been completed.

Miss Negri is Rachel, the actress. The male lead is Nils Asther, while Mary McAllister has the role of an ingenue. The assisting players are: Robert Fischer, Richard Tucker, Philip Strange, Paul Lukas, Gustav Schacht, Evelyn Selbis, Ivy Harris, Nigel de Brulier, Helene Giere and Paul Panzer.

Detroit Unions Demanding New Wage Scale

Union demands for a new wage scale were sent recently to exhibitors in Detroit and surrounding territory. The notification calls for thirty per cent increase over the present wages. A counter proposal, it is understood, has been submitted by the Michigan Exhibitors association, and both organizations will probably be able to thrash out their differences to the mutual satisfaction of all concerned.

FBO in Deal with Ideal

Joseph P. Kennedy Closes for Distribution of 1928-29 Product in United Kingdom

ANNOUNCEMENT is made by Joseph P. Kennedy, president of FBO, of the consummation of negotiations between Simon Bowson, representing Ideal Films, Ltd., of England, and FBO Pictures Corporation, whereby the FBO 1928-29 product will be distributed throughout the United Kingdom by Ideal Films, Ltd., one of the oldest and most important distribution agencies in Great Britain. The deal was consummated by cable between Mr. Kennedy, who is in Hollywood, Mr. Simon Rowson, in London, and Ambrose S. Dowling, manager of FBO Export Corporation, in New York. Sol G. Newman, FBO's representative in London, was also instrumental in closing the deal.

The completion of negotiations between Mr. Kennedy and Ideal Films, Ltd., marks the third year of this international alliance.

It will be recalled that in September, 1926, Mr. Kennedy completed negotiations for the distribution of the 1926-27 FBO product in the United Kingdom by Ideal Films, Ltd. This alliance established a definite union between a big American producing corporation and a leading British renting organization, and was a genuine progressive step toward the establishment of more friendly relations between the motion picture industry in America and Great Britain.

In August, 1927, Mr. Kennedy again completed negotiations with Ideal for the distribution of the 1927-28 product in the United Kingdom, and the completion of negotiations between Mr. Kennedy and Mr. Rowson for the distribution of the FBO 1928-29 product by Ideal was announced this week.

During the past two years, the Gaumont British Corporation, of which Ideal Films, Ltd., is an affiliated company, have made unusual progress.

Their first move was the acquisition of the Davis group of theatres, said to be the largest picture theatre circuit in the United Kingdom. Then came the deal with the Denman Theatres, which brought under their direct control a number of the best theatres in England. This was followed by the amalgamation of General Theatres and British Gaumont, which further augmented their already powerful position.

Through these new affiliations, Gaumont British Corporation find themselves in control of over two hundred theatres in which are numbered some of the finest houses in Great Britain. Next October, they plan to open their biggest house at Croydon with a seating capacity of over three thousand. The house at Croydon will be one of the Davis circuit of theatres. Thus the FBO product will be exploited through this powerful distributing agency to over 200 of the biggest theatres in the United Kingdom.

Ideal Films, Ltd., are making elaborate preparations to launch FBO's 1928-29 program. Sol G. Newman, FBO's representative in London, who was instrumental in closing the new deal, will take an active part in the campaign.

May Film Exports in Excess of April's

EXPORTS of motion picture film from the United States during the month of May exceeded in quantity those of both the preceding month and the corresponding month of 1927 by appreciable margin, it is disclosed by figures just compiled by the Department of Commerce, Washington, D. C. Total shipments for the month aggregated 25,578,169 linear feet 703,607 feet valued at $652,714 in the valued at $677,974, compared with 23,- preceding month and 21,307,726 feet valued at $782,671 in May, 1927.

Exports of positives in May totaled 19,112,379 feet valued at $467,192, compared with 16,868,384 feet valued at $409,451 in April; negatives totaled 347,090 feet valued at $74,492, against 495,644 feet valued at $65,881; and raw stock shipments totaled 6,118,700 feet valued at $136,290, against 6,339,579 feet valued at $177,382. Australia was the leading market for positive film during the month, taking slightly in excess of 2,000,000 feet, while Spain, Argentina, Brazil and Germany each took in excess of 1,000,000 feet.

France Now Using More German Motion Pictures

The number of German films released in France has jumped from 20 in 1924 to 91 in 1927, a report received by the Department of Commerce in Washington, D. C., from Trade Commissioner George R. Canty, Paris, indicates. The report discusses the attempt of the German producers to break into the French market. Among the various points brought out are the following:

The assimilation of German pictures by the French has been slow; an average yearly number of 43 German feature films, or 19.5 per cent of the total amount German production, was released on the French market; during the same period, an average yearly number of 31 French films, or 45.4 per cent of the French annual production, was imported into Germany. From 20 German features released in France in 1924, the figures were increased to 29 in 1925, to 33 in 1926, and 91 in 1927.

Schoedsack - Cooper Back from Africa

Ernest Schoedsack and Merion Cooper, the two men who made "Chang," arrived at the Paramount studio last week with thousands of feet of film in which is incorporated the work of many months spent in Africa. They are now cutting and assembling the shots.

Alice Day Is Reginald Denny's Leading Lady

The chief feminine part in "Red Hot Speed," Universal's new farce vehicle for Reginald Denny, will be portrayed by Alice Day. This production will be the star's first talking picture.

Paramount Has 9 in Work; Prepares Others

NINE pictures are under way at the coast studio of Paramount, several others in preparation are due to start shortly, and six more are being edited, titled and will soon be released.

"Sins of the Fathers" and vehicle for Richard Arlen-Nancy Carroll, were the two features started during the past week, Dorothy Arzner, woman director, handling the latter production. Seven other units that have been working for some time are "The Docks of New York," "Take Me Home," "Moran of the Marines," "Interference," "The First Kiss," "The Fleet's In" and "Varsity."

Pictures now in the studio cutting rooms include "Just Married," "Beggars of Life," "Forgotten Faces" and "The Water Hole."

The Christie Bros. studio is engaged on the Douglas MacLean feature, "The Carnation Kid," as well as several two-reel comedies. Harold Lloyd is also considering several stories for his next vehicle.

Cast of New Fairbanks Film Almost Completed

Except for the roles of Richelieu and Queen Anne of Austria, the casting for the new Douglas Fairbanks vehicle, "The Man With the Iron Mask," is complete. Fairbanks will again play D'Artagnan and Marguerite de la Motte will again be Constance.

Leon Bary, Otto Matiesen and Tiny Sanford will be the three Musketeers. Bary played in the original Fairbanks production. Others of the original cast will be Charles Stevens and Lon Poff. The remainder of the roles will be played by Ulrich Haupt as De Rochefort, Rolfe Sedan as King Louis III, William Bakewell as King Louis IV, and Dorothy Revier as Milady de Winter. Director Alan Dwan will start shooting within a few days.

Paramount Schedules 13 August Releases

Five features and eight shorts, exclusive of the regular Paramount News releases, are listed to make their initial appearance on the Paramount releasing schedule during the month of August. Three of the features will have sound accompaniment and a like number of shorts will be equipped with musical scores, sound effects and, in some cases, dialogue.

"Warming Up," ready for booking August 4, will be the first feature with sound. "Forgotten Faces," with an all-star cast, will be issued on August 11. "Loves of an Actress," with sound, will be released August 18. Also scheduled for this date is "The First Kiss." The last feature for the month will be "Sawdust Paradise," to be released on August 25.

The three Christie shorts with sound effects will be "The Dizzy Diver," to be issued August 11; "Hot Scotch," to be released August 18; and "Stop Kidding," to be released August 25. The other August shorts will be "Walls Tell Tales," to be issued on August 4; "News Reeling" and "Baby Feud," Krazy Kat cartoons, to be issued August 4 and 18; and "Koko's Chase" and "Koko Heaves Ho," Inkwell cartoons, to be released August 11 and 25 respectively.

Ramsaye Editor Pathe Eastern Productions

BESIDES being editor of Pathe Review, Terry Ramsaye will fill the post of editor-in-chief of Eastern productions, having just been appointed to that position by Colvin W. Brown, vice-president of Pathe.

Ramsaye's editorial supervision will apply to all non-dramatic subjects issued by Pathe. He has edited many of the recent and current expeditionary and adventure features.

Cast Chosen for Audrey Ferris' Stellar Vehicle

Within seven days cameras will be turned on "The Little Wildcat," a vehicle for Audrey Ferris, who has recently obtained stellar ranking at the Warner studio. No director has yet been assigned to it although J. L. Warner and Darryl Francis Zanuck have completed casting.

James Hall has been acquired for the lead opposite Miss Ferris. Arrangements have been made with First National for the services of Doris Dawson as one of the principals. Claude Gillingwater, George Fawcett and Hallam Cooley are also included. The scenario has been finished by E. T. Lowe, Jr. The adaptation is that of a story by Gene Wright.

Gilbert, Garbo and Davies Vehicles During Summer

Before the new season begins on September 1, Metro-Goldwyn-Mayer will release "Four Walls," "The Mysterious Lady" and "The Cardboard Lover," starring vehicles for John Gilbert, Greta Garbo and Marion Davies respectively. The first is an adaptation of a Broadway play which ran for 21 weeks at the Golden Theatre. The second is a picturization of a continental play by Ludwig Wolff. The last is a version of the Broadway play which starred Jeanne Eagels.

"Submarine," Columbia's Sea Story, Completed

Irvin Willat's production, directed by Frank Capra and featuring Jack Holt, Dorothy Revier and Ralph Graves and made at a cost estimated at $250,000 has just been completed at the Columbia Hollywood production center and re-titled "Submarine"—A drama of the Sea. Shots for this picture of marine depths were taken underwater off San Diego. The production, a special, is one of the first three Columbias to be released for the coming season.

Sell New Territorial Rights to "The Last Moment"

The California, Arizona, Nevada and Hawaiian Island rights to "The Last Moment," the Zakoro Film Corporation release, have been sold by William Horne, sales manager, to the Supreme Film Company of San Francisco.

Berlin Film Congress Week of August 19

THE Reichsverband Deutscher Lichtspieltheaterbesiter (the Association of German Motion Picture Theatre Owners) is sponsoring an international motion picture congress in Berlin during the week of August 19. At this gathering new German films will be trade shown, German studios will be visited and a general discussion is expected to take place concerning the types of pictures thought best fitted for consumption by the German public. The city will give all visitors a reception.

The American trade has been extended invitations through Will Hays and R. F. Woodhull.

Tryon and Sue Carol in U's "It Can Be Done"

With the selection of Sue Carol as leading lady in the Glenn Tryon comedy, "It Can Be Done," a new co-starring team comes into existence. Carl Laemmle, president of Universal, last week placed his stamp of approval on the choice of Miss Carol for the role in the picture, the title of which is, by the way, the motto of the Universal president.

Fred Newmeyer is to direct "It Can Be Done," which will go into work inside of a few days. Mann Page and Edward Montagne have just put the finishing touches to the script.

St. Louis Firm Signs for Chesterfield Program

Progressive Pictures, Inc., St. Louis regional distributors, have signed for the ten Chesterfield productions comprising the 1928-29 schedule. Contracts for the distribution of the firm's product were signed last week between George R. Batcheller of Chesterfield and John R. Walsh of Progressive.

Progressive is a re-organization of the old Progress Pictures of St. Louis. Thomas H. McKean is president and Walter Light, vice-president.

Paramount Signs Taylor Holmes' Son

Phillip R. Holmes, son of Taylor Holmes, the actor, and one of the Princeton sophomores taken to Hollywood to finish a role with Charles Rogers in "Varsity," has been signed as a featured player by Paramount. After signing the contract, he left Hollywood for a vacation in New York.

Young Holmes has been in Triangle Club dramatic activities at Princeton.

K-A-O Washington Stanley House, Report

EXHIBITORS in Washington, D. C., are watching with interest the reports and rumors—mostly the latter—of the negotiations now under way in New York looking to the acquisition of the Stanley owned Earle Theatre there by Keith-Albee-Orpheum. Local representatives of the organizations involved, however, have little to say, declaring the matter is in the hands of the men in New York.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Roach Skeptical of Sound in Shorts

Producer Fearful of Abating Laughs By Use of Dialogue

DUMB acts are usually the funniest on a vaudeville program and short screen comedies unadulterated with dialogue should get the most laughs, according to Hal Roach, who bemoans the fate that brought the talkies just at this time, when the short comedy had really come into its own.

Don't be mistaken, however, about Mr. Roach; he is going to have some sound and some dialogue in his comedies for the coming season, but he is very skeptical about the success of the venture.

Farina's voice is going to be heard if it is only to say "hello" to the picture public. In fact, the voice of every member of the "gang" will be registered and reproduced on the screen, as will those of Stan Laurel, Oliver Hardy and others of the Roach comedians.

Just how far Mr. Roach will carry out the scheme he does not know at the present time. He is in New York at the M-G-M offices for a series of conferences and the "talkie" situation is giving him no end of trouble. He says frankly that if he could be sure that every other producer was going to use dialogue he would not. He thinks the novelty would be a quite welcome one and he is sure of his silent comedy. He is not so sure of the effect of sound and dialogue; in fact he is fearful that it is going to cost him laughs, and Mr. Roach does love his laughs in his comedies.

"I am not just sure what I am going to do," said the short comedy producer, "but we will have to have some sound in our comedies. Just how far we will go with it I don't know yet. I don't see where much dialogue fits into the short comedy and I doubt if we will inject many lines, but I guess we will at least have to let the movie going public hear the voices of our comedians if it is only to have each of them read a line.

"Sound and dialogue are all right for the feature picture. I can see where a sound effect here and a few lines of dialogue there might give considerable strength to a long picture, but I am fearful that it will slow up the short comedy in which speed is one of our main assets. We build comedies to cram in as many laughs as possible. Our main aim is to get in just one more laughs and the only result I can see if we make our comedians stop to talk is a general slowing up of the process.

"It is a different thing in a short comedy sketch on the stage. There the laughs can be timed. A comedian can wait until the mirth of the audience has subsided and the longer he has to wait the funnier his stuff goes over. He can regulate his speed to suit any audience, but it is not yet clear to me how that can be done with the short screen comedy.

"You might say you can leave certain pauses for your laughs on the screen, but that is impossible. There are rarely two audiences that react alike to a comedy gag or situation. One person in an audience who has a contagious laugh and uses it can convert the whole house to see the humor of a situation whether it exists or not. A laugh might last a second or it might last for minutes. What is going to happen in the midst of these laughs if the comedian bursts into dialogue. The audience is going to be afraid of missing the lines and must stop the laughter abruptly. If this is not done some of the patrons are going to be annoyed and once annoyed it is going to be a more difficult matter to wring laughs out of them.

"As an illustration of what can happen with a comedy I'll tell you something that occurred out in Santa Barbara where I visited a picture house with some friends. It was a program of talkies and I thought that was all, but they suddenly announced on the screen a Hal Roach comedy and I started to feel ashamed of myself, for I knew it was a rotten comedy.

"Well just about that minute a girl about seventeen or eighteen years old stepped into a box with two young fellows. That girl had the most contagious laugh I ever heard and the opening situation struck her funny. She laughed out loud and in a moment the audience joined in with her. It was a laugh all through that picture and when we were leaving the theatre my friends told me how good it was. As a matter of hard fact it got more applause than any talkie on the program.

"The magnetism of the 'gang' is their naturalness. We tell them to walk over to a table and pick up a certain thing. They walk over and pick up something else; they do it naturally. It really improves the thing when it is done silently, but if it carried a sound effect it would have to be done over and would scare them to death. The fact that a microphone was close by would make them nervous and once nervous they could no longer be natural.

"Those are some of the things we are going to have to overcome when we turn to sound in our short comedies. Of course we will find ways and means of doing it, but it is going to take a lot of patience and a lot of thought. We really had reached a point where the short comedy had arrived and our sales are about thirty per cent in advance of what they have been in the past at this time of the year. We will have to use sound, of course, but I wish it had been delayed a while longer at least, or I wish I could be sure that everybody else was going to employ sound. If I was sure I'd give them a real novelty with the silent two-reel comedy. However, you can be sure of this; we will give them the best comedies to be had, whether we employ sound or not.

Victor Planning Expansion on Non-Synchronous Service

VICTOR TALKING MACHINE COMPANY is planning an extensive increase in non-synchronous service to theatres which promises to become very popular. The new $250,000 plant of the company will be used for making non-synchronous records as well as Vitaphone and Western Electric Company discs.

So popular have become these non-synchronous discs that a number of houses have already dispensed with their orchestras and more seem destined to be out of the pits in the near future. Victor is now supplying cue sheets and records on pictures and in many cases the orchestras are no longer considered necessary where the theatres go to the expense of equipping.

This non-synchronous service is applied to houses that have already installed Western Electric equipment under Victor's deal with Electrical Research Products, a subsidiary of the Western Electric Company. Western Electric equipment reproduces Vitaphone, Movietone and stock records by the addition of two turntables. The two turntable system is non-synchronous, the double turntable being employed to permit continuous playing. Whole or portions of a record may be played and one person can operate the machine.

It is said there are about 125 theatres now using the non-synchronous service and Victor is cueing a number of current releases. In cases where stock records do not provide the desired music special records are prepared. The record service is supplied to theatres on a weekly charge basis. The company is preparing to put on the market records adaptable for any film.

Penn. Governor Asks Sound Censorship

Will Use Influence to Place Measure Before Legislature

GOVERNOR JOHN S. FISHER, of Pennsylvania, served definite and emphatic notice in a public statement issued at the executive offices in the capitol at Harrishurg, on July 25, that he is in favor of censorship of the "talkies," and that he will fight for it by placing the influence of the State administration behind a proposed bill in the 1929 session of the legislature, to amend the existing law to extend the picture censors' authority to include supervision of the "talkies" also.

The Governor's announcement came after a conference with the members of the picture censorship board whom he summoned to the capitol from their headquarters in Philadelphia to discuss the fight that is now on in the state courts over the question of the right of the board to censor talking motion pictures.

"The law relating to censorship of talking films," the Governor said, "seems as necessary as that relating to the movies," and he let it he known that he intends to have the state law strengthened to give the censors unquestioned authority over the "talkies," regardless of what the courts may ultimately decide in the present conflict as to the hoard's authority to supervise the new form of entertainment under the existing statute.

Two directly conflicting decisions have been given, in two courts of equal jurisdiction in Philadelphia, regarding the rights of the censors with relation to "talkies" under the present censorship law. Judge Martin, of one hranch of the Common Pleas court, ruled that dialogue in sound pictures is subject to censorship now, and dismissed the case of Warner Brothers versus the State Board. Warner Brothers have indicated their intention, through counsel, to appeal this ruling to the higher courts.

On the other hand, Judge McDevitt, in another branch of the Common Pleas court, in Philadelphia, having equal jurisdiction, ruled that the picture censors have no authority under existing statute to supervise the "talkies." This was in a test case inaugurated by the Fox interests. It is intimated that this decision also will be carried to the upper courts.

It was these two conflicting decisions that, it is understood, brought the question to the point where Governor Fisher decided to call the conference with the censors, the upshot of which was his announced decision to seek to have the Legislature amend the law to extend the authority of the censors to the talkies. The next biennial session of the Legislature comes next year. Lawyers about the capitol at Harrisburg are of the opinion that such an amendment would legalize censorship of the dialogue in sound movies, regardless of what the highest court of the State ultimately may decide are the rights of the censors with relation to "talkies" under the existing statute.

It is the belief in Harrisburg that Governor Fisher, with the influence of the State administration, could easily induce the Legislature to adopt the proposed amendment. Pennsylvania was one of the first states to adopt picture censorship and all the successive administrations since the board was created, have supported the principle notwithstanding there has been keen opposition expressed at various times by the picture interests.

1,000 Film Soldiers Will Rended "Marsellaise"

ONE thousand voices of film soldiers will sing "La Marsellaise" in movietone for D. W. Griffith's "The Love Song," raising their voices in the din of a battle that will be recorded in sound.

William Boyd, Jetta Goudal, Lupe Velez, George Fawcett and Albert Conti already have been signed to appear in this new Griffith picture. Dr. Karl Vollmoeller, author of the book of "The Miracle," wrote the original story from which the film has been adapted. The locale is the France of Napoleon III and the recorded battle scene will occur in a Franco-Prussian war sequence.

Root Writing Dialogue for "Varsity"

The first writer to break forth as a creator of dialogue for sound production on the Paramount lot is Wells Root, former New York newspaperman, who was brought to Hollywood to write Charles "Buddy" Rogers' first starring picture, "Varsity."

Root is now engaged in preparing the spoken sequences for the Rogers' picture, working in conjunction with Jesse L. Lasky, producing head, and Roy J. Pomeroy director of sound effects.

In addition to Rogers, the voices of Chester Conklin, Mary Brian and Phillips R. Holmes are being synchronized with the picture.

Atlanta Territory Closing Contracts

Twenty-five additional theatres in the Atlanta territory have closed contracts for Western Electric equipment and are soon to be wired for Vitaphone and Movietone. Several important installations are now in progress and others will be completed just as rapidly as engineers can handle the work.

Fifteen of these installations are scheduled for theatres in Florida, the group including every town where E. J. Sparks is operating.

Florida houses now being wired, or soon to he wired, include the Republic, Jacksonville; Rex, St. Petershurg; Jefferson, St. Augustine; Star, Arcadia; Beecham, Orlando; Milane, Sanford; Arcade, Ft. Myers; Palace, Bradenton; Capitol, Plant City; Florida, Gainesville; Dreka, Deland; Howell, Palatka; Sunrise, Ft. Pierce; Sarasota, Sarasota; Sunset, Ft. Lauderdale.

Installation of sound apparatus is progressing rapidly at Loew's Grand, Atlanta. Fox Movietone will make its debut in that house on August 6. But one week before Loew's Grand gets under way with sound pictures Loew's Palace, Memphis, and Loew's Vendome, Nashville, will have inaugurated Movietone.

British Device Adapted to Film or Disc

H. J. Kuchenmeister, a German inventor, has had registered with the London patent office a device which has created considerable interest abroad. He has secured two patents for an apparatus to be attached to any existing projector, and which, it is claimed can handle any American sound device. It is said to be adaptable to either disc or film synchronization.

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Collier Stresses Direction Value

Legitimate Stage Star Sees Need of Aid from Broadway

WILLIAM COLLIER, famed as a star of the legitimate stage, as the director of some of Broadway's biggest shows, and experienced as a screen actor, has some very decided ideas as to how talking pictures should be produced. In the first place he does not think the motion picture director is qualified to direct the talkies, nor does he think the stage director is so qualified, but of the two he considers the latter the most essential to the success of the picture. He should have two directors, with the stage director the dominant figure.

Mr. Collier sees the necessity for an entire change in the technique in the production of sound pictures as they are now being directed and he anticipates no demolition of the ranks of the legitimate stage as the result of this wild rush to the talkies. He is of the impression that the all-sound picture will succeed only for the time being as a novelty and that dialogue will be used quite sparingly in the future to lend contrast and strengthen situations. He also foresees a decided cut in production costs if production is placed in the hands of competent stage producers and directors.

Discussing the subject of sound pictures generally, Mr. Collier said:

"About the most important thing in connection with talking pictures is proper direction. With very few exceptions they will never get anywhere with the directors now presiding over the megaphone. Those directors are alright for the direction of the picture itself, but far more important to the scheme of things is the direction of the dialogue. A stage director is needed for that, and a good one. In fact the ideal combination would be that of stage director, picture director and writer. If you could combine all three in one it would be perfect. In the order of their importance, I would say the stage director came first, the picture director second, and the writer third.

"There are comparatively few actors who excel in reading lines on the speaking stage, and it will take time to teach even these the technique of speaking before the camera. Good an actor as Lional Barrymore is, I could see room for improvement in his direction and in the reading of his lines. Like all of them you see in these talkies, Barrymore has the fault of anticipating his cues and appearing just a trifle too eager to start reading his lines. You will notice, too, that none of them hold their natural positions in talking. They all seem to be directing their voices directly to the microphone.

"There is all the difference in the world the way a line is read. You take even such a sentence as 'I will' and it can be read any number of different ways. It requires a good director to get proper and full value out of every line in the dialogue and these talkies need a lot more value in their rendition of dialogue than they now have. Only the best direction available from Broadway can make the sound pictures successful.

"I doubt if sound pictures are ever going to be successful with continuous dialogue, at least not in the way they are now constructed and rendered. My idea would be just an occasional line of dialogue, perhaps to strengthen situations and for explanatory purposes. A line here and there properly read can add tremendously to the effectiveness of a situation of a climax.

"I cannot see this talk of the talking pictures disrupting the legitimate stage and taking away all of the Broadway stars, at least not until matters are more satisfactorily arranged to the benefit of the actors. You hear a lot about the tremendous salaries the pictures can pay the legitimate actor, but don't forget those excess amounts they might get over their stage salaries would not be all velvet. The Broadway star might get a large contract for a picture or two, but once they are recorded on celluloid or disc the picture producers have them for all times; that is their film record is everlasting and they have been paid for but a few weeks work.

"If the Broadway stars and leading players turn to the pictures it is going to kill the speaking stage for road companies and without appearances on the road the income of the actors is going to be cut into materially. Of course, if some arrangements are mad so that the actor may participate in the profits of a picture, that is something else again, but that would be entirely revolutianary to anything that has happened in the past.

"You also hear talk of production costs mounting with the advent of the talking pieture. I can't see any excuse for anything but a marked reduction in production costs, for if Broadway directors are called in you can be sure there will be a great saving in overhead.

"I recall when I was engaged at the Sennett studios with a good fat salary check coming in every week. Well, I was around there eight weeks before I did a lick of work or appeared before a camera. My conscience really hurt me, for I like to feel I am earning whatever I am paid. I complained at my idleness and pointed out that I was not earning my money, but was told not to worry, everything was all right and along the customary lines.

"You will not find anything of this kind if production is given proper supervision and the shooting is done under the direction of competent Broadway directors. There will be no time lost at rehearsals, a definite schedule will be set and a rapid pace maintained until the picture is concluded. I can see no reason why production costs should not come down materially and I think with proper handling motion pictures with sound and dialogue should have a far greater entertainment value than ever could have been reached with the silent drama.

Tiffany - Stahl Will Synchronize Ten

PREPARATIONS are under way for the synchronization, with sound effects, of ten Tiffany-Stahl special productions for 1928-29. This step was decided upon at a meeting of the company's executives held at the Home Office in New York last week, at which were present the officers of the company and several of the exchange branch managers.

The pictures decided upon to be synchronized include "The Toilers," a Reginald Barker special production, four John M. Stahl special productions, three additional Reginald Barker special productions, and two others to be announced.

Noah Beery To Be Heard In Gotham's First

Harold Shumate will supervise the Sam Sax-Gotham production starring Noah Beery which will be that company's initial singing-talking special. In "The Joyous Villain," Beery will sing as well as talk and act.

West Coast Theatres Now Planning For 120 Installations

SO successful has been the West Coast Theatres whose houses are equipped for sound pictures, that additional installments will be rushed as quickly as possible. Harold B. Franklin, president of the circuit is completely sold on the sound pictures. He says that 120 theatres will have the apparatus installed as quickly as possible at a cost of $1,500,000.

There are thirty-eight of the houses now equipped and orders for the balance have been placed. The West Coast houses where installments have been made are the following: T. and D., Oakland: Metropolitan and Loew's State, Los Angeles; Imperial, Long Beach: Rosemary, Ocean Park: West Coast-Walker, Santa Ana; Alcazar, Bell; Granada, Inglewood; El Portal, Lankershim; Cabara, San Pedro; Granada, Wilmington; The Adams Street, Westlake; Egyptian, Hollywood; Ritz, Mesa; Manchester, Highland; Vista, Granada; Rivoli, Sunbeam and Starland in Los Angeles and Hollywood; Granada, Inglewood and Ontario; Liberty, Redlands; Capitol, Redondo, Regent, Riverside; Criterion, Santa Monica; Glen City, Santa Paula; Rialto, South Pasadena; California, Richmond; California, Salinas; California, Watsonville; Opal, Hollister; Golden State, Hanford; The Visalia, Visalia.

Griffith Pioneered in Sound Production

D. W. GRIFFITH, at present making "The Love Song" for United Artists with William Boyd and Lupe Velez is one of the pioneers of sound synchronization with pictures. Ten years ago he produced "Dream Street" and it had its world premiere at Town Hall in New York with synchronization under the Kellem process.

The picture caused considerable sensation and newspaper editorials forecast a great future for the process. Griffith endeavored to interest capital in the idea but financiers did not grasp its possibilities. Now a decade later sound pictures are all the rage and "The Love Song" will have Movietone vocal and instrumental music and sound effects synchronized with the film. Irving Berlin is composing the theme number, "Where Is the Song of Songs for Me."

Book Sound Picture and Original Act

To synchronize a stage presentation with its counterpart in talking motion pictures, Fanchon and Marco have just signed Bobby Agnew, film star, to tour the circuit of theatres which their acts cover, making personal appearances simultaneously on the silver sheet with his voice recorded on the Movietone.

Providing the public with a remarkable demonstration of how the Movietone operates, the dual presentation will show just how close is the exact reproduction of the human voice, its inflections and how closely it synchronizes movement of the lips and uttered sounds.

Sees New Combination In Story Technique

The screen story of the future will be a combination of scenario and stage play, in the opinion of Bayard Veiller, playwright and producer, who will personally supervise the filming of his most recent hit, "The Trial of Mary Dugan," which will be Metro-Goldwyn-Mayer's first all-talking picture.

The talking picture, Veiller declared as he prepared to depart for New York from the coast, will antiquate the screen continuity which is used as the basis for filming today. At the same time, he said, the stage play itself cannot be utilized as it stands. Veiller will return to Los Angeles in September to assume his duties.

"Uncle Tom" and "Man Who Laughs" Ready

The Movietone synchronization of "Uncle Tom's Cabin" and "The Man Who Laugh," have been completed. Both pictures have been put into sound with elaborate orchestral effects and settings and with other appropriate sounds, except dialogue.

Movietone prints of "Uncle Tom's Cabin" already have been shipped to Universal exchanges and now are ready for immediate booking. Prints on "The Man Who Laughs" are expected to follow within a week or so.

Both Sound and Color in "Hell's Angels"

Both sound and color will be employed in Hell's Angels," United Artists' air film now being completed at the Metropolitan Studios in Hollywood.

Final sequences of "Hell's Angels," in which Ben Lyons, Greta Nissen, James Hall, Thelma Todd and John Darrow appear, are being synchronized with voice and music. Another portion of the picture already has been filmed in technicolor.

It is planned to exhibit "Hell's Angels" in a New York theatre in November.

Virginia Censors to Pass on Dialogue

The Virginia censors have taken up the matter of sound pictures and are insisting that they have supervision over the talkies as well as the silent drama. They have decreed that only such sound pictures as are submitted, together with exact dialogue used, are eligible to their consideration. There has been no trouble with regard to the matter yet, but doubtless a controversy will develop in the near future.

M-G-M Signing Many Stage Stars

METRO-GOLDWYN-MAYER have made public names of stage celebrities who have already signed contracts to make Movietone shorts for the company. The list is headed by Mary Eaton and Oscar Shaw, late stars of "The Five O'Clock Girl"; Louise Groody, star of "Hit the Deck"; Eddie Allen, who appeared with Miss Groody in "Hit the Deck"; Keller Sisters and Lynch, close harmony trio, who have appeared in revues, vaudeville and night clubs; "Sunshine Sammy," one of the "Our Gang" comedy stars, Mabel Wayne, composer of "Ramona"; Walt Roesner and His Capitolians; the Colonial Sextette; the Arnaut Brothers, an act well known to vaudeville; the Locust Sisters, harmonizing quartet, last seen in "Hit the Deck"; and Paul Tiejsen and His Orchestra, now appearing over the Loew Circuit.

Former Diplomat Joins Fox Movietone

William Gleason O'Brien, who for two and a half years has been United States Vice-Consul in Paris, has resigned from the Diplomatic Service to take a position as assistant to J. S. Connolly, general director for Fox Movietone in Europe, according to word received by Fox Films.

Bowes Heads M-G-M Sound Production in N. Y.

In addition to his duties as managing director of the Capitol Theatre, Edward J. Bowes will be in charge of all sound motion picture production for M-G-M at the Cosmopolitan Studio in New York. Chester Beecroft who has been in charge for Hearst at Cosmopolitan, becomes studio manager for M-G-M.

Vitaphone, Movietone For Loew's Dayton

William McManus, manager of Loew's Dayton, Ohio, announces that both Vitaphone and Movietone will be installed in his house immediately, which, he adds, will dent the company's exchequer about $50,000.

Half Million for "U" to Equip Theatres

UNIVERSAL Chain Theatrical Enterprises, Inc., will invest close to half a million dollars in the installation of sound devices in strategically located theatres throughout the country, according to announcement from Charles B. Paine of the "U" Home Office. Universal already has three houses equipped and running with sound pictures, these being the Kenosha Theatre, Kenosha, Wisconsin, the Capitol Theatre, Grand Island, Nebraska, and the Broadway Theatre, Santa Ana, California. These houses are equipped for Vitaphone and Movietone presentations.

Location of the other houses will be announced shortly. H. M. Messiter, assistant to Mr. Paine, is now arranging for the buying and booking of sound and "talkie" entertainment.

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Broadway Producers Acquire Vocafilm

Will Shoot Films As Soon As Stage Shows Are Under Way

(*Continued from page 349*)

which Mr. Woods is quoted as follows:

"There is no doubt that talking pictures have a big future, and we feel sure that the public as well as the owners of motion picture theatres want plays with the spoken words more than any other type of screen entertainment. The field for the showing of Broadway plays, treated as they will be by Vocafilm, is limitless.

"By forming an agreement with the New York theatres and other producers, we will be able to stem the raid that is now being made by the prominent picture companies upon the ranks of actors and directors of the spoken drama. It will also work to the best interests of the dramatists as well as to the producers, for the reason that stage plays will now no longer be mutilated when transferred to the screen.

"We will ask the American dramatists and the Actors' Equity for an early meeting to discuss this new development, with the object of bringing about a joint action for the protection of actors, producers and dramatists."

Payments of Royalties

Frank Gillmore, executive secretary of Equity, is quoted as follows regarding the new arrangement:

"The association does not question that the managers will ask Equity for its ruling on this matter before embarking on any such project. But in the meantime Equity members are forbidden to make any such recording of their current productions without first consulting Equity headquarters."

The question of authors' rights also enters into the new plan, but it is believed this will be satisfactorily adjusted by the payment of royalties on all touring films as though these were regular companies.

That some trouble is anticipated with Equity was expressed by a Shubert executive in the following terms:

"When a mediocre actor comes into these offices asking for a job, and gets it, he immediately flashes an Equity contract, which imposes all sorts of conditions on the producing manager. He will play only a certain number of shows a week; he will work only certain hours; he demands this and that, even to compelling the manager to replace a hat that might be lost while he is in the theatre. The contract submitted to the motion picture actor imposes no such conditions; directors may work them twenty-four or forty-eight hours at a stretch; they may do with them much as they please. These managers will not impose any such conditions, but they will see to it that the actor appearing on the stage, and at the same time in a picture, will not have all of the privileges provided him under a present Equity contract."

Williams and Hammons May Handle Vocafilm in England

PERSISTENT rumors that J. D. Williams and E. W. Hammons would jointly handle Photophone in England have been dispelled by Mr. Hammons, who, together with Mr. Williams, arrived in New York from England last week. The president of Educational declares that if he is to handle any sound reproducing device abroad with Jay Dee it will be Vocafilm and not Photophone. Arrangements in this direction, according to Mr. Hammons, have not yet been completed.

Mr. Hammons reiterated the statement made by Mr. Williams two months or so ago that Educational may handle the physical distribution of World Wide Pictures in this country. The latter organization is the British distributing concern headed by Mr. Williams. Negotiations between them, however, have not yet been settled.

Local Act Vitaphoned Proves Big Success

UTILIZING the Vitaphone for the reproduction of vocal music by a crack local organization, the Famous Forty Elks Chorus, Manager Samuel Friedman, of the Capitol Theatre Pottsville, Pa., has found an effective way of "Cashing in" with the "talkies" that is likely to be adopted by other progressive Pennsylvania theatres.

Before a crowded house on the night of July 9, Vitaphone selections by the local singers were reproduced with splendid effect, and then Manager Friedman sprang a surprise by introducing the members of the chorus in person on the stage.

There, under the direction of their leader, Edgar D. Brown, they sang some of the numbers that had just been reproduced on the machine.

It was the comment of a newspaper critic that the Vitaphone music was so good it could scarcely be distinguished from the actual singing of the chorus. The Famous Forty chorus sang for the records last May in the Brunswick studios, New York City.

Blattner to Produce for British Photophone

Blattner Picture Corporation of London will produce sound pictures for British Photophone. The films will be about 3,000 feet in length and will be mostly operatic with but little dialogue. Sound proof stages are to be built at the Ideal Studios at Elstree, where production activities will be carried on. The first subject to be made is not operatic. It is titled, "All Through the Night" and thousands of community singers will be used. "Carmen" is among the subjects to be made.

Technicolor Features Due With Sound

Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corporation, announces that his company will produce feature length photoplays in technicolor. Ted Reed is manager in charge of production.

A story of Viking days, "The Thrall of Leif the Lucky," has been chosen as the first feature. In addition to the natural color reproduction, Technicolor pictures can be produced with sound and voice, using any of the tone methods now employed in conjunction with black and white subjects.

R. William Neill, director of Technicolor's "Great Events" series released by Metro-Goldwyn-Mayer will direct the first Technicolor feature. Jack Cunningham has been appointed head of the scenario department.

New Orleans Approves Sound Films

Western Electric sound reproducing apparatus has been installed in the Saenger Theatre, New Orleans, and Movietone News made its debut in that house July 28. It is expected that Paramount's first sound picture, Richard Dix in "Warming Up" will go into the Saenger within a week or two.

Just four weeks ago Saenger Theares gave Vitaphone its start in the Tudor Theatre with "Glorious Betsy" and that picture, though not originally destined for so long a run, is still holding forth. "The Jazz Singer" is scheduled to follow, but just when it will go in is uncertain for there seems to be no waning of interest in "Glorious Betsy" after four consecutive weeks.

Powers to Write Titles, Dialogue for Warners

Francis Powers, playwright, actor and director, has been appointed by J. L. Warner as a title and dialogue writer for Warner Bros. Vitaphone pictures. His first assignment is not yet definite but it is understood that he will prepare the dialogue for one of several specials to be started within the next few weeks.

Warners Acquire "Stark Mad" As Talkie

J. L. Warner announces another Vitaphone feature with dialogue and sound effects throughout. It will be called "Stark Mad" and is adapted from a story just purchased by the Warner organization.

It is described as a mystery-thriller revolving around the exploits of a half-human chimpanzee.

Cleveland Library Exhibit Shows Talkies in All Phases

IN the Main Cleveland Public Library an exhibit on a bulletin board just inside the entrance calls attention to a larger exhibit on the second floor. In these exhibits an attempt is made to give an interested public some idea of how talking movies are made and operated.

The material shown includes a piece of Movietone film showing President Coolidge presenting Lindbergh with the Government medal on his return from Paris; an enlargement of a piece of film showing Bernard Shaw recording; photographs of a Photophone sound recorder and camera; of a Vitaphone camera padded to protect the recording artist from disturbing sounds; of a recording disc being microscopically examined for flaws; many photographs of the talking movie "The Lion and the Mouse"; photographs of a Photophone loud speaker; of a motion picture projector equipped for both film and disc reproduction; a studio scene showing that recording may be carried on at considerable distance from the source of sound so that the artists may be grouped naturally. There is also a photograph of Thomas Edison, inventor of motion picture film. The exhibit includes an actual Vitaphone record.

Market for U. S. "Talkies"

Great Britain, Germany and France Seen as Best Outlets for American Audible Pictures in Dept. of Com. Report

GREAT BRITAIN affords the best market for American sound productions, states "Commerce Reports," organ of the U. S. Department of Commerce in Washington, D. C. Germany and France are considered next in importance in the order named.

The report is as follows:

"The advanced popularity of the motion picture in Great Britain as a method of entertainment, the language similarity with the United States, and the extensive seating capacity in the large number of houses which open daily, tend to make England especially capable of assimilating the various ramifications involved in the American talking pictures. Many large cinemas are able to undertake the expense of necessary installations for the projection of the 'talking movie.' This fact, of course, should act as a stimulus to financial underwriters for this purpose.

"Germany, after England, offers the best prospect for American 'talking movies.' Its theatres are numerous enough to permit the installation of a large supply of projection equipment; its admission prices are of a scale sufficient to justify cinema owners purchasing this equipment.

"France, third in line of importance of European markets susceptible to this new departure, must be considered only as a remotely potential market. Its cinema admission scales are small as compared with England and Germany. The industry lacks credit and is not inclined to borrow for the future. At present it should be classed with other smaller countries in Europe as a market where the installation of the projection equipment for the talking motion picture is only possible in a few of the large-sized cinemas. In fact, interest in France has only reached the discussion stage.

"In England, circuit cinema owners are already estimating the cost of the equipment installation for the American inventions, so certain are they that they must be ready to provide their audiences with this latest form of theatre entertainment. There are in that country, three or four sound-film processes, which, either by equipment already installed in cinemas or by laboratory development on the ground, have some call on the foreign systems."

2 Sound Recorders Shipped to Pathe

Colvin W. Brown, Executive Vice-President of Pathe, announces that the two RCA Photophone sound recording equipments have been shipped by the General Electric Company to the Pathe Studios at Culver City, Calif. Accompanying the equipment is a staff of engineers. Immediately upon arrival work will be started retaking some scenes with talk in Cecil B. DeMille's personally directed special "The Godless Girl."

This application of dialogue to the picture will be in addition to the musical and sound effect synchronization which is already well under way.

Every department of Pathe production, features as well as shorts, has been actively engaged for months developing plans and perfecting methods for the application of sound. "Show Folks," with Lina Basquette, Eddie Quillan and Robert Armstrong; "The Spieler," with Jacqueline Logan and Alan Hale; "Annapolis," with Jeanette Loff and John Mack Brown; "Ned McCobb's Daughter," with Irene Rich; "Noisy Neighbors," with Eddie Quillan and the Quillan family; "The Leatherneck," starring Wiliam Boyd; "Square Shoulders," with Junior Coghlan and George Duryea, and "Listen Baby," with Lina Basquette and Eddie Quillan, are additional features on which musical synchronization is either under way or else set for early application. "The King of Kings" has already been synchronized.

Ray Hall, Editor of the Pathe News, has been working for weeks on the details of an organization that will apply sound effects to the Pathe News. His technical staff now believes that most of the difficulties have been solved.

St. Louis Houses Rushing in Equipment

With the Missouri, Ambassador and Loew's State theatres entering the sound picture field and the Grand Central already operating on that basis the St. Louis territory is beginning to realize that a new era has been ushered in on the film world.

Keiler's Columbia Theatre in Paducah, Ky., is equipped for both Vitaphone and Movietone, while Lyric Theatre in Springfield, Ill., is also playing sound pictures.

Sound producing equipment has been ordered for the new Majestic Theatre in East St. Louis, Ill., it is understood, while the Mattoon theatre, Mattoon, Ill., and the Illinois Theatre, Jacksonville, Ill., will also play sound pictures in the very near future. Columbia, Mo., also has a sound picture theatre.

Skouras Brothers are considering the Capitol Theatre, Sixth and Chestnut Street for a sound picture policy.

"Nize Baby" to Be Made With Sound, Dialogue

Milt Gross' "Nize Baby" is to be put on the screen by M-G-M with its choice dialogue intact. The production is to be given sound and dialogue accompaniment, and may possibly be made in New York City. Robert Harris, representing the coast studio, has arrived in New York and will make tests for several persons who are under consideration for roles in the picture.

Milt Gross has been at the M-G-M studio for several weeks past and is making the screen adaptation of his story. He will act as advisory supervisor.

Sebastian Signs Sessue Hayakawa for Talkie

Sessue Mayakawa, Japanese motion picture star, has been signed by Harry Sebastian to star in a picture titled "The Bandit Prince." There will be sound in the production, as well as a number of sequences done in technicolor. Hayakawa is the author of "The Bandit Prince." It is likely that Harry O. Hoyt will direct. No definite releasing arrangements have yet been made.

ABE I. FEINBERG
TALKING PICTURE ATTRACTIONS
AND EXCLUSIVE MATERIAL
SUITE 1510 1560 BROADWAY BRYANT 5357

Traveling Camera Shot Made Possible

A new invention is reported perfected by Bryan Foy and Edward Dul'ar. For the first time a traveling camera shot is possible in talking pictnres and several of them will be used in "The Home Towners," Bryan Foy's latest directorial assignment.

Up to now it has been impossible to move the camera during the actual shooting of a sound sequence but the limitation is now removed. The moving shot is available for conveying certain types of action with remarkable brevity and force.

"Spies," German Film, to Be Released by M-G-M

"Spies," a Ufa production, will be distributed in the United States by Metro-Goldwyn-Mayer, according to an announcement by M-G-M. It is expected that the film will be given its first showing in the near future. The cast of the picture includes Rudolf Rogge, Willy Fritsch, Hertha Walther and other continental players. Fritz Lang, who made "Metropolis," directed.

Pre-View of Jannings Film at Schenectady Theatre

The State Theatre, Schenectady, New York, featured a pre-view showing of "The Age of Lust," an Emil Jannings vehicle, on the evening of August 1. Louis T. Rogers, who handles the production, arranged for the Schenectady showing with Wiilliam M. Shirley, of the State Theatre, and also made arrangements for a score for the picture and for an advertising campaign in connection with the pre-view.

"Thirst," Gilbert Film, to Have African Locale

John Gilbert's new story, "Thirst," which he will make following "The Mask of the Devil," will have a South African background. Most of its episodes will center in and around a remote region of the Congo. Production will be under Director William Nigh.

M-G-M's two fortheoming pictures, "West of Zanzibar" and "Trader Horn," will also have African locales.

"Show Girl" First National Release in September

"Show Girl," Alice White's initial stella vehicle for First National, adapted from the current novel by J. P. McEvoy, is now nearing the end of filming by Director Alfred Santell and will be released during September. It will be the first of four pictures to star Miss White, whose next will be "Hot Stuff."

Nashville Waits "Lion and Mouse" Opening

"The Lion and the Mouse" will introduce Vitaphone talking pictures at the Vendome, Loew's Nashville house, August 6. On the same bill there will be heard the Kentucky Jubilee Choir, Fox Movietone News and Joe Cook in Movietone.

Union Waiting Action Against Sound Film Problem

MUSICIANS, operators and stage hands' unions seem to have adopted a watchful waiting attitude with regard to sound and dialogue pictures, with indications that labor troubles will further complicate the talkies before the many other difficulties are straightened out.

William J. Canavan, president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators returned to New York from the Mid-west during the week and declared that a "hands off" policy would be adopted, with any disputes being settled locally. He said his organization was not actively interested in sound films as a national problem.

Meantime the American Federation of Musicians is completing a national survey on the public reaction to sound pictures and canned music. This report is due about the middle of August and future action will probably then be determined.

Ed. D. Haug, president of the Musical Mutual Protective Association Local No. 4, Cleveland, of the American Federation of Musicians opposes the use of mechanical music synchronized to screen action as a substitute for personal orchestra music, in an open letter in the Forum of THE PRESS.

Haug bases his opposition to mechanical music on purely artistic lines, stating that the substitution of mechanical music inevitably debases the art of music. Pointing out that the public taste in music has been greatly improved by the orchestral music provided in the motion picture theatre, he claims that the use of mechanical music is a step backward, which should be a matter of great public concern.

"We are not foolish enough," Haug says in his letter, "to propose that the public should be denied what it wants. If the public wants its music in this form it will get it. We are concerned only to prevent something being "slipped over" on the theatre patron. He may enjoy the synchronization plan as a new toy, but if he is not alert to the consequences he may find later that the toy has become the substitute for good music. It is a "creeping adulteration" of music that we are warning against.

Ed. W. Smith, business representative of the Los Angeles Musicians Union is quoted as saying that musicians affiliated with his union are not antagonistic to sound pictures. He expresses the opinion that eventually the mechanical devices reproducing music will react as a boon to musicians, as the radio has done. In Los Angeles, alone, he says, over $10,000 a week is paid in salaries to union musicians for radio work.

Indianapolis musicians are reported as waiting for word from the national organization before taking any definite action.

"Perfect Crime", FBO's First "Talkie", to Open at Rivoli

F B O has completed its first talking picture, "The Perfect Crime," and it opens at the Rivoli Theatre in New York, Saturday, August 4th. It has also been booked at the Rivoli in Baltimore simultaneously with the New York showing. The production has been synchronized with music, dialogue and sound effects. According to F B O, the film may be run on either Photophone or Movietone machines.

F B O has synchronized other specials, among them being "The Hit of the Show," "Gang War," "The Circus Kid," "Blockade" and "Taxi 13." "The Perfect Crime" was written by William Le Baron, and is based on Israel Zangwill's "The Big Bow Mystery." Clive Brook and Irene Rich head the cast.

Among the highlights promised in this first F B O "talkie" is an entire courtroom trial sequence, the action of which is synchronized with a verbal account of the attack of the prosecutor, the defense of his rival, the plea of the condemned boy, the verdict of found guilty of murder, and the shrieks of the newsboys calling the extras. Thrilling mystery effects are also promised.

Production Boom Looms With Over 50 Preparing to Start With Sound

IT is estimated that over fifty pictures will get under way next month or Hollywood and that sound of some sort will be injected into all of them. Revisions of production programs of practically all producing companies have been necessary and haste is being displayed now to get under way because of the new interest created by the "talkies."

Sound pictures will launch a production boom that has not before been surpassed and there is much confusion because of the new technique that must be applied. It is likely that many new faces will be seen in Hollywood recruited from the New York legitimate stage as actors and directors. Plans are being rushed with all haste and new names are being added to the lists daily.

Classified Ads

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Positions Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

WANTED A POSITION as projectionist, thirteen years' experience. Reason for this advertisement, exhibitor cutting expenses, placing his son as projectionist. Wire best salary at once, ticket if very far away. David S. Mayo, Felder St., Americus, Ga.

Can You Use a Money-Making Manager? If you can you will not be sorry by getting in touch with me. I am experienced in all branches of showmanship; namely, vaudeville, motion pictures, road shows, etc. My specialty is putting run down houses in the money-making class. My past experiences will vouch for themselves. If you have a good proposition to offer, write or wire, Box 371, care of Motion Picture News, 729 Seventh Ave., New York City.

VITAPHONE - MOVIETONE Projectionist. 18 years' experience. Steady and reliable. Box 361, care of Motion Picture News, 729 Seventh Ave., New York City.

ORGANIST, versatile, competent, desires change of city. Union. Complete library. Eight years experience. Straight picture policy preferred. Address Box 351, care Motion Picture News, 729 Seventh Ave., New York City.

ORGANIST. AAA references from theatres that count. Exceptional opportunity to secure well known musician of uncommon ability. Investigate. Box 315, care of Motion Picture News, New York City.

ORCHESTRA DIRECTOR (Violin or Baton) desires house. Picture-presentation or Vaudeville-picture. Thoroughly routined, dependable and experienced. Age 33. In New York City last year and half, house closed. Size of city makes no difference. House must be dependable and sure. Large library. Full particulars and references upon request. Address H. C., care Motion Picture News, 729 Seventh Ave., New York City.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

Managers' School

Learn Modern Theatre Management at home, as a business or vocation. Catalog C shows you how. Moving Picture Theatre Managers Institute, Inc., Elmira, New York.

Theatre For Sale

Moving Picture Theatre For Sale; in a town of 3000 population; seating 350; modern and up to date in every way; doing a nice business. For further particulars phone, write or wire R. M. Walker, 25 W. Main, Batavia, N. Y.

For Rent

For Rent—Akeley; Professional Bell-Howell; Wood, 124 Market St., Indianapolis.



A group of four 3-column and two 2-column newspaper displays exploiting first run presentations of "The Cossacks." All employ stock illustrations as features of the layouts. The ads shown were used by the following theatres: Loew's Palace, Memphis; Seattle, Seattle; Carolina, Charlotte; Portland, Portland, Ore.; Norva, Norfolk, and the Stillman, Cleveland.

Conducted by An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.

Aboard Cruiser News

THE good ship NEWS set sail from New York on July 23rd, bound for points in the middle west. We dropped anchor at Wilkes Barre, Pa., and cruised around on foot in this busy little city where we found things theatrical in pretty good shape, notwithstanding the warm weather. . . . Set sail again and paused for just a few hours at Scranton, then on our way until Bloomsburg, Pa., where we again dropped anchor because we saw the front of the Capitol Theatre, and it had all the ear-marks of a corking theatre for so small a town. . . . and mighty glad we did stop because it gave us the opportunity of shaking hands with Manager Byron R. Linn, who pilots the Commerford houses in that town. . . . the Capitol is as neat a theatre as you will find anywhere and run as efficiently as any house on the Gay White Way. . . . it reminded us of Warner's Theatre because of the length and narrowness of construction. . . . Manager Linn told us some mighty interesting things which we will tell you about later. . . . and he knows what he's talking about because experience had been his teacher and from all appearances he was some pupil. . . . Full steam ahead into Sunbury which is getting all prepared for the arrival of the "talkies" very soon and expecting great things from it. . . . then on once more until dusk compelled us to drop anchor for the night in Lewistown. . . . another peppy town with some fine theatres. . . . and as in the other towns found a welcome on the mat for your skipper. . . . up early and set our course for Altoona, but luck was agin' us because the manager we called on was away. . . . and since we had to reach Pittsburgh by nightfall we did not linger . . . . and again full steam ahead arriving at this port late in the afternoon. Not much excitement at the smaller neighborhood houses but how the big downtowners were packing them in . . . . and the weather on the streets hot and stuffy . . . . Loew's-United Artists Penn Theatre had them packed into the lobby until after the last evening show started and they got their money's worth . . . .whoever said that only Broadway knows how to present a good show was all wrong . . . . in fact Broadway could pick up a few pointers right here . . .

Well . . . . the "crew" is tired but happy so "he" will turn in for some sleep . . . . More about Pittsburgh next week . . . . as well as some other ports we will visit between issues . . . . Midnight and all's well . . . . Good-night . . . .

Merchant Tie-Up Brings Profit

Tieing up with local merchants on a co-operative ticket proposition netted Manager Albert C. Oliver of the Capitol Theatre, Arlington, Mass., some extra business. We think he has the idea down to a science but we would rather let him describe it himself. Just drop him a line and he will send you all the "dope," and it's worth you while to do this. Besides it offers the opportunity of starting correspondence between members and that in itself will stimulate goodwill in the Club.

Puts "Atmosphere" in Ballyhoo

Frank P. Harpster, manager of the Alhambra Theatre in Pittsburgh, Pa., used a novel street ballyhoo on "Across To Singapore" when he dressed up a six-footer as a Chinaman, with all the trimmings including the pigtail, and had him handing out cards on the streets telling the folks about the picture and the theatre. He also sent him to the leading hotels, department stores, etc., stirring up enough interest so that the box-office shouted its approval of the idea in business. There's an idea that could be utilized for dozens of different pictures and you must admit it is different. Try it yourself the first chance you get and we'll gamble that it digs up some business. Frank also tips us off to a coming tie-up on "Telling The World" which we are looking forward to publishing in the near future. Keep up the good work, we are watching you.

On Importance of "Little Things

Many managers of today believe that if they put over some "big" stunt, or if they erect an impressive out-door display, or if they do any other "big" thing around their theatre they have lived up to the idea that they are good managers.

No one will dispute the point. Whatever you do for your theatre and your patrons is a step nearer proper managership. But in most houses where business has been consistently good, where there is an air of satisfaction on the faces of the patrons and where everything goes along in smooth order, you will find that they have not overlooked the "little" things. Our own idea of some of these "little" things would be a smile and greeting from the cashier, a pleasant good-day from the doorman, a polite reply from an usher to a patron, and other little services such as serving ice water, helping patrons with their bundles or wraps and hundreds of other ways. It is surprising how long the memory of such things lingers, with the average theatregoer, long after he has forgotten about the show itself.

One of the most important factors in theatre-management today is Service and a man who is incapable of including it in his operation of a theatre will not last long.

Keep on doing those "big" things that we all delight in doing, either for ourselves or the people we work for. But don't forget that the "little" things are just as important.

Use Town's Name in Advertising

It has been suggested by many managers that wherever possible the name of the town or city be worked into the theatre's advertising. This is a mighty good suggestion because we have tried it many times. We cannot say with any particular success because who knows what percentage of business can be credited to any particular form of advertising? But it is eye-arresting to every local reader of your paper and they always like to see their town's name at the head of anything. Such captions as "The greatest show in Blankville"—"Blankville's theatrical event"—"The picture that has all Blankville roaring"—and many more like them will always brighten up your ad. Use such lines in bold type. Make them see it and then rest assured that they will read the rest of your ad.

Is Your Theatre Your Prison?

Unfortunately most managers today devote every moment of their time to their theatre, when they should be getting around and doing some visiting. Developing the habit of calling upon your brother exhibitors in neighboring towns. Sit down and talk things over and then let the other fellow come over to visit you. This is the only feasable way that you can find out how your own immediate surrounding communities are doing.

The other way is to follow closely the activities of the different theatre managers through the columns of the CLUB pages in the NEWS, week by week, and above all you must always keep in mind that a portion of these pages are at your disposal. If you have anything to say, whether it be exploitation, advertising or theatre operation, here is the logical medium through which you should express yourself.

George MacDonald up in New Hampshire writes in to say that he thought Whyte of Hartford was an old man. Why he should think so he failed to say, but he was agreeably surprised to see Whyte's picture on the CLUB page and now he knows different.

(*Continued on following page*)

And that holds for you too. Let the rest of the world know what you look like. It is very interesting to study the photos of the various members which we published a short time ago. It is just as interesting as reading what they have to say for the benefit of others.

"All-Talkies" Demanded Says News Man

(*Continued from page* 347)

Let me tell about one particular town that I visited, where an exhibitor's rush to get an installation got him into a mess which he candidly told me may put him out of business. There are three theatres in this town all separately and independently operated. His house, however, was always the second run, chiefly because that was all he could get after his two "brother" exhibitors were through battling for pictures. He told me that he generally paid as "high" as ten dollars for a feature, and some were specials at that. Then he installed a talkie plant as a "fast one" on his opposition. Everything at first went great. He was able to get three synchronized pictures and the start was more than he ever anticipated. But then his troubles began. He found he was having trouble getting synchronized pictures, and his plant only did good business with them. Whenever he ran an ordinary feature, with a few acts and Movietone News, his business took a tail-dive. And now he was getting gray worrying where he would get pictures for next season, since his two opposition houses were after the big product regardless of talkie or synchronization. Yes, he said he could buy plenty of them away from the opposition but he would "lose his shirt" if he had to pay such prices as they were asking.

It is conceded that the industry was, and is, in a critical stage. If anyone doubts it just ask the exchanges how much product they have sold to date. Exhibitors and producers alike were wondering where it would all end, when lo and behold, there appeared on the movie horizon Al Jolson and "The Jazz Singer" and in it the producers and exhibitors saw the salvation of the industry. Something had happened. Something that was badly needed had happened and they all seemed to know it at the same time. Then came the mad rush for talkies, the producers announced fifty per cent or more of next year's pictures would be in sound. And the handwriting on the wall was plain. BUT, if talkies are to be the salvation of the business then the producers must recognize this fact and not merely use sound pictures as a means of pounding out higher rentals for mediocre pictures just because they have synchronized them. Such action on their part will only tend to retard progress and keep back that measure of perfection in talkies that approval and support by the exhibitors will stimulate.

The answer is plain. Good sound pictures MUST be forthcoming. Fair rentals must be asked, and paid. Equipment must be brought down in cost, to the level where the average small town theatre can afford one without risking his entire business.

Mr. Johnston was right when he said that the business was in a critical stage, but there seems to be a turn for the better providing producers and exhibitors alike will meet it in a fair and businesslike way.

MANAGER'S ROUND TABLE CLUB

The Club Has Been so Busy the Past Few Weeks Preparing Suggestions for Theatre Operation and Box Office Problems That We Found it Necessary to Postpone the Publication of the First Membership List.

However, This List Will Be Published Very Shortly and We Urge All Prospective Members to Send Their Applications in Immediately If They Wish to Be Included.

If Possible, Kindly Send Your Own Photo With the Application.

Before You Forget It—Fill in the Application and Send it to Me Care of The Motion Picture News, 729 Seventh Ave., New York City.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Production at "U" Studio Reaches New Peak

Six Features and Seven Shorts in Filming; Four Other Films in Preparation and Set for Early Start

PRODUCTION activities at the Universal studio in Universal City have reached their highest peak for the year. Thirteen productions are in various stages of filming, and four additional features are being prepared for immediate launching into production.

Foremost among the features Universal has in work is "Show Boat," the special in which Laura La Plante and Joseph Schildkraut are playing under the direction of Harry Pollard. Two other important films on the Universal schedule that are now before the cameras are "The Last Warning," a mystery play starring Laura La Plante and directed by Paul Leni, and "The Girl on the Barge," a picturization of the story by Rupert Hughes, co-featuring Sally O'Neill and Jean Hersholt.

Ted Wells is working in a new western, "Born to the Saddle," under Josef Levigard's direction; William Cody is starring in "Eyes of the Underworld," which Leigh Jason is directing, and William Wyler is finishing "The Shakedown," with James Murray and Barbara Kent.

The features now being prepared and set for an early start are "The Cohens and Kellys in Atlantic City," to be directed by William Craft; "The Play Goes On," to star Conrad Veidt, and to be directed by Paul Fejos; "Red Hot Speed," a new Reginald Denny vehicle which Joseph Henaberry will direct; and "It Can Be Done," a Glenn Tryon comedy, to be directed by Fred Newmeyer.

"The Collegians" and "Horace in Hollywood" are among the comedy series of short subjects in production. The first, starring George Lewis, is being directed by Nat Ross, while the latter is being made by Edward Luddy, with Arthur Lake in the featured role. "The Mystery Rider," a serial starring William Desmond, directed by Jack Nelson; "Riders of the Sierras," starring Edmund Cobb, directed by Ray Taylor; "Cowboy Pluck," starring Bob Curwood, directed by Walter Fabian, and a Laemmle novelty, directed by Jacques Rollens, are other short subjects that will soon be completed.

Directorial Assignments

F. Harmon Weight will direct "Hard Boiled Rose," new Warner Bros. film to star Myrna Loy. Robert Lord has completed the script. . . . Spencer Bennett is directing "Marked Money" for Pathe. He will next begin "The Fire Detective," serial. . . . Ray Enright will direct "Stolen Kisses," now being cast at the Warner studio. May McAvoy to star.



James Hall and Ben Lyon, actor aviators in "Hell's Angels," $2,000,000 war film produced by Howard Hughes for United Artists

Luther Reed Finishes Play

Luther Reed has completed the play upon which he has been working with William Le Baron and which has been approved by a local producer for an early presentation.

Lesley Mason Fox Titler

Malcolm Stuart Boylan has again evidenced his wisdom. He has added Lesley Mason to his staff of title writers at Fox Films.

Sign Contracts

Nancy Dover, Christie girl, has signed a long-term contract with the comedy producers; her first appearance will be with Bobby Vernon. . . . Lillian Ducey has signed with Tiffany-Stahl and is now writing the continuity of "The Devil's Apple Tree". . . . Vivian Moses, head of the story department of Paramount, last week signed new contract.

New Color Classic

"Maude Muller," the title of Whittier's poem, adorns a new color classic being directed by Howard Mitchell for Tiffany-Stahl with Priscilla Bonner in the lead. Others include William Dillon, Allan Sears and Elinor Vandeveer.

The Modern Method

Perhaps there's no finer way to scout out location sites than from an airplane. Reginald Barker and Captain Twitchell have just returned to the Tiffany-Stahl studio from an airplane hunt for locations in which to shoot scenes for "The Rainbow."

A Donn Byrne Novel

George Fitzmaurice will make "Changeling" as his next picture for First National. Dorothy Mackaill will play the leading role and the picture will be synchronized with a court-room sequence comprising a full-talking scene.

Night Club

A night club was constructed at the First National studio for important sequences of "Show Girl." Alice White and Donald Reed are entertainers in the show with Charles Delaney and Lee Moran among the patrons. More than 150 extras were used for this one scene. In this picture, Alfred Santell will direct himself as an actor.

Titling and Editing

Al Martin has just completed titling "The Albany Night Boat," Frederick and Fanny Hatton are busy now with the titling of "Beautiful But Dumb," and Sherman Kell has begun to edit "The Gun Runner." All are Tiffany-Stahl productions.

New Roach Comedies

New titles bestowed on Hal Roach comedies recently are "Is Everybody Happy?" Charley Chase comedy, "Early to Bed," laugh number for Stan Laurel and Oliver Hardy, and "School Begins," "Our Gang" comedy.

Don McElwaine, Author

Don McElwaine wrote "The Big Hop," Buck Jones' first picture as an actor-producer, which will have its premiere in a Broadway, New York, house if Buck's plans mature.

Production at Pathe

"Marked Money" was put into production at the Pathe studios on July 12.

(*Continued on following page*)

Hollywood—*Continued*

"Singapore Sal" was started on July 16 by Director Howard Higgin.

It is expected that "Show Folks" will be finished within a week's time. "Craig's Wife" is now finished and "Celebrity," "Captain Swagger" and "Annapolis" are being edited.

New Burbank Productions

Four new pictures were placed into production at the First National studio last week. They were: "Outcast," "Scarlet Seas," "Do Your Duty" and "The Haunted House."

In addition to these, in various stages of cutting and editing are: "Oh Kay," "The Divine Lady," "Out of the Ruins," "The Night Watch," "Heart Trouble" and "The Glorious Trail."

Navy Department to Cooperate

Secretary of the Navy Curtis D. Wilbur has promised complete cooperation on the part of the Navy Department in making "Dirigible," according to the Paramount West Coast studio. Wilbur's assurance of aid was given John Monk Saunders, who conferred with Navy Department officials.

Lloyd Remains at the Met

Harold Lloyd will produce his pictures at the Metropolitan studios for the next two years, at least, as William R. Fraser, general manager of the Lloyd Corporation, has concluded negotiations with Phil Ryan representing Metropolitan to retain the same production space Lloyd has used since he started out independently five years ago. All provisions have been made for the production of "sound" films should the bespectacled comedian deem it practicable to enter that field.

Harold Byron Columbia Scenarist

With the second group of pictures on the 1928-29 program at Columbia about to be launched in production, Harry Cohn, vice-president in charge of production for that company announces the signing of Harold Byron as scenario editor. In his new affiliation with Columbia, according to Cohn, Byron will begin immediately on the assignment of writers to "Runaway Girls," and two other productions.

Bess Meredyth Resumes Work

Bess Meredyth, wearing patches of adhesive tape as the result of a motor accident, is back at her desk at M-G-M working her typewriter overtime in order not to delay production of "The Woman of Affairs," for which she is writing the 'script.

"The Toilers" Shown

The distinction of being the first independent picture to be shown at United Artists Theatre in Los Angeles, was accorded Reginald Barker's "The Toilers," produced by Tiffany-Stahl. Its world premier was attended by fifty members of The Motion Picture Directors Association and representatives of every organization of prominence in the industry, including the Academy of Motion Picture Arts and Sciences, the Wampas, the American Society of Cinematographers, the Writers, the Hollywood Association of Foreign Correspondents and a dozen other societies.

Added to Quirk Writing Staff

Katherine Albert, formerly feature writer on the staff of Pete Smith, director of publicity for M-G-M, has been appointed by Mark Larkin now western editor of the Quirk publications, as a feature and fiction writer.

Screen Newcomer

An independent motion picture unit has been organized by Harry D. Edwards, with Henry Falaise and an all star cast to appear in a story entitled "Yours to Command." The newcomer to the screen has heretofore been known as Henri, the Marquis de la Falaise, but since Gloria Swanson became his wife, and after spending much time in America, he has become Americanized and as plain Henry Falaise has signed a long-term contract with Edwards to appear in a series of productions.

Different Roles for Mary Philbin

It appears that Carl Laemmle, Universal's president, thought well of Mary Philbin's contribution to "Drums of Love," in which D. W. Griffith production she played a sophisticated role, for Laemmle has issued implicit instructions that more stories giving Mary opportunity to appear in worldly roles be purchased. "The Summer Shower," an original by Ilone Fulop, Hungarian authoress, is to be the first under the new classification set for Miss Philbin.

Born in Illinois and New York

Elizabeth Pickett, scenario and title writer—and director, was born in Chicago, Illinois and took a peculiar course to the motion picture industry as to becoming identified with it professionally. She went via the American Red Cross, in Washington, D. C., to Hollywood. A graduate of Wellesley College, with the class of 1918 and with an A. B. degree in liberal arts, she took up work as a historian with the Red Cross. She wrote "The History of Red Cross Nursing," and "The Primer of the American Red Cross."

While engaged in that work Miss Pickett became interested in the propaganda pictures the Red Cross were making. Her first experience was in the making of a one-reel picture entitled "In Florence Nightingale's Footsteps." It was a comparatively low hurdle from the Red Cross Bureau of Motion Pictures to the William Fox lot and since she took the jump, Miss Pickett has had more than her share of success. She has directed, edited and titled a variety of pictures. Among these she adapted and titled "Kentucky Pride," "Wings of the Storm," and "The Monkey Talks." She also wrote "Wolf Fangs," and "Navajo." Her most recent achievement was the story of "Red Skin," for Richard Dix.

* * *

Lucien Prival, although educated in Germany, was born in New York City, but he did begin his film career in Germany and first appeared in "Dio Kelptomanin." He acquired his stage experience while touring Germany with repertoire companies, but eventually young Prival and his family returned to New York.

His first picture engagement in America was in "Velvet Fingers," a Pathe serial. He was preparing to go back on the stage when he received a call to play in Al Rockett's production for first National, called "Puppets." In this he made a success and other engagements followed, including roles in "The Great Deception," "Just Another Blonde," and "High Hat."

Prival specializes in character roles, old men, abnormal and subnormal types, which he enjoys doing, although he is young and attractive in every day life. He is well informed and spends his spare time writing.

Recently Prival has played in Caddo productions and will appear in "Hell's Angels," and "The Mating Call."

Del Ruth Finishing "Noah"

A whim of fate brought Roy Del Ruth one of the choicest directorial opportunities of the year. It resulted from the unfortunate sudden illness of Michael Curtiz who was directing Warner Brothers' "Noah's Ark," but was compelled to abandon the task due to severe indisposition. Del Ruth picked up the threads where his predecessor left off.

Garnett's New Picture

Pathe-DeMille officials are so well pleased with Tay Garnett's first directorial effort, "Celebrity," that they have entrusted him with "The Spieler," which will feature Jacqueline Logan and Alan Hale. It is a circus story and will go into production before "The Flying Fool" because of William Boyd's engagement elsewhere.

Leads for Norse Saga

R. William Neill, now directing Technicolor's first feature length production, "The Thrall of Leif the Lucky," has selected a cast headed by Pauline Starke and LeRoy Mason. Except for these leading roles, all in the cast are six feet tall and of heavyweight proportions since the story is one of Viking days of a thousand years ago and Pauline Starke plays the only girl part.

No Statement

Joseph P. Kennedy, president F B O, arrived in town last Monday. Although besieged by reporters for statement as to proposed changes to be made he has up to date given out no news.

Cast for Villainess Role

Dorothy Revier will enact the role of "Milady de Winter" in the new Douglas Fairbanks production, for which the cast has been filled except for the role of the Queen.

William de Mille

William de Mille has perhaps succeeded more cleverly than anyone else in accurately transposing the work of famous authors to the screen.

De Mille brought the Leonard Merrick feeling into the picturization of "Conrad in Quest of His Youth." He transposed the Zona Gale tempo into his screen version of "Lulu Bett." He brought Barrie genuinely to the screen with "What Every Woman Knows."

De Mille's most recent experience is that of picturizing "Craig's Wife," the George Kelly play. The director lost none of the deftness of the Kelly touch in the motion picture version.

Key City Reports

New York City

TAKING into consideration the fact that it is the midsummer season, with vacations, beach resorts and a champion heavyweight fight acting as a counter-pull, there can be no real kick about business done along Broadway last week. Business was, in fact, very good, with the big Roxy leading the pack. The big Fox house took away almost a quarter of a million at the close of a second week's run on "The Street Angel (Fox), and is holding this picture for a third week. Other Fox specials will follow this one and the long looked for spurt on Roxy grosses is apparently here.

The Capitol also had a very good week's trade with "Forbidden Hours," (M-G-M), doing a much better business in this hot weather than it did before Old Sol started to get in its wallop. The Paramount also enjoyed continued prosperity, but, rather unusually, trailed the other two big houses. The feature at the Paramount was "Hot News" (Par.).

After showing at the Paramount to excellent business, "Warming Up" (Par), with sound effects, went into the Rivoli for a whirl—probably about two weeks. Business last week was fair, undoubtedly suffering from the big Paramount attendance. Another post-Paramount showing, "The Racket" (Par) at the Rialto, did about the same brand of business during its second week.

The talking picture, "Lights of New York" (WB), finished its three weeks' stay at the Strand to profitable returns, continuing to hold the new lease on life this veteran house took when it inaugurated a Vitaphone program. Consensus on this picture is that while not a polished product of sound studios, it has enough novelty to strongly get by as a good box office bet. The Cameo cashed in nicely with a couple of hunting pictures, "An Arctic Seal Hunt" and "Hunting Big Game in Africa."

It is well to record here that the Criterion is right on the very edge of celebrating the fifty-second week of the aviation special "Wings" (Par), and a right gratifying year's run it's been. Not many weeks in the entire year have been off, and Paramount has a right to shout out loud. True, this picture has received a lot of breaks on the big airplane flights during the year, and has cashed in somewhat on the tremendous amount of publicity—but the picture has real merit, too.

One new special came to town last week when Fox' "Lost in the Arctic," accompanied by Movietone, opened at the Gaiety. It is too early to get real dope on this one. Another Fox special, "The Red Dance," also with Movietone, continues at a very fair pace at the Globe. The Embassy, with "The Tempest" (UA) continues to moderately good trade, and Warner's, with the Vitaphoned "Lion and Mouse" (WB) showed very well for the week.

The Astor opened on Tuesday of the current week M-G-M's first sound picture, "White Shadows in the South Seas." Tell you something next week on this one.

Des Moines

AT the Des Moines theatre Esther Ralston's picture, "Half a Bride," though considered rather a week film, was well received and the matinees were crowded. The cool theatre attracted many on the warm days.

At the Capitol theatre strong competition was offered with Clara Bow in "Ladies of the Mob," and the stage show was also very good with Jay Mills as master of ceremonies for "Gems." Clara Bow is a good drawing card.

"The Warning" at the Strand theatre for the first half of the week was not considered as attractive as many of the Jack Holt films, but the film for the last helf, "Three-Ring Marriage," with Mary Astor and Lloyd Hughes, was considered a very good business maker and did fine.

Tampa

ONCE last summer the refrigerating plant of the Tampa, which supplies the "manufactured weather" for it and the Franklin across the street, went out of commission and Monday of this past week history repeated itself. Sunday had opened up very good with "Telling the World" as the feature, but Monday no one was allowed to enter without being told of the failure of the cooling system and so the business was off.

The plant functioned properly again on Tuesday, but in spite of the fact that the picture was excellent the business was hardly up to average.

"Half a Bride" was the feature of the last half and it did nicely.

The Victory continued to pull the usual big business with the Vitaphone and Movietone. This week "State Street Sadie" was the feature, backed up by an excellent bill of Vitaphone acts and Movietone News.

The Franklin opened the week with "Prowlers of the Sea." This picture had special appeal to the Latin people and Sunday went very good. Monday, even though all were warned that it was warm inside, went over to better than the usual Monday business.

"The Shepherd of the Hills" and "Harold Teen" were the second runs of the week and both pictures did nicely, with the Shepherd pulling better than average. "The Man in the Rough" used Saturday only did average.

The Strand got away to a poor start with "The Scarlet Dove," which showed up only fair. "Thanks for the Buggy Ride" was well liked but couldn't pull 'em better than average. "Detectives" proved about the same, so the week went over a little under average.

Indianapolis

(Previous Week)

HOT weather cut heavily in box office receipts in Indianpolis last week. The movie houses had the most unsatisfactory week's business of the summer. It was quite a drop from the previous week which was bolstered by rainy weather. The heat was extreme every day last week.

Lyric vaudeville and picture house led the downtown business with Raymond Hitchcock appearing in person.

Loew's Palace bolstered business some with the installation of a new cooling system. John Gilbert and Renee Adoree in "The Cossacks" was the feature, with Harry Fox's stage show, "Spices of 1928."

Rod La Rocque in "Hold 'Em Yale" at the Circle and Esther Ralston and Gary Cooper in "Half a Bride' at the Indiana were the Skouras-Publix house attractions. Business was not up to expectations in either house.

"The Lion and the Mouse," featuring Lionel Barrymore which was held the second week at the Apollo did fair business.

Neighborhood houses also felt the result of depressing heat.

Baltimore

ANOTHER scorching week which sent the mercury up into the hundreds with high humidity causing great discomfort, held patrons away from a number of the first-run moving picture theatres during the week beginning Monday, July 23.

The high spots for good business were at the refrigerated Loew's Century and Valencia and the fan-cooled Rivoli.

At the Century, "Half a Bride," starring Esther Ralston, was the feature film, with Ocean Blues with "Ted Claire and his orchestra, the Foster girls and other vaudeville headliners on the bill. The audience liked the stage attraction but could not stomach some of the absurdities in "Half a Bride." Especially some of those in the desert island sequences. But business was very good throughout the week.

At Loew's Valencia "Ramona" held forth with Dolores Del Rio for a very good business during its second week at that playhouse.

At the Rivoli, "State Street Sadie," featuring Conrad Nagel, Myrna Loy and William Russell, went into the first week after the theatre reopened Saturday previous, and with the sound, music and dialogue accompaniment it proved a fine drawing card. On the bill was also Movietone news and other sound acts. This reopening proves another inning for the talkies here.

"Quo Vadis," the First National reissued picture starring Emil Jannings, did a fairly good business at the Little Theatre.

"Hot News," starring Bebe Daniels, proved a fairly good drawing card at the Stanley, with a stage presentation act "It Might Happen," with Buddy Page, and his band and other vaudeville headliners on the bill. Bebe Daniels was very good in this, and it was liked by the people.

At the Keith-Albee New Garden "Bachelor's Paradise," co-featuring Sally O'Neil and Ralph Graves, proved a fairly good attraction, with six acts of Keith-Albee high-class vaudeville. Business there throughout the week could only be considered fair.

The same was true of the Keith-Albee Hippodrome, where five acts of Keith-Albee family time vaudeville with "Name the Woman," starring Anita Stewart, as the feature film.

Kansas City

(Previous Week)

ODDLY enough, a torrid week of weather failed to have hardly any decreasing effect upon attendance at first run houses in Kansas City, although a strong line-up of pictures probably was largely responsible for that fact.

At Loew's Midland "Ramona" played to exceptionally good crowds all week, the total attendance exceeding any weekly attendance for several previous weeks.

At the Newman Ramon Novarro in "Forbidden Hours" played to a normal summer attendance.

At the Pantages Barry Norton in "Fleetwing" drew houses which were fairly well crowded all week.

William Boyd in "The Cop" also had a profitable run at the Mainstreet, the attendance remaining up to the standard of the previous weeks thus far this summer.

"The Street of Forgotten Women" at the Capitol also played to a good attendance.

No special exploitation was used on the pictures, a large part of newspaper advertising being devoted to the cooling systems of the theatres.

Philadelphia

ANOTHER week of hot weather, with vacations in full swing, made deep inroads in box office receipts, although the downtown theatres tempted the crowds with the cool breezes blowing inside.

William Haines in "Telling the World" at the Stanley proved to be a good attraction, due in part to a striking publicity stunt which attracted widespread attention.

"The Fox, with "United States Smith" on the screen and "A Midsummer Syncopation Gambol," featuring Fred Rich and his Hotel Astor orchestra, with a number of more or less entertaining performers, had a fairly good week.

The Carman had a good week with one of the liveliest and most entertaining stage presentations of the season, entitled "Vacation Frolics," with thrills galore in the screen offering "Chicago After Midnight."

The "Last Moment" at the Arcadia is an unusual film and an experiment in a new field of expression, that of phychology, with only one subtitle. Business was only fair.

John Gilbert in "The Cossacks" completed a third and final week at the Stanton, with average results.

All the Equity Theatres hooked up with radio broadcasting stations and announced the returns of the Tunney-Heeney boxing contest. At several of the theatres arrangements were made for amplification through the use of the Vitaphone.

Seattle

THE last week was a moderately quiet one with the film houses—no outstanding attractions appeared to disturb the peace of the box office, and grosses were rather low as a result.

"Something Always Happens" was the attraction at the Seattle Theatre, key house, but it did not arouse particularly strong patronage. On the stage was the Publix unit, "Hula Blues," which had its entertaining and scenic sequences, but was a trifle long and draggy. Altogether a fair week but no better.

At the Fifth Avenue Theatre "The Wheel of Chance" was the screen attraction. Barthelmess has been highly popular here, but his recent films have been decidedly mediocre and this one was no exception. It did not please the audiences and consequently did only a fair business. On the stage Fanchon-Marco's "Television" Idea was well received, but Hermie King and the Fifth Avenue Band again stopped the show and set the town talking with their specialties.

"After the Storm" at the Columbia Theatre was a mediocre film, and did not register very heavily at the box office. Jan Sofer and the new concert orchestra were well received, but business for the week was below par. The same might be said for "Three Sinners' at the United Artists Theatre, where business was just moderate, even at the 25-cent admission rate.

The Blue Mouse Theatre continued to play to pleasing houses all week, with "The Lion and the Mouse" in its fourth week on that screen. It was the end of the engagement, and the total month's run ran well up in the profit column for the box office, as has been the custom at this theatre all season.

"The Siren" was an average attraction at the Embassy Theatre, and played to the usual business.

The same holds good for "Drums of Love," which played second run at Universal's Winter Garden Theatre. This house is hovering between a first and second-run policy at 35 cents, and might possibly be better patronized if a definite policy was adopted and the show-going public appraised of the same.

The two vaudeville houses had a little battle of their own all week, with Universal getting the benefit. The Orpheum booked "Thanks for the Buggy Ride," and featured it on their screen. Pantages, who has purchased the Universal 1929 program output, cancelled a previously-booked picture, and rushed in a pre-release of "Home, James."

Laura LaPlante was "all over town" as a result, and Pantages got the break in patronage, due more to the stage attractions than anything else.

St. Louis

(Previous Week)

VITAPHONE'S first full length sound picture "Lights of New York" got away to a flying start at the Grand Central Theatre, Grand and Boulevard and Lucas avenue, and has been held over indefinitely.

Several good short length Vitaphone subjects helped to fill out a 100 per cent program of entertainment.

The St. Louis Theatre had a good week, considering weather conditions, etc., with "Alias the Deacon" as its screen feature. There was also a good comedy and choice bits from the news reels, etc.

The Missouri Theatre got its share of the patrons along St. Louis' Gay White Way with Bebe Daniels in "Hot News." Bebe has always been popular in St. Louis and went across big in this one. Frank Fay had a good stage show to hold his end of the program.

Down at Skouras Brothers Ambassador Theatre the screen feature was "Red Lips," a comedy of college life. Ed Lowry on the stage offered "Cameos." Business averaged well for the season.

Loew's State Theatre featured John Gilbert in "The Cossacks." Nat Nazzarro, Jr., had a frolic "Let 'Er Go" as his stage show.

"The Road to Ruin' a jazz-age film based on a story from the Los Angeles Juvenile Court was offered to men only at the Capitol.

Cleveland

AS between the melodrama and the comedy, local honors last week went to the heavies. Business, taken by and large, was just fair. Two pictures, however, stood out preeminently from a box office point of view in spite of continued heat and occasional showers, which added to the general humidity, instead of offering relief. The two outstanding successes were "The Lion and the Mouse" and "The Bellamy Trial."

"The Lion and the Mouse" continued to fill the Stillman theatre during the second week of its engagement. While fifty per cent of the interest lay in the novelty of talking pictures, the picture itself attracted wide interest and most favorable comment. It is being held a third week, proving an unusual summer success.

"The Bellamy Trial" did very well at the Allen. The sustained mystery, its accuracy, and its clever presentation received excellent public support.

"Flying Romeos" did so-so at the State. Followers of the Sidney-Murray comedies were on hand, but they weren't enough to keep the house filled.

"Good Morning, Judge," a rattling good comedy spotted with melodramatic moments, was well liked at Keith's Palace, but didn't draw very big business. The heat and uncertain weather with thunder showers was the public's alibi for letting this picture get away from them in spite of its popular appeal.

Keith's East 105th Street had just average business the first half of the week with "Broadway Daddies," well worn tale of the hounded chorus girl, as the feature attraction. An excellent tie-up with a chain drug store for sale of Midnight Rose face powder put over the picture, "Midnight Rose," the last half of the week.

The Park had fair business both the first half of the week with "Ladies of the Mob" and the last half of the week with "The Wheel of Chance." Both were first-run neighborhood engagements.

Los Angeles

BUSINESS, in general, was good this past week. Several houses are not doing capacity, but, on the whole, there is little foundation for complaint.

At the Carthay Circle, "Lilac Time," starring Colleen Moore, enjoyed splendid patronage and continued to draw. The First National attraction is in its third week.

At Loew's State, Greta Garbo in "The Mysterious Lady," with Conrad Nagel featured, opened Friday and the week-end business was most encouraging.

Warner Brothers' theatre in Hollywood continues to attract. It is generally conceded that the Vitaphone accompaniments to pictures that have run at the Hollywood house, are responsible for the crowds assembled outside the theatre at every performance. "Women Men Talk About" is being succeeded by "Lights of New York."

United Artists theatre, where John Barrymore in "Tempest" holds forth, proudly proclaims capacity and indications are that this picture will clean up on the engagement.

At the Metropolitan "Lady Be Good" succeeds "Temptation" and with Dorothy Mackail and Jack Mulhall featured, "Lady" promises a good week for the house where the First National picture is being shown.

It has been announced that Grauman's Chinese will re-open August 3. The attraction, "White Shadows," with which it will begin its season is advertised as a sound picture and is a Metro-Goldwyn-Mayer product.

San Francisco

ANOTHER remarkable week for this time of the year for some of the San Francisco first run motion picture theatres has just been witnessed. Even though the climate is not warm in this city in July, many leave the city for their vacations and that is what tends to injure business as well as the fact that many spend their afternoons and also evenings on the many miles of beach, practically in the city limits of San Francisco.

Loew's Warfield and the new El Capitan theatres were crowded all the week, both evenings and afternoons. In the El Capitan theatre, the picture "Lingerie," together with big stage presentations were shown. The picture was well liked.

"The Cossacks," together with big stage presentations by Fanchon & Marco, drew eceptionally well. The acting was considered remarkable.

Thomas Meighan, always popular in this city, drew but fairly well at the Granada theatre in the picture "The Racket." Here also was presented good presentation acts. This time a Publix Review.

"The Street Angel," as shown at the St. Francis theatre, was well liked by those attending, and while at the afternoon performances the theatre was practically empty, the first three evenings it was full. Here a 110 piece Fox Movietone attracted many.

Elinor Glyn's picture, "The Mad Hour," together with vaudeville acts, crowded the Golden Gate theatre in the evenings. Elinor Glyn is very popular and well known in San Francisco.

The Union Square reported fair business with the picture "Stronger Will" and vaudeville acts.

"The Man Who Laughs," shown at advanced prices at the Columbia, did not do so well the last and third week, although all seeing this picture praised it to the skies. High prices and weather conditions is the reason this remarkably produced picture did not draw more.

"Thanks for the Buggy Ride," shown at the Alexandria, while drawing many in the evenings, did not prove so popular with the crowds as was expected of this picture.

The Coliseum theatre did fair with "Under the Black Eagle" on the screen and vaudeville acts.

Portland

RED hot summer weather has cut the business just about in two, though the larger houses are equipped with modern ventilation and brought the temperature down to 72 degrees, yet the majority not on their summer vacations preferred the outside attractions and swimming pools.

The most profitable opening in the history of the Blue Mouse, according to Manager Norman, was when "The Lights of New York" went on and thousands waited in line to see and hear the first all talking picture to be shown here.

At the Portland Theatre, business was fair with Richard Barthelmess in "The Wheel of Chance." Homer McDonald gave some novelty numbers on the Wurlitzer and Harry Linden with his orchestra gave his usual finished numbers.

"Fleetwing," the sheik story, was the screen offering at Pantages, which took its audience back to Valentino days; while the other snappy acts kept the summer blues away, and fair business was the result.

At Tebbett's Oriental the mechanical snow breeze was in evidence as advertised, which helped considerably in filling the house. On the screen, Temple Bailey's "Wallflowers," and on the stage the Nordic Sisters, vocal harmonizers, registered nicely. Glen Shelly and Josef Srodka furnished the instrumental number most satisfactorily.

"Buck Privates" at the Columbia put a comedy touch in the week's bills. The work of Zazu Pitts in her inimitable portrayal as "the dumb girl friend" was enjoyed and brought good evening business.

Bessie Love in person in Fanchon and Marco's final offering at the Broadway gave her audiences as charming an entertainment on the stage as she has heretofore on the screen and was a welcome addition to an all-around good bill, including "Bringing Up Father," on the screen, and which helped the receipts to hold about normal. The Thursday night dance after the show with Georgie Stoll's music continues to gain favor.

Kansas City

IT seems as though the theatre-going public of Kansas City at last has awakened to the fact that the first run houses downtown have modern cooling systems and that it is not hot inside. Business, at least, has shown a decided upward trend in the past two weeks and virtually all downtown houses enjoyed good attendance last week.

At the Mainstreet "The Butter and Egg Man" played to good crowds all week, as did "The Cossacks" at the Midland, featuring John Gilbert.

"Road House" at the Pantages did an exceptionaly good week's business, being well over the mark of the preceding week.

Bebe Daniels in "Hot News" at the Newman held up well, doing a better business than the previous week.

Richard Dix in Paramount's new Movietone, "Warming Up," attracted good crowds, as did "Heart to Heart" at the Uptown. In each case all the exploitation used by theatres pertained more to their respective cooling systems than it did the picture, in so far as advertising was concerned.

Cincinnati

CINCINNATI exhibitors, who for the past several weeks have not only been seeing red, but writing it as well, are again optimistic, for a sudden respite from the continued torrid spell has brought hope to their hearts as well as shekels to their box offices.

However, just before the cool break, the Albee began to show appreciable improvement in patronage, due to the special cooling system just installed, which really lived up to all advertised claims.

During the past week the Albee, with William Haines, in "Telling the World," together with six acts, did a very nice business, which in many ways was comparable to the regular season.

The Lyric, with "Old San Francisco," although not piling up an unusual gross, nevertheless had a week which was quite satisfactory to the management.

Emil Jannings in "The Street of Sin" at the Capitol, drew exceedingly well, where both the Movietone and Vitaphone helped out considerably.

"His Tiger Lady" at Keith's brought in many more customers than have been seen at this house in the past several weeks.

The Strand, presenting "Three-Ring Marriage," had larger crowds than for some time past, and all in all reports a very good week.

"Riders of the Dark" at the Family, first half, and "Beware of Married Men," last half, did only an average business for the week.

The Palace, pictures and vaudeville, had an unusually good seven days, business at this house increasing steadily as the week advanced.

Minneapolis

BUSINESS picked up at the Minneapolis theatres last week, chiefly because there were some excellent box-office attractions in town.

The Minnesota, for example, showed "The Racket," and this underworld picture proved a first rate drawing card. It was shown with the Publix stage show, "Hey, Hey."

At the State "Glorious Betsy" was holding forth, and the crowds seemed to like this Vitaphone picture immensely.

Pantages got hold of a boxoffice stimulant in "Road House," with Lionel Barrymore, and made the most of it by advertising it rather heavily.

The Hennepin-Orpheum showed "A Ship Comes In," a nice little human interest film which seemed to please the vaudeville fans, while the Lyric did a lively business with Syd Chaplin in "Skirts."

Business at the neighborhood houses was just fair, as a rule, with the Loring, Lagoon, Rialto, Lyndale and American featuring such pictures as "Happiness Ahead," "The Drag Net," "The Latest from Paris" and "Beware of Married Men."

Pittsburgh

LOEW'S Penn played to packed houses all week in spite of the hot weather. "Diamond Handcuffs" was the screen fare, and proved but average entertainment. A Charlie Chase comedy, "The Fight Pest," made a big hit. The stage presentation was the Publix Unit entitled "Chinese Nights."

The Stanley also enjoyed a good week's business with "The Wheel of Chance," featuring Richard Barthelmess in a dual role, proving a crackerjack production.. This one received much praise from press and public alike. "A Garden Party" was the name of the stage presentation, and featured the Marie MacQuarrie Harp Ensemble, an act which has clicked several times before in this city at other theatres.

Esther Ralston in "Half a Bride" pleased better than average audiences at the Grand. The statuesque beauty is a great favorite here. One vaudeville act was also on the bill.

The Cameraphone again had a double program bill, offering "Finders Keepers" and "Walking Back." Both productions proved to be good entertainment, and a fair week's business was turned in.

At the Liberty a new policy of split week bills was inaugurated. This is the first time that the Liberty has played productions for less than a week in the past ten years. The first half saw "Harold Teen" and the last half "Easy Come, Easy Go" was the attraction. But average business greeted the new policy.

Ottawa

THERE was horse racing at Connaught Park during the week of July 21, but it did not cut into theatre attendance in Ottawa, Ontario, and local exhibitors more or less enjoyed the ponies like anybody else. Great variety was seen in the current pictures and patronage generally was up to summer average.

"The Cohens and Kellys in Paris" at the Regent Theatre proved to be very enjoyable, and there were good crowds both matinee and night. They went away smiling.

Plenty of action and much change of locale were seen in "Hold 'Em, Yale," at B. F. Keith's Theatre, which filled out a well-balanced program there. Rod LaRocque might have been miscast but he works strenuously to put the picture across.

The many patrons at the Imperial Theatre opened their eyes when they saw Anita Page in "Telling the World." She was as much the picture as William Haines. Big crowds enjoyed this comedy-melodrama all week, even though it looked like blood-and-thunder in spots.

"Fashion Madness" made a good eyefull at the Center Theatre for the first half, and the ladies were out in fair force to see Claire Windsor. There were considerably more men in the audience during the last half when Viola Dana was doing capers in "That Certain Thing." Business was better for the latter.

The neighborhood houses had big pictures for second run and patronage was very fair in each case—better than for the two previous weeks.

"The Gorilla" stood up well at the Columbia, but the real attraction was "The Legion of the Condemned" at the Rex, business being excellent with this one.

"Rose Marie" tickled the followers at the Fern Theatre largely because they took the picture at its face value and without thought of the stage play, which it did not resemble in the slightest. The juveniles particularly were thrilled with "Rose Marie."

Atlanta

LEADING off with a full flung banner box-office, the Howard enjoyed a glorious week with its first sound picture, "The Lion and the Mouse," topping it over the other theatres by a good margin.

Next in line came Keith's Georgia with Mary Astor and Lloyd Hughes in "Heart to Heart."

The Capitol, showing Dolores Del Rio in "No Other Woman," held an average week, but this picture did not live up to previous Del Rio works.

Loew's Grand fell off with Ramon Novarro and Renee Adoree in "Forbidden Hours" due most probably to the keen competition next door, the Howard.

The Rialto enjoyed a fair run playing Madge Bellamy in "The Play Girl," while the Metropolitan dropped with "Lingerie."

"The Red Raiders" and "Tumbling River" held the Tudor steady.

The New Alamo had a week of second runs to usually good houses.

Tampa

(Previous Week)

IT might not be such a bad idea for the theatres of Tampa to arrange to put the weather man on the pay roll, either straight salary or percentage, and have him cook up a string of "rainy Sundays" during the summer. Last Sunday, like the previous one, was an all day drizzle and it produced another big day's business for the show folks by keeping the crowds away from the beaches.

The Tampa opened the week with "Dressed To Kill" and it brought good business Sunday but following right behind "The Racket" it seemed to suffer a little by comparison and the following three days went

(Continued on following page)

Key City Reports

(Continued from preceding page)

over just about average.

"Hot News" was featured the last half and Bebe did better, giving the house three days of nice business.

"The Jazz Singer," brought in for a return date at the Victory where it played to big business for two solid weeks in February, has simply repeated the draw and held the business right up to "big" for the full week. On the same program were four excellent Vitaphone acts and the Movietone News.

The Strand had a good week. "Buck Privates" started the week with two very good days. "13 Washington Square" did nicely but not a real draw, and "Skirts," used the last two days, went over the top to excellent returns.

"Green Grass Widows" drew nicely for the Franklin the two first days of the week. Then the four days of second runs, with "Phantom of the Opera" and "The Garden Of Eden" featured, kept the crowds coming, the Chaney film having a little the best of it. "The Phantom Of The Range" used for Saturday only was just about average.

Tampa

(*Previous week*)

DOWN here the usual thing, during the "rainy season," is a daily tropical downpour, followed by sunshine. Last Sunday was an exception to the rule with one of those long drawn out "drizzles" which started about noon and continued through the supper show. The drizzle played into the hands of the show folks by keeping the crowds from the beaches and most all Tampa theatres enjoyed a very good day.

The Tampa, with "The Cossacks" featured, pulled the best business in many months, and followed up this Sunday record with three more good days. "The Racket," featured the last half, went over good, giving the house a very satisfactory week.

The Victory continued to pull big business. "The Crimson City" was the feature attraction, but two of the "talkie" acts were the real features. Irene Rich, in "The Beast" was the feature of the four Vitaphone presentations, and Raquel Meller, the Spanish Concert Artist, was the Movietone feature.

"Let 'er Go Gallegher" pulled a very good business on Sunday for the Strand, but it failed to hold up and Monday went over just fair. "Honor Bound" failed to develop a draw showing only fair returns for the three days showing. "Three-Ring Marriage" drew about the average business the last two days.

The Franklin had a good card in "The Sunset Legion," starting the week in good shape. "Across To Singapore" and "The Crowd" were the second runs used this week and they both did nicely.

"The Pinto Kid" was used for Saturday showing only and did fair.

Harrisburg, Pa.

THOUGH continued excessive heat kept kept down attendance at all the theatres to some extent, those who saw the pictures offered in the first-run houses during the week had flattering things to say about most of them.

"Diamond Handcuffs," appearing at Loew's Regent, and featuring Eleanor Boardman, Conrad Nagel, Gwen Lee and Charles Stevens, seemed to make an especially favorable impression.

The Victoria's offering was Clara Bow in "Ladies of the Mob." Miss Bow has grown to be a great Harrisburg favorite.

Billie Dove, in "The Yellow Lily," made a good impression at the Colonial.

At the State during the first half of the week the film show was "Broadway Daddies," a light production that seemed well adapted for midsummer entertainment, while the last three days the picture feature was Lionel Barrymore in "Royal House," which had popular appeal.

Dallas

(*Previous Week*)

UNUSUALLY hot weather failed to effect Dallas theatres the past week as business at all of the first run houses has been very satisfactory. Grosses show substantial increase over the past two weeks at the leading theatres.

"Half A Bride" with Esther Ralston and Gary Cooper brought the Palace some unusually good business for the seven day run. Good publicity and special Lou Forbes week helped to boost the totals.

At the Melba "Glorious Betsy" with Dolores Costello and Conrad Nagel brought the Melba its best business of the year. The Melba has steadily increased its patronage since its opening and since the late installation of Movietone, business has been all that could be expected.

"The Play Girl" starring Madge Bellamy brought the Majestic its usual good receipts and turned the patrons away well satisfied. A good Interstate bill was responsible for a large part of the business and was well received.

"Women's Wares" with Bert Lytell and Evelyn Brent proved a good bill for the Capitol theatre and business for the week showed a substantial increase over the past few weeks.

"For the Love of Mike" with Ben Lyon and George Sidney brought the Old Mill average business although the picture was a little below par.

Receipts at the Arcadia, the suburban deluxe theatre of Dallas, maintained its exceptionally good average and the totals for the week were unusually good with a lot of the credit going to "Love Me and the World is Mine," starring Norman Kerry and Betty Compson.

Milwaukee

THE mid-summer slump was very apparent in the down town picture houses last week. Good old-fashioned hot weather in large doses is very probably accountable for the poor business the theatres experienced

The Wisconsin offered "Easy Come, Easy Go," which was accorded moderate patronage.

The Garden was an exception to the prevalent poor business. "Lights of New York" was featured and each night a long line formed at the box office at an early hour and continued until patrons were turned away. The picture is being held over for several weeks showing.

"His Tiger Lady" at the Merrill was not very well attended.

"Detectives" at the Strand drew very slim houses.

The Alhambra offered "The Hawk's Nest" and here too business was very slow.

The vaudeville theatres too felt the effects of the hot weather. At both the Palace and Riverside, things were far from brisk. The Palace offered "A Ship Comes In" and the Riverside featured "The Yellow House."

Neighborhood theatres experienced the same depression in business. "The Big Killing," featured at the Uptown, Garfield, and Modjeska, was far from average as a business getter.

"Across to Singapore," the offering at the Oriental and Tower, met with much the same results.

"Ramona" was fairly well attended at the Venetian.

Salt Lake City

SOME very unusually good reports regarding business at the Salt Lake first-run houses have been made this past week, considering the exceptionally hot weather which has been experienced here for the past few days.

"Tempest," John Barrymore's newest production, is packing the house at the Capitol, with many having had to be turned away for the first few nights. In addition to this production, the stage offering, Fanchon and Marco's "Bird Idea," has proven to be a very well-liked bit of entertainment.

The Victory Theatre is continuing to keep up the record-breaking attendance reports since the installation of the perfected Vitaphone, and this week's presentation of "The Lights of New York" has packed the houses nightly.

Madge Bellamy and Johnny Mack Brown, in "The Play Girl," has done a fairly satisfactory business at the Paramount Empress this past week.

Irene Rich and Audrey Ferris, in "Powder My Back," at the American Theatre has been well received by moderate crowds.

Unusually good business was enjoyed at the Pantages, which, possibly, was mostly due to the personal appearance of Mae Murray at this house, and with a good share of honors going to the picture presentation "Bringing Up Father."

"The Sunset Derby," with Mary Astor, William Collier, Jr., and Ralph Lewis, was well received by good-sized houses at the Gem Theatre.

The Isis, a second-run house here, reports very good business for the summer, and the Rialto has done an average business this week on the second showing of "The Patent Leather Kid," which was liked immensely as a rule.

Detroit's "Movie Season" Opens August 4

Detroit's 1928-29 film season will open Saturday, August 4, with the launching of the annual "Greater Movie Season" observance in virtually all the local picture houses. To start the season, theatres and producers are announcing many special features for the month.

H. M. Richley, manager of the exhibitors association, while reviewing the past accomplishments issued the following statement: "Last year brought forth many exceptionally fine pictures, and Detroit picture fans were more enthusiastic than ever over screen entertainment. The outstanding innovation, of course, has been talking films. There has been an elaboration of stage and musical features, lending new attraction to local screen programs. Talking pictures will be improved and the possibility of this form of amusement seems unlimited."

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5 Short Subjects from FBO in August

F B O has scheduled five shorts for distribution during the month of August.

On August 6, Newslaff No. 81625, will be ready for exhibitors. On August 7, "Mickey's Babies," a Mickey McGuire subject, will be shown while on August 14 "A Joyful Day," featuring the fat men, will be released. Newslaff No. 81626 will be delivered on August 20, while on August 26 will arrive the first subject of the "Racing Blood" series.

Opinions on Pictures

Beau Broadway

No Great Shakes, But Pleasant Enough

(Reviewed by Laurence Reid)

AN old recipe is served here, that of the weather-beaten man-about-town who, tiring of playing fast and loose, takes up the more than pleasant pastime of seeking favors with a girl who has both youth and beauty and innocence. He has had a deep-dyed past which fascinates the youngster. Naturally the latter is attracted to him after she has shown mild interest in a youth of her own age. But all parties in this quadrangle are paired off at the finish. The discarded woman in the philanderer's life takes to the young man, while the fast-aging *roue* finds a measure of happiness in his ward. The girl, you see, had been intrusted to him by a dying gladiator of the prize-ring. You also see that Mr. Roue is a promoter of fights.

That's about all there is to it insofar as outlining the story is concerned. You have it under your belt now—so make the most of it. The good points are the scenes of "give and take" indulged in by the four principals. It isn't very authentic. Some two or three shots of Broadway and environs are shown to present the atmosphere. The action is mild—the fight scene not registering very well. The best feature is the acting as turned in by Lew Cody in one of his typical roles, Aileen Pringle, who gets all there is out of the role of the other woman, and Sue Carol, who is vivacious, pretty and talented to boot. Keep your eyes on this girl. She's stepping fast these days. Hugh Trevor is okay as the youth. There have been better Cody-Pringle pieces.

Drawing Power: Title and cast should attract them for any house. **Exploitation Angles:** Tease the title. Bill as diverting picture of the power of love. Play up stars and Sue Carol.

THEME: Romantic drama of elderly playboy who gets new lease on life and finds happiness with his ward.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length,** six reels. **Released,** July, 1928. **Cast:** Lew Cody, Aileen Pringle, Sue Carol, Hugh Trevor, James J. Jeffries, Heinie Conklin, Kit Guard, Jack Herrick. **Director,** Mal St. Clair.

At Yale

Fair Enough of Its Kind

(Reviewed by Laurence Reid)

BRIGHT college years sure must have their innings on the screen. The newest campus essay is "At Yale," written by no less an authority on affairs at the New Haven institution of learning than Owen Davis—an alumnus. But if the author dashed this off as representative of Yale it indicates that he hasn't been back among the elms for some time. The author is okay with his satire and the mechanics of the story. There is some very good fun derived from the piece in considerable of its incident. But like all college pictures it misses the mark.

Rod La Rocque, the star, has a *Merriwell* character to portray. Coming up from the Argentine he falls in love with the ONE GIRL who inspires him to die for dear old Yale if necessary to win her. He saves her brother from disgrace and attends to several small matters that need clearing up. But on the eve of the big football game he dislocates his shoulder—which does not hinder him from scoring the necessary touch down to beat dear old Princeton.

They haven't collected any authentic atmosphere of the Yale campus. And La Roeque is much too vehement for the role. He screws up his features to register extreme agony, and is altogether too collegiate. A Yale man never acts all over the place. The *Merriwell* boys, who may still be at Yale for all we know, had what may be called campus etiquette (the hail-fellow-well-met stuff combined with poise). Jeanette Loff is the girl friend. In all it's fair enough and should please the younger set. The boys at New Haven may give it a good-natured kidding.

Drawing Power: Title and star. Suitable for program houses. **Exploitation Angles:** Tease the title. Play up as story of college life. Project a campus atmosphere in your house—with appropriate music, etc.

THEME: Comedy-romance of collegian who makes good for Yale and the girl.

Produced and **distributed** by Pathe. **Length,** 7,056 feet. **Released,** May 14, 1928. **Cast:** Rod La Rocque, Jeanette Loff, Joseph Cawthorn, Hugh Allen, Tom Kennedy, Lawrence Grant, Oscar Smith, Jerry Mandy. **Director,** E. H. Griffith.

Roadhouse

Exciting and Jazzy Underworld Melodrama

(Reviewed by Chester J. Smith)

THERE is something of the preachment in this melodrama which tells an exciting story well and holds the interest throughout. It is the story of an indulgent father who is too tolerant with a jazz-mad son, with the result that the latter becomes involved with a gang of yeggs and goes on trial for a murder all because he becomes enamoured of a girl of the underworld.

It is a somewhat daring story and it rings fairly true because of the capable manner in which it is handled. Director Richard Rosson did a splendid job in that he kept all of the characters well within bounds and permitted little exaggeration in details or acting.

Lionel Barrymore, Maria Alba and Warren Burke head the cast. Barrymore is splendid as the indulgent father, the hypocrite leader of the reform forces, who has a penchant for gambling and liquor. He is a visitor at the roadhouse when his son is induced to join the yegg band in the holdup which results in the murder. Maria Alba is Spanish Marie, roadhouse habitue and member of the yegg gang. Her acting is highly commended, as is that of Warren Burke, the misguided son.

All in all it is a picture of the characteristic vogue of underworld stories now so popular and it bids fair to register successfully in any type of house.

Drawing Power: It is a very popular type of picture and being extremely well done should prove a good attraction for the first run or the neighborhood house. **Exploitation Angles:** It offers a splendid opportunity for the discussion of indulgent fathers who are too tolerant with jazz-mad sons; the splendid work of Lionel Barrymore and the entire cast.

THEME: Jazzy melodrama in which son of prominent citizen becomes involved with a band of yeggs who commit murder. He is tried, released, and his father blamed as the real culprit for his indulgence with his son.

Produced and **distributed** by Fox Films. **Released,** July 15, 1928. **Length,** 4,991 feet. **The Cast:** Maria Alba, Warren Burke, Lionel Barrymore, Julia Swayne Gordon, Tempe Pigott, Florence Allen, Eddie Clayton, Jack Oakie, Jane Keckley, Joe Brown, Kay Bryant. **Director,** Richard Rosson. **Story** by Philip Hurn. **Scenario** by John Stone.

Loves of an Actress

Fair-to-Middlin'—with Negri Romancing Around

(Reviewed by Laurence Reid)

POLA NEGRI'S last picture for Famous gives her more opportunity to flash her real self than anything she has had in America with the exception of "Fordbidden Paradise." They don't make her a clothes-horse here, nor do they attempt to make her kittenish or suppress her emotions. She looks older—more like the matured actress she is than someone imitating a Hollywood ingenue.

The star plays the celebrated personality of the Comedie Francaise—the woman known as Rachel. And the story presents her various adventures in the garden of love. It shows how she rises, a beggar child from the streets, to conquer Paris with her art and beauty. It becomes rather monotonous because it plays the love theme most of the time. And this theme is expressed with much demonstration of the kiss.

It isn't the world's greatest picture. It does lack the variety of scene and incident of some previous Negri films. But it has a dash and swing to its action whenever the Negri is in sight.

Drawing Power: Depends on Negri's popularity. Should draw because of title and publicity. O.K. for all houses. **Exploitation Angles:** Play up as one of the best of Negri's—with star playing the celebrated French actress, Rachel. Use stills of her in costume, etc.

THEME: Romantic drama of one of the world's great actresses.

Produced and **distributed** by Paramount. **Length,** six reels. **Released,** August 11, 1928. **Cast:** Polo Negri, Nils Asther, Mary McAlister, Richard Tucker, Philip Strange, Paul Lukas, Nigel de Brulier, Helen Ciere. **Director,** Rowland V. Lee.

Hit of the Show

Fairly True to Type—New Screen Star Good

(Reviewed by Laurence Reid)

THE influence of the back-stage life of troupers which has marked the Broadway stage the past two years crops up to make an average picture—one done quite true to type—and which scores through the realistic performance of Joe E. Brown, a stage comedian. The backgrounds are an actors' boarding house and scenes behind the footlights. And the interest is built up around a show in rehearsal, and, later, its premiere. There's your plot. As for Brown he scores as an entertaining funmaker. Possessing one of the largest and most mobile mouths in existence he capitalizes it to a fare-you-well. Between him and Daphne Pollard, another old-timer from musicals and vaudeville, they put it over.

It spins a typical theatrical yarn, involving a society girl, the stage people and the customary landlady of the rooming house. It's gagged pretty well, though show people will discover several errors of more or less consequence. The atmosphere is good enough and the players are "typed" very well. The captions are neat. All things considered it shapes up as tolerable entertainment—one that hits and misses, but hits more often than it misses. It's suitable for the average houses.

Drawing Power: Title and show life. Suitable for everyday type of house. **Exploitation Angles:** Play up title, stressing fact that it is representative of show business. Play up Joe E. Brown, a newcomer from the stage.

THEME: Comedy-drama of theatrical life—with its various ups and downs.

Produced and **distributed** by F B O. **Length,** 6,337 feet. **Released,** September 23, 1928. **Cast:** Joe E. Brown, Gertrude Olmstead, William Bailey, Gertrude Astor, Lee Shumway, William Francis Dugan, Ione Holmes, LeRoy Mason, Frank Mills, Daphne Pollard, Cosmo Kyrle Bellew. **Director,** Ralph Ince.

"Out-Numbered"

(Pathe—One Reel)

THIS Paul Terry Aesop Fables release is just about average. The cartoonist has slapped together a jumble of animated situations that are sort of worn from use. There is an exception, however, in one situation, that of a checker game between a mouse and Farmer Al, which is quite amusing. The film will no doubt draw the laughs, despite the "gag" repitition.

The old farmer plays a game of checkers with a blindfolded mouse, while cat chases other mice up and down the hall. The mice catch Henry in a trap and give him a beating. Henry breaks free and races after the mischievous mice, followed by Farmer Al. They are both doused with soap suds, when they crash through a door. Matters go from bad to worse, until Al in desperation, chases mice and cat over the hill.—GEORGE J. REDDY.

"Fighting Orphans"—"Evening Mist"

(Educational—One Reel)

THE first portion offers some fairly interesting and amusing scenes of a pair of bear cubs. They invade a camp and grub a meal and create quite a mess in their efforts. Their wobbly gait, friendly little spats and all the characteristics of young bears are on hand to create a ripple of amusement.

The other subject reveals a glimpse of the Pacific, misty in its perspective, its water a ghostly gray and the sky a mixture of colors lined with gold. The mist or wraithlike effect is distinctly charming and you cannot help but wonder how it is done. The jutting rocks silhouetted against the shadowy background of sun and fog intermingled is another snatch of splendid photography. Amateurs and professionals can learn from these Bruce scenics how artistic can be camera interpretations of nature. —RAYMOND GANLY.

"Her Mother's Back"

(Fox-Imperial—Two Reels)

(Reviewed by Chester J. Smith)

VERNON DENT and Billy Bletcher are a new Fox comedy team that will become very popular if given material such as this for a regular diet. This two-reeler is brim-ful of action, gags and comedy situations that are all good for laughs. Their antics in the repairing of a flat tire are extremely mirth-provoking, as are a number of other incidents in the course of the two reels.

Dent is ejected from the house by his irate wife and is accompanied by his Pal Billy, in search of a job. They come upon a motorist in distress with a flat tire and agree to fix it while the owner is in an office building transacting some business. Their clumsy efforts result in almost completely wrecking the car and they are forced to take flight with the return of the owner.

Their next undertaking is that of window cleaning and to make the job doubly certain they arouse the wrath of a street worker, who in his effort to smear them with mud soils the window. They apply for and get the job of cleaning the window and again they go through some very funny antics, which result in the complete demolition of the front of the store. Amusing incidents follow so closely from start to finish that it is almost a continuous laugh.

"Kid Hayseed"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

"BIG BOY," the young Educational star, has a fair comedy here.

The first half is livened with some good comic material. The second half, however, balances these initial spurts of fun with a mediocre assortment of gags that put the production on an average keel. There were several little things that could have been seized upon and elaborated into a series of laugh-provoking incidents. Instead of dwelling on the prize fight that "Big Boy" has in the second reel and stretching it out to too great a length, the slow motion scenes of roosters and the little pig would, it seems have made a much stronger appeal if more film had been devoted to them. Slow motion scenes of animals are laughable. Hal Roach did wonders with them in "Dog Heaven," to mention but one case.

Then again, more of the boyish pranks played on the willing Jack Miller would have provided a fresher and more potential outlet for laughs than the prize fight with its attendant "limburger cheese" gag and the like.

"Big Boy's" moments for comedy are all too few. The fault, of course, is in the story, which was made to dwell too much upon an incident in which the laughs steadily diminish.

Charles Lamont directed.

"Troubles Galore"

(Educational—One Reel)

THIS is an instance of fast and snappy pacemaking in a comedy. Monty Collins, its star, has had peppy numbers before but here he has one that is even peppier. This Cameo goes down the laugh chute with a fine splurge. It'll make the fans laugh out loud.

Young Monty loves Ruby McCoy. She tells her folks he is a chef so when he comes to call on her, they put him to work preparing a turkey dinner. As he is a barber and knows nothing about cooking, things go wrong for Monty from the start. Taffy gets entangled all over the kitchen and the place is pretty much of a wreck when this scene is over. To cap the fun, the turkey dinner is ruined when some gunpowder, included by mistake in the stuffing of the bird, explodes as the family is settling down to the repast.

One scene is very funny. Monty is asked to dress the turkey and not knowing of any other method to get rid of the bird's feathers, he gives it a shave and follows it up with bay rum, powder and all the other tonsorial touches.

Glen Cavender, Ruby McCoy, Al Thompson, Eva Thatcher are in support of Collins, who was directed by Francis J. Martin and photographed by William Hyer.

"Wedded Blisters

(Educational—Two Reels)

THIS Tuxedo comedy is the first of that series for the season and the first two-reeler to star Wallace Lupino. It was directed by Jules White, photographed by Jay Turner, and has Louise Carver, Betty Boyd and Jack Richardson in support.

It is not so good as a laugh number and some of Lupino's Cameos in the past have been much funnier. However, there are some laughs that pop up throughout its length. They occur frequently enough to give the comedy a passable rating.

The story concerns a hen-pecked husband, quite an insignificant worm in the eyes of his wife and her charming mother. He buys his wife a car and she takes it into her head to move. They use the car to carry their belongings and while careening along the avenue, with the car heaped high with household utensils and with Lupino sitting on top of them, they get in the path of a fire engine. In escaping the engine, they wreck the car smash the contents and everything ends in chaos.

Lupino puts over whatever gags there are in the comedy which would have been much more of a success if there were only more of them.

8 New Subjects on Pathe's Program for August 5

The first chapter of "The Terrible People," the last chapter of "The Yellow Cameo," "The Girl from Nowhere," a Mack Sennett girl comedy; "The Supple Sex," a Grantland Rice Sportlight; "Our Little Nell," an Aesop cartoon; Topics of the Day and the Pathe Review No. 32, and Issues 66 and 67 of the Pathe newsreel are the 8 new subjects comprising the Pathe schedule of releases for the week of August 5.

The new serial co-stars Allene Ray and Miller, and was produced under the direction of Spencer Gordon Bennett. "The Girl from Nowhere," a two-reel comedy featuring Daphne Pollard and Mack Swain, was directed by Harry Edwards. The concluding chapter of "The Yellow Cameo" is entitled "The Lost Treasure."

Pathe Review includes: "Making a Circus Out of a Canary," "The Farce Islands, Home of the Vikings," "How to Make Movies, Taught in One Easy Lesson" and "Here's One with a Kick in It."

Paramount Lists Dates for Special Series of Shorts

In addition to "Walls Tell Tales," announced by Paramount last week for release on August 4, three other two-reelers of the "Great Actors and Authors" series have had definite releasing dates assigned to them.

"Two Masters" will be issued on August 4 and "Twinkling Toes" on October 27. "The Home Girl" will be released on December 1.

Additions to Casts

"The Rainbow" (Tiffany-Stahl)—Paul Hurst, Gino Corrado, King Zaney.

"It Can Be Done" (Universal)—Richard Carlyle, Richard Carle.

"The First Kiss" (Paramount)—William Holden.

"Just Twenty One" (Paramount)—Jack Oakie, William Austin.

"Interference" (Paramount)—Ernest Johnson, Louis Payne.

"Times Square" (Gotham)—Alice Day, Arthur Lubin, John Miljan, Emil Chautard, Joseph Swickard, Arthur Housman, Eddie Kane, Gerta Landry.

"Waterfront" (First National)—Pat Harmon, Bill Bailey, Knute Erieson, Ben Hendricks, Frances Hamilton.

"Show Girl" (First National)—Bernard Randall.

"The First Kiss" (Paramount)—Tom S. Guise, Brandon Hurst, Joseph J. Franz, Guy Kibbe, Knute Erieson, Ralph Fitzsimmons.

"The Haunted House" (First National)—Larry Kent.

"Three Week Ends" (Paramount)—Neil Hamilton, Chester Conklin.

"Interference" (Paramount)—Brandon Hurst, Tom Ricketts, Doris Kenyon.

Paul Lukas with Richard Arlen and Nancy Carrol in first of Paramount features to co-star the latter two.

"Moran of the Marines" (Parmount)—Charlotte Mineau.

"Stolen Kisses" (Warner Bros.)—Reed Howes, Hallam Cooley.

"Marked Money" (Pathe)—George Duryea, Virginia Bradford, Tom Keunedy, Bert Woodruff.

"Singapore Sal" (Pathe)—Alan Hale, Fred Kohler, Noble Johnson, Dan Wolheim, Jules Cowles, Pat Hartigan.

"Hard Rock" (First Natioual)—Sylvia Ashton, DeWitt Jenniugs.

"Alias Jimmy Valentine" (M-G-M)—Leila Hyams (to the role of leading lady), Howard Hickman, Lionel Barrymore, Tully Marshall, Karl Dane.

"Show Boat" (Universal)—Neely Edwards, Elise Bartlett, Gertrude Howard, Jane La Verne, Ralph Yearsley, George Chesebro, Harry Holden, Max Asher, Thornton Baston, Jim Coleman, Carl Herlinger, Frank Whitson, Harry Lorraine.

M-G-M Sets First 7 Ufa "Oddities" for Season

Metro-Goldwyn-Mayer has scheduled the titles and release dates of the first seven Ufa "Oddities" of the series of 26 that will be released during the season of 1928-29. They are as follows:

"Eagle's Nest"—August 18; "Monkey Shines"—Sept. 1; "Bits of Africa"—Sept. 15; "Murder"—Sept. 29; "World's Playgrounds"—Oct. 13; "Wives For Sale—Oct. 27; "Lonely Lapland"—Nov. 10.

Ruby Blaine New Leading Lady for Charley Chase

The Hal Roach studio has signed Ruby Blaine as leading lady for the Charley Chase comedy which has just gone into work with Hal Yates directing. Ed Kennedy and Dell Henderson have important roles, also.

News Reel Resume

Pathe

No. 63: Log rolling contest; Indian Mohammedans celebrate religious festival; oil fire at Woodriver, Ill.; Stanford students cheer Hoover; cyclists climb near Waterfords, Wis.; sailors stage land battle; Gene Tunney-Tom Heeney scrap.

No. 64: Chance Shot winning Saratoga handicap; peace army harvests record wheat crop at Walla Walla; German glider breaks American record; Viennese woman being run over by ten cars; city folk see wild riding at Cheyenne; ten twins on a Nebraska farm; bombing planes maneuveriug in the clouds.

Kinograms

No. 5417: Tunney defeating Heeney; annual swimming contest in River Spree, Germany; handmade railroad; California students welcome Hoover; Helen Wills playing Sarah Palfrey; oil tanks ablaze; King Alfonso and President Doumergue at railway opening; German establishes new American air gliding record.

No. 5418: Carranza at rest; Herschel Martin trying for record swim around Manhattan; Pacific Southwest Exposition opened; blimp rescuing men from upturned boat in Chesapeake Bay; Czechs honor memory of Wilson at statue unveilng; enjoying a vacation swim; Saratoga racing seasou opens.

International

No. 60, Vol. 10: Tiny mermaid does trick diving; huge strawberry shortcake; Illinois fire razes oil tanks; German flier sets new American gliding record; scenes on an ostrich farm; Tunney defeating Heeney.

No. 61: New Alpine line over Bavaria; daredevil autoists in Long Beach contest; Middle West Regatta at Lake Maxinkuckee; President Coolidge at monument dedication at Cannon Falls; aquaplaning with a flying boat; French cyclists in race tour; device for picking up airmail while plane is in motion; cowboys give riding demonstration at Chicago rodeo; Earl Sande winning Saratoga race.

Fox

No. 87, Vol. 9: Mexico mourns Obregon; Japanese geisha girls fete visiting U. S. tars; English admirals defeat the cadets at cricket; Hoover in Iowa, Utah and California; how Wisconsin firemen conquer the sun's heat; newest news in the field of aviation; surf riding at Honolulu; Miss Earhart and crew welcomed at Chicago.

No. 88: Beach gymnasts show water prowess; California welcoming Hoover; latest bathing styles displayed at Deauville; thoroughbreds prepare for the track; German airman sets new gliding record at Cape Cod; French-Spanish tunnel opened; Ohio River steamboats race for supremacy.

Paramount

No. 1: Britain's newest cruiser, the H. M. S. York; Hoover at Stanford University; "Big Bill" Tilden; John R. Voorhis celebrates 99th birthday; Ohio steamboat race; Bastile Day in France; scenes at Chicago's rodeo; Gene Tunney, Tom Heeney and scenes at fight.

No. 2: President at monument unveiling; buggy riding at Kalamazoo; Mexico honors Carranza; Al Smith on vacation; Olympic team of U. S. trains aboard ship; Chinese Nationalists take reins of government; airmen turn life guards in rescuing crew of upset boat.

M-G-M

No. 100, Vol. 1: Dirigibles over New York; old steamboats race on the Ohio; German makes new gliding record; the Duchess of York at festival; Tunney aud Heeney and scenes attending their fight; water thrills for Dixie children; new pictures of Nobile aud crew.

No. 101: Olympic stars arriving at Holland; French help Germans establish uew glider marks at Vauville; Al Smith vacationing; President Coolidge at Cannon Falls ceremony; Hoover at San Francisco; Tilden in Davis Cup match; dynamiting Iowa bluff; Mexico's grief as Carranaza comes home; the blimp as a life-saver; crowds at the Saratoga races.

News Shots to Show on 2 Coasts Within Hour

NEWSREEL shots obtained in New York can be shown in Los Angeles, San Francisco and even in London within an hour's time, says John Nickolaus, head of the Metro-Goldwyn-Mayer laboratories. Through the transmission of motion picture films by telephone wires and cable, Mr. Nickalous claims the feat is easily possible and that a few months may even see films transmitted by radio.

"The process is fairly simple," explained Nickolaus. "The film is developed, cut into small strips and mounted on plates five by seven inches in dimension, which are transmitted just as photographs are. At the receiving end the strips are spliced together into a continuous film again. We have demonstrated this with film sent by wired transmission in small lengths, and know it can be done for almost any footage. There is no doubt but that world events in the near future will be shown in the principal cities of Europe and America within an hour or so of their occurrence."

M-G-M Acquires "Last of Mrs. Cheney"

The screen rights to "The Last of Mrs. Cheney," the Frederick Lonsdale play in which Ina Claire starred, have beeu acquired by Metro-Goldwyn-Mayer.

Norma Shearer will star in it following "A Little Angel," which goes into production next week. Meauwhile the Lonsdale play will be scenarized.

Title Changes

"Marriage of Tomorrow" (Tiffany-Stahl) to "Tomorrow."

"Twinkling Toes" (Paramount) to "The Dancing Town."

Regional News from Correspondents

Salt Lake City

THE Orpheum theatre of Ogden, Utah, under the management of A. L. Glasmann, has been operated for the past six weeks under a policy of Vitaphone for five days and Pantages vaudeville for two days of each week, and is reported to have played to exceptional business during the summer, which is quite phenomenal in consideration of the fact that the theatre has been closed each summer previously for the past twenty-six years. The excellent entertainment and the efficient ventillating system, which was just installed, has increased the summer business tremendously, it is stated here. The Orpheum theatre is operated under the direction of The Orpheum Theatre Operating Company, headed by A. L. Glasmann, as president.

Manager W. E. Shipley and P. C. Peterson, assistant manager at the Gem theatre, have left for a vacation trip into Los Angeles.

Louis Marcus, of the Louis Marcus Enterprises throughout this territory, is leaving soon for a vacation trip into Colorado.

Earl D. Smith, local branch manager for the National Theatre Supply Company, and operator of the Tower theatre, which he recently constructed, reports that he has appointed Clyde Blasius, who was formerly connected with Smith at the National Theatre Supply Company office here and who has since been in charge of the Portland branch for this organization, as manager of the Tower theatre.

Manager Fred Lind, of the F. B. O. exchange in this city, is still working in the Montana territory.

Sales Representatives Vete Stewart and Claude Hawkes of the First National office, are covering their respective territories, and Manager W. F. Gordon is in the office for a short time.

Manager O. Wog of the local Paramount - Famous - Lasky exchange has been in the Montana territory for the past few weeks and is expected to return soon.

Dave Farquhar, local sales manager for the Columbia Pictures Corporation exchange here, is in the office at the present time, while T. H. Warren is making the Montana territory, and F. E. Decker is enroute here from the Portland office to cover Idaho and Southern Utah for this organization out of the local exchange.

Traveling Auditor C. McKain and J. H. Goldberg, Western Division Manager for Columbia Pictures Corporation, are expected to arrive here shortly to supervise the transferring of records relative to this corporation taking over all of the Columbia productions from the J. T. Sheffield Columbia exchange in this city.

Al O'Keefe, local branch manager for Pathe, is working the Montana territory on a several weeks' trip. Dave McElhinney is also in the Montana section for Pathe.

W. J. Sullivan has been added to the sales force of Pathe, to take the place of Bob Boomer, who recently resigned. George Hayes is making the Idaho branch and Jack Connors is at the present writing covering Southern Utah. Lon Hoss is making the Utah towns and also the Wyoming section.

Fred Gage, sales manager here for United Artists, will return within a week or ten days from a trip into Montana. Salesman Milton Cohn is on an extended trip in Montana and Able Davis is in his Idaho territory. C. C. McDermond is in Southern Utah.

W. E. Sonz, newly appointed sales representative for the Universal exchange here, made the southern part of Utah last week as did E. M. Gibson.

Manager Tony Hartford and J. A. Epperson are both traveling in Idaho and Wyoming at this time.

Manager Wayne Ball is in from a trip into the territory this week and Ed C. Mix is covering Idaho and Wyoming for Warner Bros. M. H. Gustaveson is making the nearby situations from the local office for Warner Bros.

Mae Murray, popular artist of the screen, appeared in person at the Pantages theatre during the past week to packed houses. Manager Grant Pemberton, of the Pantages theatre, arranged for an elaborate reception at the union station.

Manager James R. Keitz of the local Rayart Film exchange in this city is expected to return soon from a trip of several weeks' duration spent throughout Idaho.

Tony Duvall, manager of the Gem theatre at Murray, Utah, has returned from a trip to Chicago. Duvall was a delegate for the Lions Club at their convention in Des Moines, Iowa, and was accompanied by his wife.

"Hap" Fredericks, local manager for the J. T. Sheffield Columbia exchanges in Salt Lake and Denver, will be back at his office next week after several weeks' trip.

Harry Ashton, manager of the Paramount theatre of Ogden, Utah, and Ray Hendry, local manager of the Victory theatre, have returned from a vacation trip to the Coast.

Grant Withers, star of "The Road to Ruin," which just completed a two weeks' run at the American theatre of this city, arrived here by airplane a short time ago and made personal appearances at the local play house in the evenings during the second week of the showing.

Withers is a westerner and intends visiting his parents in Colorado while on a vacation from Hollywood. J. B. Melton, owner of the picture, is featuring him in several of the big cities throughout the intermountain states. Withers delivered a short address at each performance of the picture.

Cincinnati

WHAT is considered the most extensive as well as the most expensive cooling system in this section has been installed by the Albee theatre, Cincinnati, where a uniform temperature of 70 degrees is maintained regardless of the heat on the street level. Specially cooled air is sent through the theatre at the rate of 100,000 cubic feet per minute, it is claimed. The system is said to have cost in the neighborhood of $250,000.

Cincinnati exhibitors are inclined to feel that there is always someone taking the joy out of life. Although they are already weighted down with strenuous opposition, a bad matter has been made worse by the inauguration of a traveling theatre sponsored by the Public Recreation Commission. The "theatre on wheels" is moved to a different vicinity each evening, where a series of acts and a feature picture are presented.

Griff. Granger, manager of the Kaypee theatre, at Mt. Gilead, O., the smallest first-run house in the state, celebrated the seventh anniversary of the theatre's existence by installing a new cooling and ventilating system, as well as giving his patrons a daily change of pictures for the week, and adding three acts of vaudeville to the regular program for the six days.

Trade and public circles were shocked at the passing of Mr. Weiberg, owner of the Royal theatre, at Salem, O., whose sudden death was due to septic poisoning. The theatre is being operated by his sister for the present.

There is an unconfirmed rumor in circulation that Piqua, O., is to have another movie theatre, sponsored by out-of-town capitalists. This is said to be in addition to the house which is to be erected by Lancaster, O., parties. No details of the new venture appear to be available.

K. M. Gentholtz, Garretsville, O., has acquired the Snow theatre in that city from the original owner, L. D. Snow.

Harry Silver, manager of the Palace theatre, Hamilton, O., is the ace ticket-seller for an old fashioned chicken supper to be given by local retail merchants in one of the suburban towns.

Joe Mayer, publicity director of the Palace, Hamilton, announces that the publication of the theatre's house organ will be resumed in September, and that the magazine will be bigger and better than ever.

Ed Keen, manager of the Oxford theatre, Oxford, O., accompanied by his family, is enjoying the cool Michigan breezes at Sturgis, where Ed maintains a summer home.

In an effort to stimulate business, the Lyric and Capitol theatres in Cincinnati will hereafter open their weekly programs on Saturdays instead of Sundays. If the experiment proves as successful as the Keith-Albee owners now anticipate, it is likely that all other Cincinnati houses in the chain will follow suit.

A culprit was apprehended in Cincinnati recently for having stolen a saxaphone from the Albee theatre, thereby greatly handicapping the act in which the instrument was used. The affair made the front page of the local dailies.

Work is progressing very rapidly on the New Clifton theatre, which is being built by H. E. Clifton at Circleville, O., to seat about 800 on one floor.

This is a new venture for Mr. Clifton, who has for many years been in the automobile business here and is now on the way to give Circleville a modern theatre. Contracts for projection, musical and other equipment have not yet been closed. This theatre will be of the Spanish design and have a 25 foot stage for presentations and vaudeville will open about Oct. 1st.

Note.—The above theatre project was erroneously reported as being in Greenville, O., in July 21st issue of Motion Picture News.

Harry Abram, who operates the Hippodrome theatre in Lancaster, O., and his associate, Mr. Kessel, one of Lancaster's leading department store owners, are breaking ground for their new modern theatre in Lancaster, which will be ready to open about Christmas of this year and will seat about 1000.

Contracts for projection, musical and other equipment have not yet been let out but will in the near future.

Kansas City

KANSAS CITY police answered what they believed a riot call one evening last week from the Bonaventure theatre, suburban house, but when they arrived with machine guns and what not they found peace and quiet reigning. It developed that a group of disorderly small boys had created a disturbance in front of the house and police headquarters had misunderstood the "seriousness" of the affair and believed it a riot. The youngsters, who were tipped off the police were coming had left in a hurry before the "wagon" arrived.

The Pantages theatre, Kansas City, received front page stories in daily newspapers recently that were unexpected. Mr. and Mrs. F. C. Bruce, patrons, left their 2½ year old son, Floyd, in the nursery, and when the maid turned her back Floyd went out a side door and crawled onto a street car unnoticed. The next five hours saw the entire police department searching for kidnappers. The newspapers "splashed" the story on the front pages. Then finally a call came from an outlying police station that a small boy, identity unknown, was there. It was none other than Floyd, who was having a great time being entertained by the patrolmen.

The Crystal theatre, Nevada, Mo., has been purchased by C. A. Bowman from Mrs. C. S. Biles.

For nearly two decades Kansas City's "North End" had the old Bijou theatre as its entertainment center. Then Denny Costello, owner, sold the house, which was remodeled as a shoe store. But Mr Costello plans to re-enter the motion picture business and has leased the Ocasco theatre nearby and will rename it the Bijou theatre in memory of the old house.

The Reynolds building, Mountain View, Mo., has been purchased by James Buchanan and J. B. Lillian, who will remodel the structure into a motion picture theatre. The Durr building, Boonville, Mo., has been leased by the Miller Theatres Company and will be remodeled for motion pictures.

A new theatre combination will be formed soon at Topeka, Kas., and will be headed by Nate Block of St. Joseph, Mo., head of the Lawrence Amusement Company, according to a persistent rumor.



Bryant Washburn, one of the screen's veterans, is now with Sterling Pictures for whom he is to make "Undressed"

The new Mainstreet theatre, Beloit, Kas., has been re-opened by R. R. Wertz and E. R. Moreland has re-opened the Pastime theatre, Grenola, Kas.

Work on the new Plaza, suburban house of Kansas City, is progressing rapidly, but no opening date has been decided upon yet.

G. A. Maloney, manager of the Ritz theatre, Kansas City, was returning home one night last week in his motor car with the receipts of the theatre. Just as he was about to drive into his garage the lights of a neighbor's car revealed two bandits waiting near Maloney's garage. Maloney backed out hurriedly and the bandits fled.

Ben Rosenberg, district manager for Fox and R. C. Hildreth, home office auditor for Fox were Kansas City callers the past week.

The Kansas City Blues, American Association baseball club, were guests at the re-opening of the remodeled Globe theatre last Saturday night to witness Paramount's new sound picture, "Warming Up," featuring Richard Dix in a baseball story.

Quite a few years ago a dirty faced boy asked John Tackett of Coffeyville, Kas., for a job in his "hay barn" theatre. He asked five times and was turned down as many. Only recently Tackett opened his new Tackett theatre in Coffeyville. The editor of the Coffeyville News gave Mr. Tackett and his theatre one of the greatest send-offs a newspaper ever has given a theatre or an exhibitor in Kansas. The editor of the News was none other than the boy whom Tackett had finally given a job, and who later became Mr. Tackett's assistant, and then editor of the News.

Loew's Midland Theatre, Kansas City, came in for liberal praise from daily newspapers when it agreed to give a benefit show for the purpose of raising funds for the family of a patrolman, "Happy" Smith, who was killed when attempting to capture some bank bandits. About $4,000 was taken in at the benefit performance.

The Majestic and Ashland theatres of Wellington, Kas., have been purchased by O. K. Mason and Myron Leehman from Roy McDonald and W. F. McDowell. S. E. Pirtle has assumed the management of the Grand and Royal theatres at Macon, Mo. A rumor of long standing that Fox intended to build a large first run down town house at Thirteenth Street and Grand Avenue, Kansas City, was exploded recently with the announcement that an eleven-story office building was to be erected on that site. A new 400-seat theatre for Plains, Kas., is being planned.

Lee Marcus, general sales manager for FBO, and Cleve Adams, short subjects manager of that company, were Kansas City callers.

Fourteen Universal branches were represented at a sales meeting at the Hotel Muehlebach recently. M. Van Praag, sales director of the Western Division, presided. Fred J. McConnell, short subject manager, and G. E. Rosenwald, Pacific Coast division manager, also attended the meeting.

St. Louis

CONSTRUCTION has started on the remodeling of the Home theatre, Blytheville, Ark. The improvements include the remodeling of the interior and redecorating throughout, the installation of fireproof projection room and a hot air heating system. The work will cost about $15,000.

Gill & Jackson, 520 Buder Building, St. Louis, Mo., are preparing plans for a new theatre in Pacific, Mo. The structure will be one-story, 45 by 105 feet, and cost upwards of $25,000. It will seat 600 persons.

Charles Sinclair, Inc., which produced musical comedies at the Garden theatre, Olive street road and Creve Coeur Lake car tracks in St. Louis County, this summer until financial reverses caused the closing of the amusement place, filed a voluntary petition in bankruptcy in the United States District Court in St. Louis on July 28. Liabilities were listed at $35,682.33 and assets at $3,833.76.

Columbia Mid West Exchanges, Inc., is the name selected by the national organization for the distribution of Columbia Pictures in St. Louis. Claude McKean is manager of the St. Louis office. A. H. Fischer, district manager for Columbia, was in St. Louis the past week.

St. Louis film stocks closed July 28 as follows: Skouras A, $40 bid and $43 asked, and St. Louis Amusement A, $30 asked. Skouras A dropped down $2.50 a share, while a year ago St. Louis Amusement A was held at $39 a share.

C. D. Hill, manager in St. Louis for Pathe, is confined to his room in the Melbourne Hotel by illness.

Jimmy Bradford continues to bring in fat contracts for Pathe.

Eddie Saunders, Western Sales Manager for Metro-Goldwyn-Mayer, was in St. Louis on July 25 and 26. He left for Chicago the night of July 26.

William Bishop, exploiteer for Metro-Goldwyn-Mayer in Detroit, passed through enroute to Oklahoma, where he plans to spend a well earned vacation. He formerly handled publicity for the St. Louis office.

The Empire theatre, Olive street, just west of Grand boulevard, St. Louis, Mo., has been leased to the burlesque organization of Irons & Clamidge, who operate stock burlesque organizations in Chicago and Detroit. They plan to open early in September. It is reported along the Rialto that they are paying Skouras Brothers $30,000 a year for the Empress.

Dame Gossip is walking along the highways and and byways of St. Louis once more. This time the Old Girl has it that some of the more prominent St. Louis picture houses will figure in a big merger to be consummated within the next few weeks. There is always the possibility of something of the sort going through, but the chances are also it may merely be talk.

Hugh McLean, who covered Southern Illinois for Fox Pictures, is recovering from injuries received in an automobile accident several weeks ago. Two vertebra in his neck were fractured, but fortunately the spinal chord was not affected. He hopes to assume his old duties in the near future.

Lou Penny, district manager for Fox, visited St. Louis on August 1. He spent several days in the St. Louis territory.

The Lead Belt Amusement Company, operated by Dr. C. A. Tetley, of Farmington, Mo., and John Karsch, of Flat River, Mo., will split up. Tetley will operate the theatre in Farmington, while Karsch takes the Flat River and Bonne Terra houses. The theatre in Elvins, Mo., has been closed.

Visitors of the week along film row included Amy Jones of Tamarora, Ill.; Steven Farrar, Harrisburg, Ill.; Julius Schmidt, of St. Jacob and Trenton, Ill.; Dominic Fresena, Taylorsville, Ill., and Dr. A. C. Tetley, of Farmington, Mo.

Jack O'Toole has resigned as local manager for Play Golf to take over the management of the Tiffany Stahl exchange in Milwaukee, Wis.

Cleveland

AS one exhibitor to another, Allen Simmons of Akron is trying to sell an airplane to Milton Bryer, also of Akron. Simmons owns the Allen theatre. He is also president of the Akron Airport, Inc., an airplane sales organization and flying school. He has tempted Bryer with several demonstration rides, and if the picture business picks up, Bryer will probebly turn his automobile over to the other half of his family and take to the air himself.

Maurice Kaplan, Jr., who hasn't bought any theatres recently, went shopping last week and came home with the Arion theatre, Kinsman Road, in his possession. He bought it from Sam Lurie. Kaplan also has the Camera, Payne Ave. and East 33d St.

The E. E. Oliver Moving Picture Supply Company, now located on the second floor of the Film Exchange Bldg., will shortly move its sales department to a store room on the 21st elevation of the Film Bldg., using the upstairs room for storage and repairs. Oliver distributes Superior Projection machines in this territory, as well as all other projection room equipment. The Superior projector, according to Oilver, is now being equipped with attachments for Vitaphone and Movietone.

J. E. Beck, manager of the Cleveland office of Independent Pictures, Inc., announces that the Lefkowitz Greenberger circuit of this city has purchased the Independent product 100 per cent for all of their theatres.

Charles Shearer, well known ex-



The blonde beauty of Claire Windsor is to be seen in several recently released Columbia pictures

hibitor in the state, retires from active participation in the motion picture theatre with the sale of the Lyric theatre, Massilon, to Fred T. Ricker.

R. F. Woodhull, president of the M. P. T. O. A., spent last week-end as the house guest of J. J. Harwood, president of the Cleveland Motion Picture Exhibitors' Association, and vice-president of the M. P. T. O. of Ohio.

The Cleveland Film Board of Trade, through its president Oscar J. Ruby, has notified the members that meetings will be held every alternate week until further notice instead of every week as formerly.

R. E. Bishop has joined Independent Pictures, Inc., as sales representative in the Toledo territory. Mr. Bishop was with Vitagraph for many years, going to P D C when the company took over Vitagraph, and then with Pathe.

P. T. Tanner, of the Transit Film Company, is in the midst of a two weeks' vacation. He is motoring through the east.

Dave L. Schumann, pioncer Cleveland theatre owner, and for the past year affiliated with the Ohio Amusement Company, is now heading a new circuit of his own with office headquarters in 214 Film Exchange Bldg. Schumann is starting out with two theatres, the Marvel and the Lorain Fulton. The Marvel is opcrated by the Solben Amusement Company, and the Lorain by the Saramore Amusement Company. Schumann is president of both. He states that he will acquire other houses as the opportunity develops.

William A. Haynes, manager of the Allen theatre, has been promoted to the position of assistant general manager of the Loew chain of theatres in Cleveland, effective August 1st. Fred Desberg will continue as general manager of the houses. This is the first change of personnel to affect the Cleveland Loew houses since they were taken over by Loew's Theatres, Inc. Haynes has been with the organization about a year and a half as manager of the Allen. Until Publix Revues were brought on, he supervised all presentation acts, and arranged musical scores for overtures. This promotion cuts short a vacation trip in Canada which Haynes and his family were enjoying.

Ben Z. Levine, for the past nine years owner and manager of the Erie theatre, Woodland Avę. and East 22nd St. has sold the houses to Messrs. Jack L. Kane and Max Rosner. The new owners will completely remodel the house both inside and out, and will redecorate throughout. Levine will confine his interest to the Broadvue theatre of which he is a stockholder.

Milwaukee

THE Majestic Theatre will open on or about September 1st under the direction of L. K. Brin, manager of the Garden. The Majestic has been idle since the opening of the Riverside Theatre. Mr. Brin is planning a program of first run pictures with five acts of vaudeville. Later it is planned to wire the Majestic to handle Vitaphone features.

J. F. McAloon, manager of exchanges, visited the Pathe exchange last Thursday.

The Milwaukee Theatre has been closed for some redecorating and remodeling.

William Copeland, manager of the Allen Theatre at Jefferson was in the city recently on business.

The Alhambra Theathe will be closed shortly for a period of six weeks during which time the theatre will be wired for synchronized pictures and the interior of the house will be remodeled.

The Eagle River Amusement Co. has named its new theatre at Eagle River the Vilas. The new house was opened last week.

The Butler Theatre at Ishpeming, has been closed according to E. J. Butler, manager.

William Thomas, formerly with Pathe in Minneapolis, is now representing Pathe in Wisconsin territory.

The Crystal Theatre at Burlington, controlled by the Community Theatres, Inc., has been closed for an indefinite period.

Louis Lutz, manager of Fischer's Fond du Lac, at Fond du Lac, has been appointed manager of the Fischer Theatre at Oshkosh.

Elliot Turner, manager of the United Theatre Circuit houses in Kenosha, was in the city recently to arrange his bookings.

Ray D. Stewart is now Tiffany-Stahl salesman to succeed Charles Powell in southern Wisconsin territory.

Cecil E. Maberry, home office representative for Columbia, visited the local Columbia exchange recently.

O. L. Meister, manager of the Whitehouse, is enjoying a pleasure trip to Rochester.

Eddie Kreusser, former manager of the Palace, is now managing the Granada Theatre, succeeding Jerry Turner.

The lease of the Auditorium Theatre, at Three Lakes, has expired, and the theatre will be discontinued according to word received here from W. J. Dey, manager.

Wm. Ainsworth, of Fon du Lac, announces that his new theatre, the Garrick, will open about Sept. 5th.

Joe Winninger, manager of the Palace theatre, at Waupaca, will take over the Rex theatre, at Oshkosh, in the near future. The Rex was formerly managed by Ralph Mosiman.

The Wisconsin theatre and the Strand are both being wired for presentation of synchronized pictures. Installation of these machines will be completed very soon.

Harry Scott, sales manager for Pathe from the home office, spent a short time in the local branch.

Louis Rossa, manager of the Douglas Theatre at Racine, has turned the theatre over to Walter Ksusienski.

Elmer Saiter is now covering northern Wisconsin territory for Columbia.

Emil Ringuittz purchased four theatres in upper Michigan from George Metherell and Walter LaForest. The theatres involved in the deal are the Champion at Champion, the Republic at Republic, the Palmer at Palmer, and the National Mines at National Mines.

Len Brown, manager of the Capitol theatre, at Madison, and Dan Kelliher, of Elkhorn, were among out of town exhibitors in the city last week.

The club formed recently by prominent film men along the row seems to be catching on. When its membership was announced but a short time ago, only a few names made up the roster. But it is reported that many applicants have signified their intention of becoming members.



H. B. Warner, stage and screen star, who is to act in the Warner Bros. Vitaphone feature, "Conquest"

Chicago

JIM WALLACE has resigned as general manager of Great States Theatres located in Decatur, ill health compelling Mr. Wallace to take this action. It is probable that it will be some time before he is sufficiently recovered to assume business activities. Thomas Ronan is coming from the Capitol Theatre, Flint, Mich., one of the Butterfield Circuit houses, to fill the vacancy made by the resignation of Mr. Wallace. Mr. Ronan is well known in Decatur, where he was manager of the Powers Opera House for several years preceding its destruction by fire in 1914.

V. T. Lynch opened his new Du Page Theatre at Lombark, Ill., on July 26th. A large crowd was in attendance and the house got away to a good start. G. F. Aylesworth is in charge at the new theatre.

National Screen Service's Chicago office has prepared a special trailer to be used in connection with Metro-Goldwyn-Mayer Joy Week Program.

The Norshore Theatre discontinued stage shows at matinee performances for the remainder of the summer season. At the evening performances, however, the stage specialties will continue.

The old Orpheum Theatre at Waukegan was seriously damaged by fire recently, the stage being gutted and the auditorium badly scorched. It is reported that this theatre may not reopen.

Harry Rapf, assistant production manager of Metro-Goldwyn-Mayer, paid a brief visit to Division Manager Shirley and Manager Mendelsohn, last week, and then went on to New York City, where he was to attend the opening of "White Shadows," the first Cosmopolitan synchronized picture at the Astor theatre.

Manager Herbert Washburn of F.B.O. has added Joe Hopp to his sales staff and has assigned him to the Peoria zone. Joe Lyons has resigned as an F.B.O. salesman and intends to enjoy a long vacation before starting back to work again. At present he is in Canada and will later sojourn for some weeks in northern Wisconsin.

The Diversey theatre, operated by the Orpheum Circuit since its premier performance, has been leased to Jones, Linick & Schaefer and will open as a burlesque house on August 27th under the management of Johnnie Jones. Its policy will be similar to that of the Rialto and will include the showing of feature pictures and short subjects.

The Convent theatre, closed for some time, will reopen this Sunday as a straight picture house. A new policy will be inaugurated in September, when it will become a Vitaphone house with three changes of features a week with an admission charge of 40 cents. Other houses which will be operated under the same policy, starting in September, are the Congress, State, Belpark, Varsity, Tiffin & Woodlawn.

Marks Brothers have sold their Embassy theatre to Henry Goldson who took possession on August 1st. It is rumored that Marks Brothers have decided to dispose of all their smaller houses. Mr. Goldson is the owner of the Plaza theatre on North Avenue.

Production Manager Paul Benjamin and Ed McNamee of the editorial department of National Screen Service's New York office, have been vacationing in Chicago the past week.

Myrtle Collins, of the Exhibitors' Association of Chicago, is enjoying a vacation at Lake Villa, Ill.

Billy Wilson, manager of Simansky & Miller's Park theatre, is enroute to Mackinac for a holiday and expects to return from his vacation in about two weeks.

A. J. Plocinsky, of Schindler's theatre, who is vacationing at Eagle River, Wis., postcards that it is a good place for exhibitors to forget their troubles. He is evidently having a good time.

Max Smullikoff of the Franklin theatre appeared on film row last week with the information that two young bandits attempted to steal his car and, when intervened, put up a fight. He acquired a discolored nose but also succeeded in keping his car. He captured one of the young ruffians, who is now in jail.

It is reported that Great States Theatres, Inc., will shortly take over the houses operated by Fitzpatrick & McElroy in Blue Island, Harvey and Chicago Heights.

The Wenceda theatre on West Chicago avenue has been reopened by Goldbreg, Dwork & Mintz.

The North Center theatre is now under the management of Jack Blitz, who succeeds Dave Rice, resigned. Mr. Rice has left for California, where he is connected with Universal's West Coast Theatres.

Robert Gumbiner has sold his part interest in the Commodore theatre to his brother, Nate, who already had an interest in the house.

Great States in Galesburg, Bloomington, Decatur and Peoria, will resume vaudeville in connection with showing of pictures, on August 19th. The Palace, which is among those scheduled to again show vaudeville, has been closed all summer.

Detroit

SPONSORED by the Detroit Film Board of Trade and the Michigan Theatre Owners' Association, the first golf tournament for film men in Michigan was held recently at the Redford Country Club. More than forty participated and Nat Rothstein, director of publicity for Universal, was among the out-of-towners present.

Prizes for low gross scores were awarded to Fred Nugent and Fred Dickson, the former receiving a gorgeous silver trophy donated by the committee, while the latter won a golf sweater donated by Phil Kaplan, of the Theatrical Printing Co. Prizes for low net: first, a match set of Hagen golf clubs to Frank Wetsman of the Avalon Theatre; second, a Schaefer pen and pencil set, donated by Harold Robinson of the Film Transport Co., which went to A. W. Friemel, Paramount exploitation manager; third, a gold Gillette razor set to Hall Burris, donated by Perfection Drug Co.; fourth, a Playgolf Bag donated by Bob Cotton awarded to Otto Bolle, Paramount branch manager.

Several other prizes were offered, and the enthusiasts are already practicing for next year's tournament. The committee in charge was composed of Art Elliott, Frank Downey, Bert Williams, Frank Wadlow and Dave Palfreyman.

Al Jolson's mother, Mrs. Asa Jolson, was among those present at the Madison last Thursday evening, where she saw and heard her favorite son in "The Jazz Singer."

Charles P. Cohen, manager of the Fox-Washington until it closed for the summer season, is now in charge of the Academy Theatre in New York.

Harry Brewer has returned to this city as sales representative for National Theatre Supply Co., according to an announcement from Ernie Forbes, branch manager. Harry is well known among Michigan exhibitors having been a projectionist for many years and of late associated with the supply business. J. B. Schuyler, former salesman in the Detroit territory for National, has been appointed manager of the Omaha, Neb., branch.

For the purpose of creating better feeling among employees and establishing closer contact between them and the department heads, the management of the United Artists Theatre recently gave a dance on the stage of the theatre after the closing of the last night show. Mrs. Margaret Werner, organ soloist at the theatre, provided the music. It was an altogether highly successful and enjoyable affair.

Ollie Brooks and Jack Saxe have returned to their desks from an extensive fishing and hiking trip through northern Canada.

The Butterfield circuit will take over the Glen Cross theatres Sept. 1, although Cross will retain one of his Battle Creek houses, the Rex.

More than 800 pounds of surplus ice from the cooling plant of the United Artists Theatre was distributed among needy families this past week.

After spending a few days in conference with home office executives, A. W. Bowman, Detroit manager for Columbia, is busily engaged laying plans for the new season product. He has already signed some of the leading circuits and exhibitors throughout the city and state.

Roxy's electrical supervisor, Eugene Braun, now on a three months' tour of the Fox houses, is supervising installation of the stage lighting system at the Fox here. The huge switchboard controlling the multi-colored lighting has numerous refinements, it is said, over the Roxy theatre switchboard in New York.

George W. Trendle, of the John H. Kunsky Enterprises, and other business men in the downtown district are planning to obtain a lighting system along Bagley avenue, which will make it the finest illuminated thoroughfare in the world. The Michigan and United Artists theatres are in close proximity to each other in Bagley.

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Seattle

AFTER several years as musical director of Universal's Columbia Theatre, Francesco Longo last week ended his connection with that house and has become musical director of radio station KJR in Seattle. Mr. Longo took with him a majority of the Columbia All-Artist Orchestra, to be known hereafter to radio fans as the American Salon Orchestra. Jan Sofer, formerly with the United Artists and Winter Garden Theatres as musical director, assumes that position at the Columbia with a newly organized small symphony for concert and film interpretation work.

Guy D. Haselton, former owner of the Rialto Theatre in Missoula, Montana, has taken possession of the Clarick, Orpheum and Empire Theatres in Baker, Oregon, making the purchase from K. L. and Jack F. Burk. Active management will be assumed by Mr. Haselton early in August. For the last season Mr. Haselton has been touring the United States and Europe with his mother. Mr. Burk and his son plan an extended vacation before announcing future plans.

Joe Goldburg, Western district manager for Columbia Pictures Corporation, arrived in Seattle last week and announced that the local Columbia exchange will soon be under the direction of Charles Beale. Mr. Beale will resign the management of the Tiffany-Stahl office in Portland to return to his home city.

Jack Lannon and Percy Hurst, president and managing director of the Greater Features Corporation, had as their guest last week Lon Young, production head of Chesterfield Productions. Mr. Young, incidentally, lived in Seattle many years ago and spent most of his time marvelling at the growth of the city since his last visit here.

Jack Lannon, by the way, is a member of the newly-appointed Board of Censors of Seattle, as announced by Mayor Frank Edwards, himself a former showman. Also on the Board is Melvin Winstock, manager of the Portola Theatre.

Herbert Royster, for several years publicity representative of the Clemmer Theatre in Spokane, has resigned to become house manager of the same theatre. He succeeds Clem Pope, who has been appointed manager of the State Theatre in Minneapolis by Publix. Mr. Pope is credited in local film circles as having made the best showing for any house manager in a Universal Theatre in what is conceded to be one of the "tough spots" of the circuit.

The newly constructed building of the B. F. Shearer Company, theatre equipment specialists, was recently opened to the public by Mr. Shearer, and score of local film men and exhibitors attended the event. The new building is located near film row at 2318 Second Avenue.

Jay Gage, Western sales representative for Electrical Research Products Corporation, spent last week in Seattle. His company is a subsidiary of Western Electric, specializing in the sale and installation of sound apparatus.

B. Wallace Rucker, Educational Film Company executive in Seattle, returned from a business trip to Portland last week via the air route, and is now a firm convert to the new mode of travel. Mr. Rucker declares the hour-and-a-quarter trip by plane is far superior to the six-hour train ride or four-and-a-half-hour automobile road record he holds.

Ray A. Grombacher, president of the Motion Picture Theatre Owners of Washington and operator of a chain of houses in Spokane, passed through this city on his way to Los Angeles on a combined business and pleasure trip. He made the trip south with Joseph Skirboll, Warner Brothers' Vitaphone chief, who was also in this territory. During his stay here Mr. Grombacher announced that he has inaugurated 25c summer admission prices at his Granada Theatre, a Vitaphone and Movietone house.

Arthur Bishell, former manager of the Cheerio Theatre on Queen Anne Hill in this city, was made house manager of the Arabian Theatre in the Northwest residential section. Both houses are a part of the Universal suburban chain, under the direction of Mike Newman.

Pete Carroll, manager of the Columbia exchange here, to be succeeded by Charles Beale, will leave very shortly to join his company's offices in the Los Angeles sector.

Local friends of Ralph Pielow, manager of the Goldwyn office in this city several years ago, were pleased last week to hear of his appointment as assistant to General Western District Manager George Hickey, of M-G-M.

Ed Dolan's new Seventh Street Theatre, in Hoquiam, Washington, has opened its doors to the public, and the official event was attended by several representatives of Seattle's film set. The house is said to be one of the smartest small city theatres in Southern Washington.

Word arrives from Portland to the effect that Herschel Stuart, general manager of West Coast Theatres in this territory, stopped off there on his trip to California and got together with the managers of West Coast houses in the Oregon city to formulate plans for the 1928 "Greater Movie Season." August 18 was set for the fall opening date in that territory. Mr. Stuart was accompanied by Sam Maurice, publicity and advertising head of the local office.

Joe Roberts, publisher of the "Seattle Amusement Guide" and director of radio broadcasts and publicity for West Coast Theatres, left last week for a vacation trip to California. He expected to be out of the city for about two weeks.

New York & New Jersey

DAN McCLEARY, owner of the South Ozone theatre, South Ozone Park, Long Island, and also the Yorkville Hippodrome theatre, 74th Street and 1st Avenue, is opening a new theatre at Sutphin Boulevard and 117th Street, Jamaica. The name of the new house is the Malbo.

The Fox City theatre was closed the night of July 29th. It is not known whether this is to be permanent or not.

Lou Simon reopened the Melrose theatre, 161st Street and Melrose Avenue, the Bronx, last week, following complete redecoration of the house.

Loew Theatres, Inc., will open three new houses early this coming Fall. One will be located at Tremont and Belmont Avenues, the Bronx, on a site directly opposite a Joelson house. Another Loew house is scheduled for 167th Street, also in the Bronx. The third theatre location has not as yet been learned.

C. S. McCarty, general manager of the Brooklyn Heights Theatres Corp., will leave shortly for a vacation at Beachlake, Pa.

Two sons of Ned Smukler are at the present time handling the management of theatres on the circuit during the vacation absence of managers. Samuel is relieving Mr. Bloom at the Rugby theatre, Church and Utica Avenues, Brooklyn, and the younger son, Norman, is acting as relief for Mr. Celler of the Decatur theatre, Broadway, Brooklyn.

Julius Celler, who is general manager of the Smukler Theatres, is going to Mahopac for several weeks' rest.

The new Pearl theatre, located at 1901 Broadway, Brooklyn, is now running on a two-day-a-week policy, opening Saturday and Sunday.

Mr. McClan, formerly a St. Louis theatre man, is now manager of the Stillwell theatre, 24th Avenue and 86th Street, Brooklyn.

Bob Nicholas is the new manager of the A. H. Schwartz Century theatre, Nostrand Avenue, Brooklyn.

Dave Manheimer, manager of the Peerless theatre, 5th Avenue and 56th Street, Brooklyn, will soon depart for a two weeks' vacation at Saratoga.

A. Anaquoist, owner of the Pleasant Hour theatre, 665 Myrtle Avenue, Brooklyn, has purchased the Hamilton theatre, 165 Hamilton Avenue. Mr. Cossachi was the former owner of the Hamilton.

M. Van Praag, western sales director for Universal, returned to New York last week from a four weeks' tour of exchanges.

The Aetna Motion Picture Corporation was started recently in Newark, with a $100,000 capital.

One of the newest wrinkles along Broadway is a peep show at 55th and 56th Streets, which charges an admission of 25 cents to see the secrets of motion picture "trickery" exposed.

A window display shows samples of trick railroad ties, wrenches, mallets, bricks, etc., made of Balsa wood and rubber; plaster bottles, wood-iron doors, imitation marble floors, and miniatures.

Word has been received of the removal of the Roscoe Laboratories from 131 Third Place, Brooklyn, to larger headquarters at 367 Hudson Avenue, Brooklyn. Additional equipment is being installed.

The Wolf's Lane Theatre Corp., a new company organized to operate the Wolf's Lane theatre at Pelham, N. Y., will reopen this house in the near future.

The closing of Proctor's Fifth Avenue theatre recently marks the first time in 22 years that this theatre has been darkened. The house will undergo renovations and will probably reopen the latter part of September.

Milton Stolitzky and Judge John J. Palmieri have purchased property at 119 Montague Street, Brooklyn, at which point, it is rumored, a theatre will be erected.

A new house will be opened at Westwood, N. J., about August 30th, by the New Jersey Theatrical Enterprises, of which Morris Kutinsky is president.

Sol Brill has bought out the interest of his partner, Charles H. Moses, in the Isle Theatrical Co., Staten Island. The latter steps down from the presidency, having disposed of all his holdings.

Central Penn

A CHARTER of incorporation has been granted to the Sunbury Amusement Company, Inc., of Williamsport, organized for the purpose of "operating amusement devices and amusement parks." The authorized capitalization is $5,000, consisting of 50 shares of a par value of $100 each, of which $500 has been paid in. Walter C. Horn, 930 Race Street, Newberry, Pa., is treasurer, and the incorporators are J. J. Gardner, J. C. Brown and C. Stewart, all of Williamsport, each of whom owns three shares.

The Motion Picture Guild, of Philadelphia, has been incorporated under the laws of Pennsylvania, at the capitol in Harrisburg. It is organized to "build, construct and equip theatres and places of amusement of all kinds." The capitol stock is $20,000, consisting of 200 shares of a par value of $100 each, of which $2,000 has been paid in. The treasurer is Albert M. Cohen, 5012 Walnut street, Philadelphia, and the incorporators are: Anna Purcell, 1475 North 53rd street, Philadelphia, who holds 50 shares; Sol Spiegel, 6208 Carpenter street, Philadelphia, 50 shares, and Milton H. Belber, Broad street and Chelten avenue, Philadelphia, 100 shares.

M. J. Carey, regular organist of the Temple Theatre, Ashland, was compelled temporarily to relinquish his post because of an injury to his hand. In the interim the organ was played by Miss Marrion Booker Weaver, an accomplished Ashland musician.

Charles Newkirk, formerly with the Wilmer & Vincent theatres in Harrisburg in the capacity of scenery expert, but for the last few years holding a similar post with the same company in Richmond, Va., returned to Harrisburg for a vacation visit of several weeks, during July. He was accompanied by Mrs. Newkirk. Mr. Newkirk's son, John, is manager of one of the big W. & V. picture houses in Reading.

Extensive improvements are being made to the Princess theatre, Reading, which closed July 7 to make way for workmen. It is a part of the chain controlled by the Equity Theatres, Inc. The theatre will be renamed the Arcadia when it reopens, as the old Arcadia, controlled by the same company, had been torn down to make way for the new million-dollar Astor theatre, that will seat 3,000. The improvements to the old Princess will include a new marquee, new electric lighting system and new carpets. It was first opened by Carr & Schad in 1913.

Word has been received in Sunbury that D. E. Colvin, well known stage carpenter, who formerly resided there, died suddenly in Riverside, Cal., on July 14. He was a member of Sunbury Local, No. 403, International Alliance Theatrical Employes.

The advantage of having two or more rooms in a theatre was shown recently when lightning struck one of the two operator's booths in the Colonial, Lebanon, owned by the John A. Jackson enterprises. One machine was temporarily put out of business, but by the use of the second booth it was possible to proceed with the program with but brief delay.

Robert Marcus, owner of the Royal picture theatre, Third and Herr streets, Harrisburg, cooperating with the Bell Telephone Company, put on a free motion picture show for the boys of Camp Shikellimy, of the Y. M. C. A., the night of July 25. There were two comedy reels and three relating to fire and accident prevention.

Announcement is made that D. H. Grootenbeer, of Pottsville, has been selected as the architect for the new Imperial theatre to be erected in Kulpmont by a group of Mont Carmel financiers headed by Dr. W. R. Buckley.

The fine new theatre that the Appell Amusement Enterprises of York, in association with local interests, are erecting in Hanover, will be ready to open early in September. The house is to be known as the State. The interior decorators were scheduled to begin their work on August 6. The stage draperies, asbestos curtain and screen will be furnished by the Novelty Scenic Studios, of New York. An indirect lighting system will be used in the theatre, and there will be aisle lights to assist the ushers. Manager Fred Bitner, who has a financial interest in the house, announced that the chairs and the pipe organ have been shipped and will be installed in the next two weeks. Modern cooling and heating systems already have been installed.

The Imperial Theatre, in Wrightsville, near Lancaster, has been closed, and reopens about Labor Day.

The management of the Capitol theatre, Lebanon, has contracted for the installation of a new Page pipe organ, built in Lima, Ohio.

J. B. Hancock, owner of two picture theatres in Williamstown, Dauphin county, has returned from a trip to the Southwest, during which he attended the recent Democratic national convention in Houston, Texas.

San Francisco

SAMUEL H. Levin, long identified with the operation of theatres in San Francisco, and running a string of district theatres, announced plans for the construction of a 2000-seat house to cost more than $500,000. The theatre will be built on Ocean Avenue and will occupy the entire block between Fairfield Way and Lakewood Avenue.

Manager Henry Pincus of the Cameo Theatre, has returned from his three weeks vacation to Southern California, and Mexico.

Mr. Heineman was recently called to his home at Coleville, Washington, to attend the funeral services of his brother, who died very suddenly.

F. W. Rogers was a recent visitor in San Francisco looking over the new houses in order to get ideas for his new theatre which will be erected very soon in Corning.

Florence Garske, who is Mr. Bigford's assistant is spending a delightful vacation at Camp Mather, and Reba Rosengard has just returned from two weeks at Boyes' Springs.

The Metro - Goldwyn - Mayer Club had a luncheon a short time ago at Cafe Marquard. The luncheon was given partly for Myrtle Wheatley, who is returning to her home in Maryland, and partly for Bill Riley, the auditor.

W. B. Crooks, who was seriously injured in a recent automobile accident, succumbed to his injuries July 9. Crooks was well known in the film business, having been owner and manager of the Majestic Theatre at Benicia for many years.

Ole Olsen and Julius Cantwell are traveling together in the San Joaquin Valley selling films.

Mr. and Mrs. Allen of Tracy were visitors on Film Row.

Clarence Maccain, Columbia's auditor, has returned to the Coast after a trip east. He will be located on the Coast permanently.

Nina Medley resigned her position at Universal Exchange to become Mrs. I. Wolfe. Mr. and Mrs. Wolfe will spend their honeymoon at Sebastopol.

Tessie Travers of Universal has returned from a two weeks vacation at Yosemite.

Following the announcement by Joe Fraser, manager of the Granada Theatre, of his marriage to Gertrude Hitchkock, his many friends tendered the pair an elaborate dinner spread.

Mike Kelley, has been chosen to act as assistant to manager Bill Crosby at the Coliseum Theatre.

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New England

A MID-SUMMER outing of the Film District at Boston was held last Monday at Pemberton Inn, 25 miles from Boston, and was attended by all of the notables of the district. Seventy-five autos were required to convey the gathering.

Arriving at the Inn, sandwiches and coffee were in order and then followed a program of sports in which the 13-inning baseball game was captured by the managers over the salesmen 3 to 2. Events on shore and in the swimming pool followed and suitable prizes were awarded. At 5:30 a chicken and lobster dinner was served, followed by dancing.

The prize winners in the various events were as follows:

Men's Tug O' War—Won by the team captained by Clyde Holmes, manager of the Community Theatre, Newton; Wm. McLaughlin, of the Stoneham Theatre, Stoneham; Kid Harris; Wyngorsky, of Independent; Silver, of Red Seal.

Girls' Tug O' War—Misses McCormick, American Feature Film, Foley-Tiffany; Chansky, Royal Films; Kushner & Porcello, American Feature Film.

Girls' Obstacle Race — Miss Fournier, of American Feature Film; Miss Krim, Independent. Broad Jump—McLaughlin, Stoneham, DeViszia. Girls' Race—Miss Foley, United Artists; Miss McCormick, American Feature Film. Fat Men's Race—Rogovin, Independent; Erbb, Famous Players. Girls' Race — Chansky, Royal Films; Miss Fournier, American Feature Films. Men's Swimming Race—Silver, Red Seal; Flate, Paramount. Girls' Diving Contest —Miss Eaton, F B O. Men's Diving Contest—Kid Harris, Kennedy. Men's Swimming Race—Simons, Independent; Pecke, Pictures in Motion. Girls' Swimming Race—Miss Hurley, F B O; Miss Porcello, American Feature Film. Men's Tub Race—Pecke, Pictures in Motion. Girls' Special Swimming Race—Miss Hurley, F B O. Special Swimming Race — Miss Eaton, F B O. Prize Waltz—John Scully and Mrs. Mooney, Educational; Mr. Turnquist and Miss Kelly, Famous Players.

Charles Mansfield, formerly of the Strand Theatre, at Dorchester, is managing the State Theatre, Milford, Mass.

George Warren, formerly of Music Hall, Quincy and later with the Broadway Theatre, Chelsea, is now operating Murray Hall at Livermore Falls, Me.

The Royal Theatre management at Fall River has reseated the house.

James Concannon, who has been with Pathe as assistant shipper for some years, has been made head projectionist at the Shawmut Theatre, Boston.

The new theatre nearing completion at Fitchberg, has been leased by Publix interests and will be operated in conjunction with their Maine and New Hampshire circuits.

Morris B. Schlank, of Hollywood, producer of Crescent Pictures, was in Boston on business during the past week.

A new Morton organ is being installed in the Stuart Theatre, Boston.

E. M. Poulson is planning a new theatre on Tremont street, Boston, bids for which are to be submitted within the next week.

J. J. Barron, of West Warren, was a recent visitor to the district.

Harry Spingler, office manager of First National exchange of Boston, is spending his vacation at his old home in Newport, R. I.

Carol Lawler, of the Amherst Theatre, at Amherst, and the Lawler Theatre, at Greenfield, was among last week's visitors to the row.

Edward Urachel, short subject booker at the Pathe exchange, is at Nantasket for his vacation, and plans to commute from there to his office during the remainder of the summer season.

The Pathe bookers won third place in a national contest of that company and first place in their division. The victory came in handy just at the height of the vacation season.

Maurice Pouzner is in charge of the Toy Town Theatre at Winchendon, Mass., this summer.

Thomas Reynolds, a former film salesman and now in charge of affairs for the R. C. Amusement Co., is back at his desk after an appendix operation.

Josephine Kahn, of the Metro-Goldwyn-Mayer staff, leaves next week for a two weeks' vacation at North Conway, N. H.

Edward O'Connor, of Portland, is at the Metro-Goldwyn-Mayer exchange as a student. He will go to India to take charge of the Metro interests in that country. Metro also has another student at the Boston exchange, I Fine, who is studying at Harvard University. Upon graduation from Harvard next June, Mr. Fine will go to South America as representative of the Metro-Goldwyn-Mayer interests in that country.

Eleanor Moore, of the American Feature Films, is vacationing for two weeks in western Massachusetts.

Carl Crawford, branch manager of the Red Seal exchange at Boston, is recovering from an auto accident. While driving his sedan at Boylston and Dartmouth streets, Boston, a collision occurred with another machine. He received severe cuts about the head and legs and his car was badly damaged.

William Cuddy, booker at the Pathe exchange, is the proud daddy of a son, William, Jr. This is the third son born to Mr. and Mrs. Cuddy.

Jack Jennings, who covers Massachusetts for Pathe, has brought a new car.

The Interstate Film Distributing Corp. opened offices at 37 Piedmont street.

Emanuel Cohen, Boston and vicinity salesman for Metro, who underwent an operation for appendicitis, has fully recovered and is back on his territory again.

Morris Goldstein, booker for Metro, is spending two weeks' vacation at the Y. M. C. A. men's camp in Maine.

Kay Walkenstein, of the Metro force, is vacationing in New Hampshire.

District Manager Harry F. Campbell, of the Fox exchanges, made another week-end trip to New York on business.

Eleanor A'Hearn, of Independent Films, Inc., is at Nantasket for her vacation.

Marguerite Murphy, of the F B O exchange, is at Oak Bluffs for the next two weeks. Ada Kline, of the same exchange, has returned from two weeks in Maine.

John Downing, booker at F B O, left Saturday for a two weeks' vacation along the Maine coast.

Sanka Barr, contract clerk at American Feature Films, is at Poland, Me., for her two weeks' vacation.

The Movie Bookers' Association will hold its outing to Little Neck, Ipswich, this Saturday, going by private bus and autos, for a shore dinner followed by dancing.

Rose Mee, assistant contract clerk at the Fox exchange, is spending her two weeks' vacation at Nantasket, Mass. Eleanor Mahoney, of the same exchange, bookkeeper, is on a two weeks' trip south.

Harry Conant, of New York City, is the new student at the Fox exchange in Boston.

Wonderland Theatre, at Keegan, Me., has been purchased by Michael D. Cyr from Mrs. Estelle Watson.

The Scenic Theatre, at Oakland Beach, R. I., has been sold by the Lambert interests to Peter Gaglione.

Eva Worshofsy, stenographer at the Fox exchange, Boston, is spending her two weeks' vacation in New Hampshire. Gertrude Keefe, assistant booker at the same exchange, is also on her vacation.

The advance wagon of Leo, the Lion, arived in Boston early last week and stopped at the Metro-Goldwyn-Mayer exchange. Some criticism of the stunt in a Boston newspaper only served to create additional public interest in this M-G-M film character.

E. P. O'Neill, formerly treasurer of the Metropolitan Theatre, Boston, has been appointed assistant manager of the Fenway Theatre, Boston, another of the Publix theatres.

A. E. Fowler, formerly with the Publix theatres in Maine and manager of their theatre at Bangor, has been transferred to manager of the Fenway Theatre, Boston.

Henry Taylor, recently appointed general manager of the Keith-Albee interests in New England, was recently tendered a dinner by his friends at the Elks Hotel, Boston. Mr. Taylor was formerly with the Shubert interests.

Sawyer's Theatre, at Greenville, N. H., has changed hands. C. E. Sawyer disposes of the theatre to Joseph O. Conlon.

The Town Hall at Rumney, N. H., has been sold by C. W. Kent to Max Percy.

Goldstein Brothers have added another theatre to their chain in western Massachusetts. They have purchased the Royal Theatre at Chicopee Falls from M. Tabackman.

Simon Rudnick has taken over the Stuart Theatre, Boston. The theatre is temporarily closed, but plans are under way for its early reopening.

Minneapolis

THE first week in September will mark the twentieth anniversary of Finkelstein & Ruben in northwest theatres. The partnership, which started when I. H. Ruben met M. L. Finkelstein on a street corner, had its origin in the Princess theatre in St. Paul. The organization now operates over 200 theatres scattered through the northwest. It recently became affiliated with the Publix chain.

Al Mitchell has been appointed master of ceremonies at the Minnesota, in Minneapolis. He is the third master of ceremonies the Minnesota has had since its opening in March. Mitchell is considered one of the ace stage band leaders of the Publix circuit and has conducted stage bands in many of the de luxe houses of the nation.

The Minneapolis Daily Star is conducting a straw vote to determine Minneapolis' attitude toward Hoover and Smith and is taking a daily poll of the Hennepin-Orpheum, State, Lyric, Grand and Unique theatres.

The free picture show menace continues to affect various towns in Minnesota. Announcements appear in the newspaper continually, the latest from Windom, Minn., where "Dress Parade" was shown.

The Strand theatre is being remodelled at Cloquet, Minn.

The secretary of state of South Dakota has announced that articles of incorporation have been filed for a $1,000,000 theatre at Sioux Falls.

George Langness is the new manager of the State theatre in Hinning, Minn. He formerly managed the Regent theatre at Eveleth, Minn. Abe Sosnosky, who was formerly connected with the Zelda theatre at Duluth, becomes manager of the Regent at Eveleth.

The Black Hills Amusement Co. has taken over the Iris theatre at Belle Fourche, S. D., the Princess theatre at Spearfish, S. D., and the Majestic at Sturgis, S. C. The company already operates houses at Lead, Deadwood and Rapid City, S. D., and at Douglas, Wyo.

Finkelstein & Ruben are enlarging the Nokomis in Minneapolis.

B. J. Benfield has started work on his new house at Graceville, Minn.

South West

ANNOUNCEMENT has been made that Mrs. T. Colbert will take over the Billings Theatre at Norman, Okla., September 1st. This theatre is owned by Mrs. Colbert, but has been under lease to the Griffith Amusement Company for the last several years. It is understood the lease expires September 1st and that Mrs. Colbert will take personal charge of the theatre at that time.

Word has been received that A. D. Myers, Jr., has closed the Grand Theatre at Muskogee, Okla., for an indefinite period.

A. F. Prouty has closed the Roxy Theatre at Roxana, Okla. for the remainder of the summer and will devote all of his time to operating the Electric Theatre at Hennessey, Okla.

Edward Kadane, who operates the Gem, Criterion and A-Mu-Su Theatres at Frederick, was reported to be negotiating for the Rialto and Royal Theatres at Clinton, Okla., but announced while in Oklahoma City that he had abandoned the plan to take over these two latter theatres.

B. S. Galusha, of the Electric Theatre, at Coyle, Oklahoma, advises he has closed his house until September 21st.

F. B. Pickrel, of the Poncan Theatre, Ponca City, Okla., spent last Monday in Oklahoma City looking after bookings. On Tuesday morning Mr. Pickrel was joined by A. L. Bogan of Ponca City, both gentlemen leaving Tuesday noon overland for a business trip to Tulsa, Okla.

The Rex Theatre at Cromwell, Okla., will be closed during the month of August according to Joe Hagen, manager.

C. E. Barber, manager of the Palace Theatre at Quapaw, Okla., spent last Monday on Film Row.

A. H. Emmenhiser, who just completed the new Victorian Theatre in the northwest part of Oklahoma City for the Victorian Theatre Company, Inc., announces plans for a new $150,000 theatre for the east side of Oklahoma City to be called the Ritz. Associated with Mr. Emmenhiser in this enterprise will be G. A. Nichols, John J. Culbertson, Jr., R. F. J. Williams and Sam Bretch.

The new building will be of Spanish architecture and will have 1000 seats, as well as a $30,000 pipe organ which will have an echo arrangement in the rear of the auditorium. On each side of the theatre there will be a garden shut in by an eight-foot wall. The theatre side walls will be a series of arches which will open with disappearing doors, and in summer the doors will be left open into the gardens. The building will be located at 13th Street and Stonewall Avenue.

M. E. Wooldridge, of the Empress Theatre, Hollis, Okla., spent the past Sunday in Oklahoma City.

Invitations were issued by the local Paramount Famous Lasky office for a formal preview of Richard Dix's new picture "Warming Up" at the Capitol Theatre, Oklahoma City last Monday night at 11:30. Some three hundred guests were present. Admission was by invitation only.

H. G. Smith, of the Star Theatre, Sand Springs, Okla., spent the early part of the week in Oklahoma City attending to business in the interests of his theatre.

C. W. Alexander announces the opening of a new theatre in Nash, Oklahoma.

Friends on Film Row were pleased to receive a surprise visit from John Feeney, erstwhile veteran Exhibitor from Okmulgee, Okla. Mr. Feeney left the Exhibition ranks some three years ago when he moved to Florida, but returned to Oklahoma several months ago and entered the insurance business at Tulsa, where he is making his home at present.

Mrs. I. P. Keith, President of the Indorsers of Photoplays for Oklahoma, came to Oklahoma City from her home at Norman, Okla., last week, looking after interests of her organization.

Anniece Moussa, Traveling Auditor for Warner Brothers has arrived in Oklahoma City to audit the books of the local Warner Bros. Exchange. Mr. Moussa, before accepting his present position was Cashier for the local Warner Bros. office for several years.

The State, formerly the Jackson theatre opened at Pawhuska, Okla., July 16, with Fred Cisman as manager.

Fred Smith's new theatre, the Circle, opened at Tulsa, Okla., last Sunday. The Circle is a suburban house.

Tiffany-Stahl has opened its new branch office at Oklahoma City, with Roy Avery as exchange manager and E. M. Peel in charge of the office work.

Wallace Walthall, of Oklahoma City, district representative for National Screen Service, Inc., attended the Grand Encampment of Knights Templar at Detroit, Mich, and also conferred with the general officers of the National company.

The Palace Theatre at Blair, Okla., recently destroyed by a cyclone, is being rebuilt and will reopen soon.

Jack Johnston has taken over the Royal at Marshall, Okla., from W. W. Best.

Mrs. O. F. Moore has taken over the New Theatre at Konowa, Okla.

Griffith Bros. will acquire the old and new Empire theatre at Altus, Okla.

Christian & Russell have bought the Palace theatre at Turkey, Tex.

R. A. Kirk has opened his new theatre at Stringtown, Okla.

Retta McDonald has been added to the Fox staff at Oklahoma City, Okla.

Mrs. Viola Skelton, biller for 1st Natl., at Oklahoma City, was operated on for appendicitis recently.

Art Louis, will move his theatre equipment from Enit, to El Reno, Okla., soon.

C. E. Kessnich, district manager for M-G-M was a visitor in Oklahoma City last week.

Paramount exchange at Oklahoma City, is receiving a new coat of paint.

The Square Deal film exchange, Oklahoma City, moved from 108 to 112 South Hudson St.

Mr. Berry, traveling booker from New York office of Fox, was a visitor with local exchange at Oklahoma City the past week.

Sam Hefley, owner of the New Hefley and Wonderland theatres at Cameron, Texas, will rebuild the Wonderland into a modern house and will transfer present Wonderland programs into the New Hefley.

Warren Kindell and Willard Sadler have bought the interest of J. W. Courtney in the Princess and Palace theatres at Weatherford, Texas.

Ruben Frels has purchased the Columbus Theatre at Columbus, Texas from A. R. Milentz.

The Rialto Theatre at Beeville, Texas, is being remodeled and newly equipped.

J. H. Englebrecht is installing new equipment in his Queen Theatre at Winters, Texas.

The name of the Monarch Theatre at Georgetown, Texas has been changed to the Gem.

The Strand Theatre at Rogers, Texas, was destroyed by fire last week but will be rebuilt in the very near future.

The following Oklahoma theatres have closed for the summer. Salina, at Salina; Ritz at Bowlegs; Pastime at Lexington; Rex at Panama; Dixie at Spiro, and Joie at Bokoshe.

Arkansas was visited by W. F. Sikes, Universal branch manager on his road tour last week, and J. C. Shannon, branch manager for Fox, also visited Arkansas towns.

Portland, Ore.

MOTION picture censors here viewed 6,273,000 feet of film in Portland last year, according to Mrs. Eleanor Colwell, secretary of the board.

Nine pictures were condemned while eliminations were made in 71 and the condemned pictures totaled 42 reels. Appeals from the viewers were made to the board in 52 cases and from the board to the city council in nine cases. The viewers considered 2097 subjects, comprising 6237 reels.

Al Raleigh, former manager of the Coliseum in Seattle, and lately with Mike Rosenburg's circuit in Southern California, has taken charge of the several houses in Olympia, Wash., which are owned by E. A. Zabel and West Coast Theatres.

The Colonial Theatre in Eugene, Ore., has reverted from Percy Carrigues to the Western Loan & Building Company. The house will be continued under the management of B. E. Abegglin.

Another new house, the State will open at Medford, Ore., Sept. 15th under the management of George Roy.

Covering the key cities of the Pacific Northwest D. Berstein, secretary-treasurer of the Metro-Goldwyn-Mayer, visited with Lou Amacher, local manager in Portland. He was accompanied on the trip by his wife and son.

Manager Billy Simons of the Simons Amusement Company, owners of the Wilma, Liberty and Rialto of Missoula, Mont., report that all of their chain of houses are enjoying good patronage. They also operate the Grand at Wallace, Ida.; Liberty at Kellogg, Ida.; Liberty at Coeur d'Alene, Ida., and the Wilma at Phillipsburg, Mont.

L. Neal Walton, formerly Great Features exchange manager in Portland, has joined the Fox forces as salesman for the Eastern Oregon territory.

The Hollywood Theatre in Salem, Oregon, suburban house, has been purchased from R. J. Nocal by the Salem Amusement Company, according to Vern McIntyre.

According to West Coast officials Butte, Mont., is also to have Fanchon & Marco's "Stage Presentations" with the opening of the Parkway Theatre soon. The house is now being remodeled.

Heaton Randall, B. F. Shearer Company's chief in San Francisco, paid a flying visit to the Portland "row" during the past week. He announced that the new Blue Mouse Theatre at Raymond, Wash., will be equipped with Heywood-Wakefield chairs, Shearer drapes, etc.

The Tiffany-Stahl branch here will hereafter be in charge of Sig. Davis, who was recently located in Salt Lake.

South East

A PETITION, signed by 1000 citizens of Lakeland, Florida, was presented to the City Commissioners last Wednesday evening asking an amendment to the local law that would permit the showing of motion pictures on Sunday. According to reports, the commissioners admitted that the signatures on the petition were impressive but decided to make no decision until a public meeting, where all parties would be given the opportunity to speak their mind, could be held. This meeting will be called for next Wednesday evening.

O. G. Finley, manager of the Seminole, Tampa, is on a vacation, visiting his folks in North Carolina. During his absence W. F. Rogers, who is assistant to Geo. Peck, of the Victory, is handling the house and is keeping the attendance up to par.

Jack Lykes, manager of the Strand, Tampa, was married last Friday to Miss Fuller, daughter of Mr. and Mrs. O. A. Fuller, of Los Angeles and Miami. Jack and his wife are making their home for the present at the Wilkist apartments on North boulevard.

The newsboys of the "Tampa Times" were given a party by Manager Jack Lykes, of the Strand, last Friday morning.

Clarence Rollins, his wife and two children, visited in Tampa last Sunday, looking over the show shops. Clarence is assistant manager of the Capitol and Fort Harrison theatres in Clearwater. Both houses will be operated all summer.

District Manager Jess Clark, of Publix, Jacksonville, is away on a vacation. He and Mrs. Clark plan to spend sometime in Chicago with Mrs. Clark's mother.

Frank Rogers of the Sparks organization was in Jacksonville last week.

Manager C. B. Ellis, of F. B. O. exchange, has returned to Jacksonville from New York, where he was in conference with E. J. Sparks and other prominent film men. Mr. Ellis reports that one of the outstanding incidents of his trip was the opportunity he enjoyed of hearing the Photophone, the new sound device. Mr. Ellis says F. B. O. will distribute during the year several pictures synchronized with this device.

C. P. Lester, manager, Universal's Jacksonville exchange, is out in the territory.

Hubert Lyons, salesman for F. B. O., Jacksonville, Fla., has recovered from an operation and is back on the job.

Jack Hodges, formerly of the Florida theatre in Jacksonville and later of Winterhaven, has been transferred to the Lyric theatre at Jackson, Tenn. The Lyric is installing Vitaphone. Jack will have the post of assistant manager there.

Donald Chambers, Publix representative from the New York office, spent a few days in Jacksonville recently.

District Manager Jess Clark, of Publix, is expected to return soon from his vacation trip.

Edith Williams, secretary of Jess Clark of Publix, has returned from a motor trip in North Carolina.

W. A. Krause, manager of the Empress theatre, is in West Palm Beach.

L. B. Remy, southern district manager for Fox Film Corporation with headquarters in Dallas, was a business visitor in the Memphis branch last Friday.

Ted Schlanger, eastern sales director for Universal, was at the Memphis office last week.

R. S. Campbell, formerly manager of the Universal theatres in St. Augustine, Fla., has joined the Memphis branch sales force.

B. M. Herron, of the Capitol theatre, Martin, Tenn., and J. W. McGuire, formerly owner of the Criterion theatre, Milan, Tenn., visited Memphis during the week.

Cleave Adams, FBO sales manager of short subjects, spent last Monday and Tuesday in Memphis.

H. R. Hisey, of First National exchange, has returned from a vacation trip to St. Louis and Chicago.

Martha Conley, of First National's Memphis personnel, entretained members of First National's office with a swimming party at Honsonhurst this past Wednesday evening, honoring her sister, Mrs. Hemphill, of Little Rock, Ark.

William Sipe, son of Manager W. E. Sipe of Universal, has left Memphis for New York, where he will sail for Norway, Denmark and Sweden. He is expected to return sometime in October.

Porter Hooker, shipping clerk for First National at Memphis, is leaving next week on a hunting and fishing trip at Reelfoot Lake.

Miss B. Moore, of First National's personnel, leaves Memphis next week for the Girl Scout Camp at Hardly, Ark., where she will spend her vacation.

Ben Adams, formerly cashier in the Memphis branch for First National, has returned from his vacation trip to Dallas, Texas.

Joseph D. Weiss, architect of New York City, spent Monday and Tuesday of last week in Miland, Tenn., making arrangements for the erection of the new $50,000 theatre to be built on Main street on the site of the old M. E. Church. Work will begin immediately and construction rushed for completion of the theatre by September.

It is understood that the new house will be operated in conjunction with a number of other houses on a chain system.

The theatre will be constructed with accessories for stage attractions as well as moving pictures and will be one of the most modern and artistic in this section.

C. L. Peavey, Atlanta branch manager for FBO, left the middle of last week for a short trip through Georgia.

Jack Elwell, sales promotion manager for M-G-M, Atlanta, is vacationing in Jacksonville, Fla.

Mrs. F. A. English, secretary to Harry G. Ballance, southern district manager for Paramount, leaves this Sunday for a motor trip to Sullvian Island and Folly Beach in South Carolina. She will be away from her office two weeks.

Mrs. Louise Askew, secretary to Atlanta Branch Manager J. H. Hanlon, M-G-M, is away from her desk on a vacation in Spartanburg, S. C.

Mrs. Grace Bramblett, of Paramount's personnel, will leave soon for New York, where she will spend her vacation.

Mrs. Virginia Hill, of Paramount's office, was on her vacation in Birmingham, Ala.

Miss Virginia Brown, of M-G-M's personnel, spent the past week in Jacksonville, Fla.

George Chester, well known in Atlanta film circles, joined First National's personnel and will be stationed in the Florida territory.

S. T. Maughon, formerly connected with several film companies on film row, joined First National's sales force as Tennessee representative.

W. G. Minder, Atlanta branch manager for Tiffany-Stahl, made a trip to Tampa, Fla., during the week.

J. W. Greenleaf, Liberty salesman, is now out in the Tennessee territory.

J. W. Mangham, Jr., manager of Liberty's Atlanta office, spent a week in the Florida territory.

Mrs. A. K. Jones, of Paramount's personnel, has returned from New York.

Ben Y. Cammack, Atlanta branch manager for Universal, spent a week in Tennessee, returning last Saturday morning.

Ted Schlanger, eastern sales director for Universal in the New York office, spent last Friday, Saturday and Sunday at the Atlanta branch. Mr. Schlanger is making a tour of the southern exchanges, coming to Atlanta from the Charlotte office.

W. F. Wells, of the Opera House, Newberry, S. C., was on Atlanta's film row last week, making up his extensive booking schedule prior to his leaving for an extended visit to the west coast.

Mr. Wells attended a military school near Los Angeles and is returning to visit many of his school companions in the state. While there he expects to spend much time in Hollywood.

C. A. Clegg, First National's Atlanta branch manager, spent the first part of the week in Tennessee.

W. W. Anderson, manager of Pathe's Atlanta office, returned last Wednesday night from a trip to Nashville, Tenn.

R. G. Rosenbaum, home office representative of Warner Brothers, was a visitor to the Atlanta office last week-end, leaving Sunday for New York.

C. R. Jordan, Universal representative, was recently in the Atlanta office.

Mrs. C. M. Chadwick, of Universal's personnel, expects to leave shortly for Jacksonville on her vacation.

Recent exhibitor callers on Atlanta's film row were: L. Morgan, of the Martin theatres, Columbus, Ga.; W. T. Harper, of the Liberty theatre, Newnan, Ga.; Thomas E. Orr, owner and operator of a chain of theatres in Alabama; Hugh Manning and J. I. H. Wink, of the Manning & Wink circuit of theatres, Ettowah, Tenn.; R. E. L. Golden, of the Golden theatres, LaGrange, Ga.; Wendell Welsch, of the Strand theatre, Dallas, Ga.

Baltimore

ROGER FERRI, personal representative of J. R. Grainger, Fox Film Corporation, has been in town off and on, since July 27, arranging for advance publicity and advertising on the Fox Movietone production, "Street Angel," scheduled for the reopening of the New theatre.

J. H. Shellman, motion picture editor of the Baltimore Sun, chased a sneak thief, whom he found prowling on the first floor of his home, Wednesday evening, July 25. The chase lasted two blocks and then the negro got away by slipping into the dark yard of a school house. A search was made by Shellman and the police but the culprit could not be found. Only a ten cent eye shade was missing.

Mrs. Louis Machat, wife of the manager of the Little theatre, has returned from a vacation of two weeks spent at the Hotel Bayou, Havre de Grace, Md. While she was away, her daughter, Fee, was suddenly attacked with a severe illness but she is now recuperating at the Sinai hospital here.

H. Cherry has returned from his motor trip to Buffalo, N. Y., where he and his wife went for a vacation. Mrs. Cherry has remained in Buffalo for a while.

Des Moines

A. G. STOLTE, has bought in with A. J. DeBolt at Waterloo, Iowa, and is operating the Strand theatre there.

Waterloo, which is contended to be one of the biggest business centers of the state is witnessing an interesting bit of competition between some of the ablest showmen of the state, Mr. Stolte at the Strand, Alexander Frank at the Plaza, and the Publix organization as represented by the Riveira, a beautiful new house under the management of Herb Grove. The Strand which was four years ago adjudged the most modern house in Iowa has been prospering under Mr. Stolte's regime, while Alexander Frank is getting the business at the Plaza.

Mr. Frank has had a chain of theatres in Iowa while Mr. Stolte has been with the A. H. Blank organization for many years, inaugurating many of the new policies at the houses of that chain.

E. A. Hosack recently became the new owner of the Alamo Theatre at Pella, Iowa.

Stan Segelbaum is the new manager at the DesMoines Theatre, DesMoines. He came four weeks ago from the F. & R. interests in Minneapolis, to succeed E. Levine who returned to New York to the Paramount school of which he was manager before he came west to take the management of the Columbia Theatre at Davenport and later of the DesMoines in DesMoines.

Max Friedman of the A. H. Blank-Publix staff at the DesMoines office spent the last weekend in Omaha.

Jess Day, formerly manager of the Strand Theatre in DesMoines is now located at the Oshkosh Theatre at Oshkosh, Wis.

Ollie Resee, secretary to Harry Frankel, manager for FBO, spent several days vacation at Mason City.

The Capitol Theatre at Cedar Rapids, Iowa will open August 23 as the newest link in the A. H. Blank-Publix cahin in Iowa. The theatre has been leased to Mr. Blank for management. It was definitely decided to christen the theatre the Capitol this past week, but the selection of the man who will be made manager of the house was not announced. This is the second new house to open in Cedar Rapids in a few months time, with the Iowa theatre inaugurated six weeks ago. The Iowa which is the equal of the Capitol in size and in the artistic theatre arrangement is an independently owned house.

Mr. Rayfield of Sioux City has bought the Iowa theatre at Bloomfield, Iowa from Jake Cohen. Mr. Cohen is head of the Strand Amusement Company at Ottumwa which has control of three theatres at Ottumwa. Mr. Rayfield assumed the management of the theatre at Bloomfield on August 1. Bloomfield is a county seat town of 2500.

The girls of the Paramount office had a spread last week which was a decided success in spite of the fact that the weather man turned on a big storm just as it was time to set out for Greenwood Park.

J. E. West, shipper for Metro Goldwyn Mayer, is away on his vacation while D. G. West, booker of the same office, just returned from two weeks at Clear Lake.

Nate Frudenfeld, manager of the Capitol Theatre, DesMoines has been in Cedar Rapids to aid in the opening of the new Capitol Theatre there. Mr. Frudenfeld has been in charge of the publicity for the new Theatre which will be one of the A. H. Blank-Publix houses. Mr. Davis and Mr. Prusiner of the Publix staff have also been at Cedar Rapids to prepare for the opening of the new house there.

Among recent visitors at the Metro Goldwyn Mayer exchange were, Mr. and Mrs. Sage of Adel and E. A. Hosack of the Alamo at Pella.

Fanchon Royer, former DesMoines girl, known as Hollywood's only woman producer, stopped in DesMoines enroute to New York to make plans for the distribution of her picture. Miss Royer started in as an extra in pictures.

O. C. Johnson of the Atlantic Theatre at Atlantic, Iowa announces that he plans to remodel this house and will spend $50,000 in making changes. A new two-manual Wurlitzer organ is now being installed. Both the interior and the exterior of the house are to be finished in mission style. An old Spanish garden will be reproduced on the sidewalls of the house. The theatre will be completed about September 10.

An especially attractive house opened recently was the New Harlan Theatre at Harlan, Iowa, which is under the management of Mr. and Mrs. R. E. Brown. The theatre is a 700 seat house, equipped with the latest in modern conveniences. The ladies rest room, fitted with lounges and chairs and a draped dressing table, opens to the right of the foyer. A smoking room for the gentlemen is on the left.

Upholstered opera chairs are used in the auditorium which has been newly carpeted while the stage and foyer are transformed by new drapes. The color scheme is in pastel shades and the diffused lighting system adds to the charm of the theatre.

E. P. Albertson who was with the Iowa Theatre at Cedar Rapids, is leaving this organization to an air transport line from Cedar Rapids to DesMoines, Chicago to New York. Mr. Albertson was married on July 11 to Miss Dorothy Gibson, formerly organist at the Royal Theatre at Sioux City.

Benjamin Gerbracht, head of the Ames Theatre Company at Ames, Iowa, announces that their new theatre building will have a seating capacity of 1650. The theatre will probably be located on Main street, though there are several other locations which are being considered for the new house. Construction will begin early next year.

Walter Liebman who has left the DesMoines office of Pathe has been succeeded by Walter E. Branson formerly of the Omaha office. Mr. Branson was booker, salesman and manager of this office. R. S. Ballentyne, branch manager at Omaha now, will have supervision of the DesMoines exchange. Mr. Leibman who has been with the Pathe organization for some time is taking a short vacation trip before locating at a new point.

Canada

A BIG Orpheum theatre, seating 3000, is projected for Winnipeg, Manitoba, to replace the present house of which F. E. Wadge is manager. Orpheum officials will visit Winnipeg in August, it is declared. Orpheum theatres are promised for other Western Canadian cities.

Samuel H. Marks, president of the Marks-Winn School of Popular Music, Toronto, is to be the proprietor of a new moving picture theatre at 708 Duane street, London, Ontario, which is to be built and owned by Hyatt Bros., 290 Egerton street, London. The cost is $100,000.

William Stewart, a well-known theatre manager of London, Ontario, has called for bids for the erection of a cozy moving picture theatre of his own in London, the architect being H. C. McBride, Molson's bank building, London. The theatre is to cost $20,000. It will have dimensions of 50 by 100 feet and will be of brick and steel construction on concrete foundations. Mr. Stewart's address is 436 Dundas street.

The "Ramona" run at the Tivoli theatre, Toronto, entered its 11th successive week on July 28 and Manager Thos. Daley expects it to beat the "Mickey" record of 14 weeks, the Canadian mark. The eighth week has been reached by "Ramona" at the Metropolitan theatre, Winnipeg.

G. Archambault, Ltd., general contractors, 1584 Clarke street, Montreal, Que., submitted the lowest tender for the construction of the new moving picture theatre at St. Catherine street and Morgan boulevard, Montreal, to be known as "The Maisonneuve." The house is being built by Dr. Lazanis. The architect, E. A. Doucet, 195 St. Catherine Street East, Montreal. The theatre will cost $200,000.

F. C. Badgley, director of the Canadian Government Motion Picture Bureau, Ottawa, has returned from a six weeks tour of Western Canada, during which he directed the taking of many scenic films for Government release.

Wilton W. Spencer, assistant manager of the Capitol theatre, Montreal, is spending seven weeks in England and Europe as a vacation.

A parking service de luxe has been provided by Manager H. W. Conover of the Imperial theatre, Montreal, since its reopening. The theatre now employs experienced chauffeurs in uniform to drive the automobiles of patrons to a private parking area a short distance from the theatre. The car owner is given a receipt for his automobile, which he presents at the parking office after the performance to get it back again.

Leonard Bishop, formerly manager of the Regent theatre, Ottawa, Ontario, and more recently with the Hollywood theatre, Detroit, Mich., has been appointed manager of the Tivoli theatre, Hamilton, Ontario, by the new owners, the Brighton Theatre, Ltd., of Hamilton.

The Tivoli reopens this Saturday, August 4, with a new policy of pictures and special presentations, whereas vaudeville was formerly featured. The house was closed two weeks for improvements. Mr. Bishop has had wide theatre experience, having been with the Capitol theatres in Calgary and Winnipeg. He also spent one year in Los Angeles.

J. M. Franklin, manager of B. F. Keith's theatre, Ottawa, who was recently appointed general manager of Canada for Keith-Albee-Orpheum interests, has decided that Ottawa is his permanent home as he has purchased a house there.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze ot '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware ot Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5828 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mer. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle ot Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mer. 17
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kissee	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wite'e Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman'e Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Scarlet Woman, The	De Putti-Alvarado		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Alwaye a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circue Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Count Me Out	Barney Helium	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 28
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Aetronomeows	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat In Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tice	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homee	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat In the Last Lite	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Lova's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections ot a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Toubles Galore	Collins-McCoy	Aug.	26	1 reel	
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 26
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderelle, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Women	Windsor-Keete	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lite'e Crossroads	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit'e Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsete	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	8249 feet	Mar. 17
Clancy'e Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	8291 feet	
Dead Man'e Curve	Fairbanke, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	

Title	Star	Rel.	Date	Length	Reviewed
Devil's Trade Mark, The	Bonnett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Drivin' Sands	Bob Steele	Jan.	1	4770 feet	
Fa s of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, Tha	Buzz Barton	July	1	4758 feet	
Flying U Ranch, Tha	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	6131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, Tha	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blana	Feb.	12	5148 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 18
In a Moment of Temptation	Stevens-Keefa	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	18	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5893 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nya	Dec.	27	8515 feet	Mar. 3
Little Yellow House, Tha	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, Tha	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Ranga	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, Tha	Barton-Trevor-Lea	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 faet	
South Sea Love	Miller-Shumway-Brooka	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alika	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooka	Feb.	6	2 reels	
Almost a Gentleman	Al Cooka	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooka	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Intants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's in Lova	Mickey Yule	June	4	2 reels	
Mickey in School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yula	April	2	2 reels	
Mickey's Nina	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yula	July	2	2 reels	
Mickey's Wild West	Mickay Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooka	April	16	2 reels	
Oul Oul Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rahl, Rahl Rexla	Al Cooka	Fab.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooka	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, Tha	Tyler-Clair		
Captain Careless	Bob Steele		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper	Aug. 26	
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Gang War	Borden-Pickford		
Eagle's Ta'ons, The	Tom Tyler		
Fury of the Wild	Ranger (dog)		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet
Lightning Speed	Bob Steele	Aug. 26	
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Rough Ridin' Red	Buzz Barton		
Saddle and Spura	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Singapore Mutiny, The	Gardner James		
Sinners in Love			
Son of the Golden West	Tom Mix		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		
Terror Mountain	Tom Tyler	Aug. 19	
Trail of the Horse Thieves, The			

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Sept.	2		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrisa	Talmadge-Alvarado	Oct.	23	8042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	8500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventura	Maynard-Faire	April	22	6730 faet	May 19
Chaser, Tha	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlia	Hines-Lorraina	April	15	8365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, Tha	Mackaill-Mulhall	Oct.	18	6388 feet	Nov. 25
Drop Kick, The	Barthelmoss-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeoa	Sidney-Murray	Feb.	28	8172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	8	8288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15		
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Hoart	Astor-Hughes	July	22		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Mada	Hines-Daw	Nov.	20	6524 feet	May 28
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 18
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, Tha	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Patent Leather Kid, Tha	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rosa of tha Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strage Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Taxas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	Juna 2
Wheel of Chance	Barthelmess-Basquetta	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	July	8		
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 30	
Divine Lady, The (sound device)	Griffith-Varconi		
Do Your Duty	Charlie Murray (sound device)		
Glorious Trail, The	Maynard-McConnell	Oct. 28	
Hard Rock	Sills-Todd	Oct. 14	
Heart Trouble	Harry Langdon	July 29	
Lilac Time (sound device)	Moore-Cooper	8967 feet	Mar. 24
Night Watch, The	Dove-Reed	Sept. 9	
Oh Kay	Moore-Gray	Aug. 26	
Out of the Ruins	Barthelmess-Nixon	Aug. 19	
Phantom City, The	Maynard-Gilbert		
Show Girl	White-Delaney		
Whip, The	Mackaill-Nilsson-Forbes	Oct. 7	
Watertront	Mackaill-Mulhall	Aug. 5	

FOX FILMS
FEATURES

Title	Star	Rel.	Data	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, Tha	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Coma to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyca	Jan.	15	4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 28
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071 feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	June 30
Road House	Barrymore-Alba	July	22		
Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
Street Angel, The	Gaynor-Farrell	Aug.	19	9221 feet	July 28
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Farmer's Daughter, The	Beebe-Burke	July	8		
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Aides, The	Varsity	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love le Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
None But the Brave	Phipps-Morton-Knapp	June	24		
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Dec.	17		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Terry	Oct.	8		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Oct.	1		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River Pirate, The	McLaglen-Moran	Aug.	26		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Seles				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A.	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Midnight Life	Bushman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6605 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Noverro-McAvoy	Oct.	8	11693 feet	Jan. 16, '26
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '26
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmstead-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar.	31	5601 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane Arthur	June	9	5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	8408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	16		July 28
Foreign Devils	McCoy-Windsor	Sept.	3	4858 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	6	8200 feet	Sept. 16
In Old Kentucky	H. Costello-Murray	Oct.	29	6648 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Aether	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	6887 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Loveiorn, The	O'Neill-Kent-O'Day	Dec.	17	6950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Dey	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	19		
Smart Set, The	Haines-Holt-A. Dey	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Dew	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crewford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5262 feet	
Under the Black Eagle	Flash-M. Dey-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chese	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufe Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Men, The	Charley Chese			2 reels	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Come the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufe Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 26
Czarina's Secret, The	Beclenova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co.	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chese	Feb.	18	2 reels	Feb. 16
Fight Pest, The	Charley Chese	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufe Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Imagine My Embarrassment	Charley Chase			2 reels	July 28
Jungle Round-Up, A	Ufe Oddities	Jan.	28	1 reel	Oct. 8
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
Ol' Gray Moss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufe Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufe Oddities	Jan.	14	1 reel	
Pets and Pests	Ufe Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufe Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddities	May	5	1 reel	July 21
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Telly-Ho	Ufe Oddities			1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 26
Tokens of Manhood	Ufe Oddities	June	6	1 reel	May 26
Virgin Queen, The	Stanley-Dwan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadwey	Cody-Pringle		
Bellamy Trial, The	Joy-Bronson		
Brotherly Love (tentative)	Dane-Arthur		
Bushrenger, The	McCoy-Dougles		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Grey		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford	Aug. 4	July 21
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Devies-Asther		
Loves of Casanove, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Mysterious Lady, The	Garbo-Nagel		
Napoleon	Special Cast		
Our Dancing Deughtere	Crawford-Brown-Sebastian		
Show People	Davies-Haines		
Tide of Empire	Adoree-Murrey		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Berrymore		
While the City Sleeps	Chaney-Page		
White Shadows of the South Seas	Blue-Torres		June 16
Wind, The	Gish-Hanson		

PARAMOUNT
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Aether-Hall-Davis	Mar.	31	6897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6538 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	6808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 28
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31

Title	Star	Rel.	Date	Length	Reviewed
Gentleman of Paris, A	Menjou-O'Hara	Oct.	16	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	8871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	6998 feet	
Half a Bride	Raleton-Arlen	June	18	8263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July	14		July 28
Jesse James	Thomson-Lane	Oct.	22	8856 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	8792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	28	8940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 26
Magnificent Flirt, The	Florence Vidor	June	2	6440 feet	June 30
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	6741 feet	April 21
Now We're in the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	6699 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar.	17	8600 feet	May 6
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	8331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7176 feet	Mar. 17
Serenade	Menjou-Carver-Basquetta	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	6515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	6179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7816 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Milliner	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	6413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice in Movieland	Novelty	June	23	2 reels	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dizzy Diver, The (Christie)	Billy Dooley			2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Home Girl, The				2 reels	
Hot Scotch (Christie)	Jack Duffy			2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Picture My Astonishment (Christie)	Frances Lee			2 reels	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Skating Home (Christie)	Frances Lee			2 reels	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	18	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Stop Kidding	Bobby Vernon			2 reels	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Twinkling Toes				2 reels	
Two Masters	Eaton-Post			2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Tell Tales	Madge Kennedy	Aug.	4	2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hershelt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
First Kiss, The	Wray-Cooper		
Fleet's In, The	Bow-Hall		
Forgotten Faces	Brian-Brook		
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Loves of An Actress, The	Negri-Cooper	Aug. 11	
Mating Call, The	Meighan-Brent-Adoree		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct. 6	9819 feet
Quick Lunch	Fields-Conklin		
Sawdust Paradise, The	Ralston-Howes		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Sophomore	Rogers-Conklin-Brian		
Take Me Home	Daniels-Hamilton		
Warming Up	Richard Dix	Aug. 11	6509 feet
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Strohein-Wray	Aug. 14	
Wings	Bow-Rogers		12 reels
Woman From Moscow, The	Negri-Kerry		

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	28	6596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apacha Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.	1	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Phyllis Haver	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Campus Carmen, The	Sennett Girls	Sept.	9	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	
Caught in the Kitchen	Billy Bevan			2 reels	
Chicken, The		Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Dumb Waiter, A	Johnny Burke			2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan. 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan. 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outumnbered	"Aesop Fables"	July	29	1 reel	
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supper Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tall Waggers	Sportlight	April	1	1 reel	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Godless Girl, The	Basquette-Prevost		10720 feet
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan		
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
Power	Boyd-Logan	Oct. 21	
Red Mark, The	von Seyffertitz-Quartaro	Aug. 26	7937 feet
Sal of Singapore	Phyllis aver		
Show Folks			
Sin Town	Allen-Fair	Jan. 20	
Yellow Contraband	Leo Maloney	Oct. 29	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Kolth	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Fostor-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Amerangio	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Little Wild Girl, The	Lee-Landis	Hercules				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	HI-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Amerangio			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 18
Cigarette Maker's Romance	P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
Sophomore, The	G. O'Neill-L. Graydon	HI-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Washker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Lookout Girl, The		Quality Dist.	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino		6000 feet	
Poet and Czar	Special Cast	Amkino		8775 feet	
Thunder God	Cornelius Keefe	Anchor			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chekhov	Amkino		7000 feet	
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	6510 feet	May 28
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	6735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennott-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Dete	Length	Reviewed
Albeny Night Boet	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cevalier, The	Bedford-R. Talmadge	Sept.			
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Aug.	30		
Ghetto, The	George Jessel	Aug.	1		
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Naughty Duchess, The	Warner-Southern	Aug.	10		
Power of Silence, The	Belle Bennett	Aug.	20		
Toilers, The	Ralston-Fairbanks, Jr.	Aug.			
Tomorrow	Miller-Gray	Oct.			

UNIVERSAL
FEATURES

Title	Star	Rel.	Dete	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alies the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Cell of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20,'27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Herron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Has Anybody Here Seen Kelly?	Love-T. Moore	Sept.	16	6243 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 efet	May 12
Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	23		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Thanks For Buggy Ride	La Planto-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mer.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhall	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out		Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 18
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customere	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	8	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan.	30 '29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jen.	18	2 reels	Dec. 31
Diamond Master, The		April	8, '29	10 episodee	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 26
Frame-Up Man, The	Bob Curwood	May	28	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhall	June	13	2 reels	May 19
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	18	2 reels	
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Half Back Buster	Trimble-Hardwick and Dog	Sept.	19	2 reels	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodee	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Leymon-McPhall	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake			1 reel	
Horns and Orenge Blossoms	Charles Puffy	Jen.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Leymon-McPhall	Jan.	4	2 reels	Dec. 18
Hot Dogs	Oswald Cartoon	Aug.	20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	Mey	14	1 reel	April 21
Indoor Golf	Long-Adams-Layman-McPhall	Mer.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 28
Jackson Comes Home	Bob Curwood			2 reels	
Junior Year, The	Lewis-Gulliver-Phillips			2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
King of Shebas	Arthur Lake	Aug.	13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan.	9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov.	10	2 reels	
Looters, The	Bob Curwood	Mer.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhall	Aug.	8	2 reels	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue				
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 18
Newlyweds' Anniversary		Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhall	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhall	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhall	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan.	23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhall	Feb.	6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhall	Mar.	5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct.	3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar.	21	2 reels	Feb. 25
Off His Trolley	Ben Hall	July	30	1 reel	
Oh, What a Knight	Oswald Cartoon			1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb.	6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April	23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb.	20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April	30	1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar.	31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June	11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb.	13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug.	11	2 reels	
Reel Life	Long-Adams-Layman-McPhall	July	4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April	16	1 reel	Mer. 24
Ride For Help, The	Newton House	July	7	2 reels	
Riders of the Woods	Edmund Cobb			2 reels	
Riding Gold	Newton House	Jan.	21	2 reels	
Ring Leader, The	Jack Perrin	April	7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar.	26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar.	5	1 reel	April 7
Ropin' Romance	Newton House	Aug.	4	2 reels	
Rubber Necks	Sid Saylor	Spet.	12	2 reels	
Ruse, The	Jack Perrin	Aug.	25	2 reels	July 28
Sagebrush Sadle	Oswald Cartoon	April	2	1 reel	May 5
Sailor George	Sid Saylor	May	9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan.	2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July	16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June	3	10 episodes	
Sealed Orders	Jack Perrin	Feb.	11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug.	22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct.	24	2 reels	
Sleigh Bells	Oswald Cartoon			1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan.	16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar.	12	1 reel	
Some Babies	Charles Puffy	Mar.	26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan.	2	1 reel	Dec. 14
Son of the Frontier, A	Newton House	April	14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan.	16	1 reel	Dec. 30
Special Edition	Ben Hall	April	9	1 reel	Mer. 17
Speed Sheik, The	Arthur Lake	June	18	1 reel	May 20
Start Something	Long-Adams-Laymon-McPhall	Feb.	1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May	21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec.	5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April	18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July	9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug.	12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov.	14	2 reels	
That's That	Trimble-Turner and Dog	April	11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec.	21	2 reels	

Title	Star	Length	Reviewed
Tricky Trickstar, The	Ben Hall	June 4....1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25....2 reels	Jan. 28
Untamed, The	Newton House	May 12....2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23....2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16...10 episodes	
Watch George	Sid Saylor	Mar. 28....2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12....2 reels	
What a Party	C. King-C. Doherty	Feb. 22....2 reels	Feb. 4
When George Hops	Sid Saylor	April 25....2 reels	Mar. 31
When George Meets George	Sid Saylor	June 20....2 reels	May 19
Whose Wife	King-Doherty	June 8....2 reels	May 12
Winged Hoofs	Newton House	Mar. 17....2 reels	Feb.25
Winning Five, The	Lewis-Gulliver-Phillips	Sept. 28....2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2....2 reels	
Wolves of the Range	Fred Gilman	Jan. 28....2 reels	
Woman Chasers	C. King-C. Doherty	May 16....2 reels	
Yukon Gold	Jack Perrin	July 28....2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
Brides Will Ba Brides	Laura La Plante		
Broadway			
Clear tha Decks	Reginald Denny	Dec. 23	
Clearning tha Trail	Gibson-Culliver	Oct. 7	
Cloud Dodger, Tha	Al Wilson	Sept. 30....4227 feet	
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, Th3	Da Putti-Mosjukine		
Danger Rider, The	Hoot Gibosn	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Fallen Angels	Karry-Starke		
Gata Crashar, Tha	Glenn Tryon		
Girl on tha Barge, The	Hersholt-O'Nail-McGregor		
Give and Taka	Sidney-Hersholt	Dec. 2	
Hero of the Circus	Special Cast	Feb. 24	
Hoofbeats of Vegeance	Rex (horse)-Perrin	June 16	
Honeymoon Flats	Lewis-Gulliver	Oct. 14....5591 feet	
Kid's Clever, Tha	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
Last Warning, The	Laura LaPlanta		
Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
Navy Blues	Arthur Laka		
One Rainy Night	Laura La Plante	Dec. 9	
Phantom Fingers	Cody-Thompson	June 2	
Play Goes On	Veidt-Nolan		
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4	
Red Lips	Nixon-Rogers	6947 faet	
Riding for Fame	Hoot Gibson	Aug. 19....5424 feet	
Salvage	Mary Philbin		
Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, Tha	Al Wilson	Jan. 13	
Taranga	Special Cast		
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of tha City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Circus, The	Chapiin-Kannedy	Jan. 7	6400 feet	Jan. 14
College	Bustar Keaton	July 29	5800 feat	Sept. 23
Davil Dancer, The	Gray-Brook	Nov. 19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan. 7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar 31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb. 4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan. 1	9358 feet	Dec. 2
Magic Flame, Tha	Colman-Banky	Aug. 14	7850 feet	Sept. 30
My Bast Girl	Pickford-Rogers	Oct. 31	7460 feet	Dec. 9
Ramona	Del Rio-Baxter	Fab. 11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan. 7	8600 feet	Feb. 11
Sorrell and Son	Warnar-Joyca	Dec. 2	9000 feet	Nov. 25
Steamboat Bill, Jr	Kaaton-Torrence	April	7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.	9300 feet	Juna 16
Two Arabian Knights	Boyd-Wolhelm	Sept. 23	7850 feat	Nov. 4
Two Lovers	Colman-Banky	Aug.	8500 feet	April 28

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Awakening, The	Banky-Byron			
Battle of tha Sexes, The	Bennett-Hersholt-O'Neill			
Hell's Angels	Lyon-Hall-Nissen	(about)	7 reels	
Love Song, Tha	Boyd-Velez-Goudal			
Ravenge	Dolores Del Rio			
Woman Disputed, The	Talmadge-Roland			

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb. 25	6052 feet	
Bewara of Married Men	Rich-Ferris-Cook	Jan. 14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec. 3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr	Oct. 15	6618 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April 7	5388 feet	April 21
Dog of tha Regimant, A	Rin-Tin-Tin-Gulliver	Oct. 29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar. 24	5164 feet	
First Auto, The	Miller-Oldfield	Sept. 18	6767 feet	July 8, '27
Five and Ten Cent Annie	Fazenda-Cook	May 26	4914 feet	
Fortune Hunter, Tha	Chaplin-Costello	Nov. 7	6639 feat	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov. 28	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov. 5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov. 12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec. 24	5613 feet	
Husbands For Rent	Moore-Costello	Dec. 31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec. 17	6320 feet	Dec. 31
Jaws of Steal	Rin-Tin-Tin	Sept. 10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb. 4	7077 feet	Oct. 21
Little Snob, Tha	McAvoy-Frazer	Feb. 11	5331 feet	
Missing Link, The	Syd Chaplin	Aug. 7	6485 feet	May 20, '27
One-Round Hogan	Blue-Hyams	Sept. 17	6357 feet	Oct. 7
Old San Francisco	D. Costello-Oland	Sept. 4	7961 feet	July 8, '27
Pay As You Enter	Cook-Fazenda	May 12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar. 10	6185 feet	
Race For Lifa ,A	Rin-Tin-Tin-Nye-Faire	Jan. 28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Gravas	Oct. 22	5492 feet	Nov. 4
Rinty of tha Dasert	Rin-Tin-Tin-Ferris-Nye	April 21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct. 8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept. 24	5685 feet	Oct. 14
Silver Slave, Tha	I. Rich-Miljan	Nov. 19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept. 3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug. 21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Caught in the Fog	McAvoy-Nagla			
Conquest (Vita.)	Blue-Warner-Wilson			
Glorious Betsy (Vita.)	D. Costello-Nagle		6800 feet	May 5
Homa Towners, tha (Vita.)	Bennett-Kenyon-Brockwall			
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams			
Lights of New York, The (Vita.)	Costello-Landis-Brockwell		5267 feet	
Lights of New York, The (Vita.)	Coctello-Landis-Brockwell			
Lion and tha Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr			May 26
Little Wild Cat, Tha	Ferris-Hall-Dawson			
Midnight Taxi, The	Moreno-Costello			
My Man (Vita)	Fanny Brice			
Noah's Ark (Vita.)	D. Costello-O'Brien			
No Questions Asked	Ferris-Collier, Jr.			
Redeeming Sin, Tha (Vita.)	D. Costello-Nagel			
Singing Fool, Tha (Vita.)	Jolson-Bronson			
Stata Street Sadie	Loy-Nagle			
Tenderloin (Vita.)	D. Costello-Nagla		6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton			
Women They Talk About	I. Rich-Ferris-Collier, Jr.			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Book Worm, Tha	Harry J. Conley			July 7
Celeste Aida (Aida)	Giovanni Martinelli		1 reel	July 7
Cougat & Company	Violin, Songs & Dances			June 16
Florence Moore	Song Program			June 23
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			Juna 16
Ingenues, Tha	Jazz Band			June 23
Lash, Tha	Crane-Davidson-Tucker			June 16
Man of Peace, A	Hobart Bosworth			June 23
Miss Information	Wilson-Horton		2 reels	June 30
Morrissey & Miller	Night Club Ravua			June 16
Myers & Hanford	Songs & Dances			June 23
Night Court, Tha	William Demarest			June 16
Non-Support	Burr McIntosh			Juna 16
Realization	Herbert-Pam			Juna 16
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Juiva)	Giovanni Martinelli			June 23

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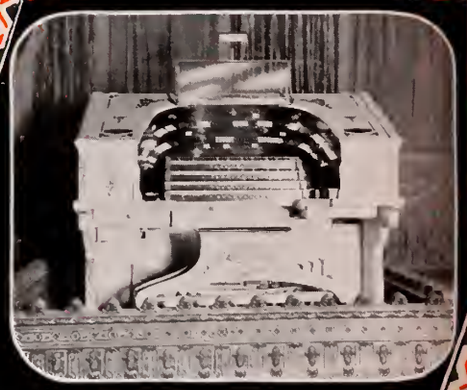
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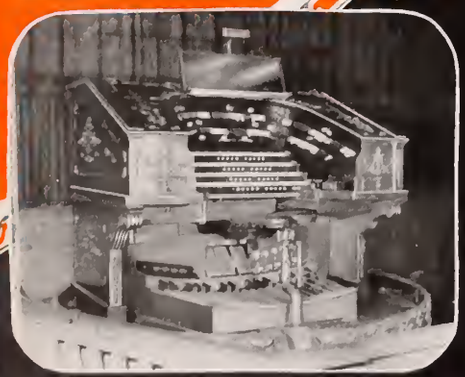
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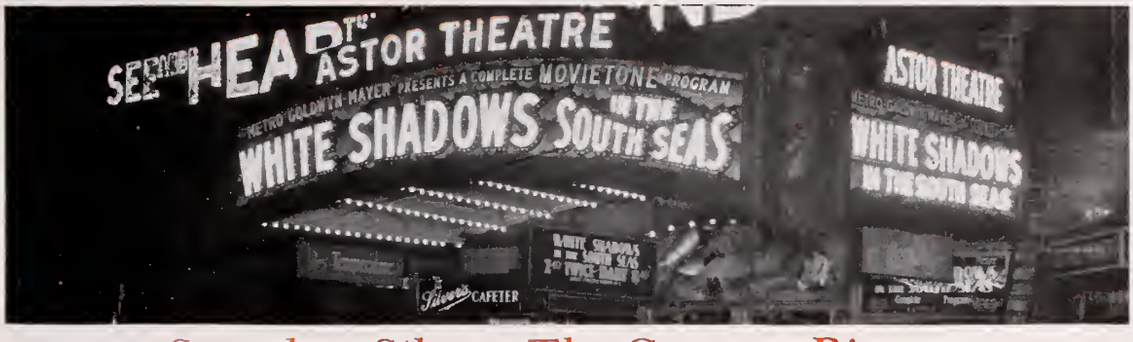
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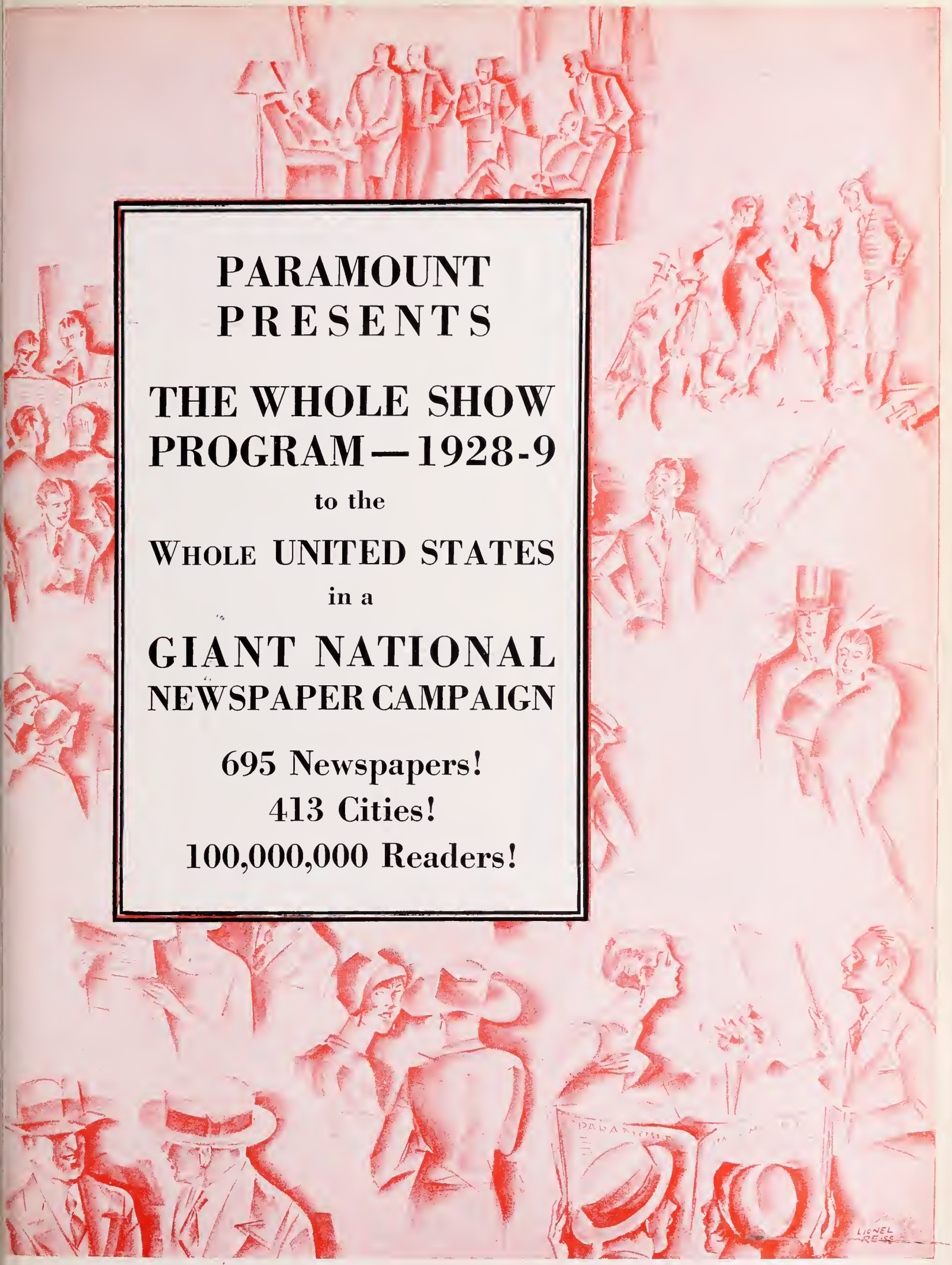
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"BEGGARS OF LIFE"

ESTHER RALSTON

BEBE DANIELS

CHARLIE BANCROFT

THOMAS MEIGHAN

RUTH TAYLOR & JAMES HALL

CHARLES ROGERS

ADOLPHE MENJOU

FAY & NEGRI

NANCE O'NEIL

DOUGLAS MacLEAN

SEE them—
HEAR them—best theatres everywhere!

¶ Now—a great new world in entertainment is opened to you! Paramount Pictures with synchronized music score, sound effects and talking sequences! What you see you *hear*—the roar of a crowd, the drone of a plane, the voices of your favorite stars! Paramount Features, Paramount News, Christie Comedies, Stage Presentations—the "Whole Show" in Sound by *Paramount*—the one name that means *quality* in entertainment! ¶ Not all theatres are now equipped to show "sound" pictures but wherever they are, you can *hear* as well as see from 40 to 50 of the 70 feature pictures in Paramount's Whole Show Program for 1928-29. ¶ Plan to enjoy it all. Assure yourself of this great entertainment that makes life so much bigger broader, richer for you. See that the theatre you now attend shows these Paramount Pictures, either silent or with sound, or patronize one that does!

PARAMOUNT
WHOLE SHOW PROGRAM FOR 1928-29

Super Attractions: "Wings" with synchronized music score and sound effects—exactly as presented to 82 audiences—Erich von Stroheim's "The Wedding March"—Emil Jannings in an Ernst Lubitsch Production, "The Patriot"—Anne Nichols' "Abie's Irish Rose"—"The Canary Murder Case"—"Interference"—"Forgotten Faces"—"The Letter"—"Soubrette"—"Dirigible"—"Wolf Song"—Zane Grey's "The Water Hole"—"The Man I Love"—"The Hard Boiled Angel" and more!

PARAMOUNT NEWS
HEAR WHAT YOU SEE

¶ The world's greatest news reel—soon on the screen in sound! World events, epic making happenings, as only Paramount can give them to you—heard as well as seen! A sensation! ¶ STAGE SHOWS ON THE SCREEN. The pick of the world's greatest stage and screen talent in special de luxe short features *with sound and music.*

CHRISTIE COMEDIES
WITH SOUND EFFECTS

¶ Now you can hear as well as see the world's funniest comedies—doubling the laughs. Billy Dooley, Bobby Vernon, "Adventures of a Chorus Girl", "Sandy MacDuff"—Jack Duff—all with synchronized music score and sound effects. ¶ Paramount Whole Show Program also includes the "Great Stars and Authors" series and the "krazy kat" and "Inkwell Imps" Cartoons.

"If it's a Paramount Picture it's the best show in town!"

PARAMOUNT WEEK
11th Annual Paramount Week, Sept. 2 to 8, when the best theatres everywhere show Paramount Pictures *only* for entire week. Celebrate by going!

Night scene Paramount Building, Times Square, New York. Motion Picture Headquarters.

Paramount Pictures
PRODUCED BY PARAMOUNT FAMOUS LASKY CORP., ADOLPH ZUKOR, PRES., PARAMOUNT BUILDING, NEW YORK CITY

Hear what you see
Paramount Pictures
h SOUND . . . . !

The Whole Show—Features, News, Comedies, Stage Acts!

HAROLD LLOYD

"THE PATRIOT"

ANNE NICHOLS' "Abie's Irish Rose"

"DIRIGIBLE"

"FORGOTTEN FACES"

"BEGGARS OF LIFE"

"THE WATER HOLE"

PARAMOUNT WEEK, September 2 to 8, when the . . . everywhere show Paramount Pictures only. Celebrate . . . If it's a Paramount Picture it's the best show in town!"

Pictures

. . . ADOLPH ZUKOR, PRES., PARAMOUNT BUILDING, NEW YORK CITY

¶ First insertion, Sunday, August 12th.

¶ Blanketing the country. *Your* town, too!

PARAMOUNT



goes straight to your customers, in newspapers in your own city, with the news of all the big specials, the great stars in The Whole Show Program for 1928-9. ¶ Backed by 11 years of consistent national advertising in The Saturday Evening Post, Country Gentleman, Fan Magazines, etc.

Ask your Paramount Exchange for details of papers, etc., in your town, ways of tying up, etc.

PARAMOUNT'S WHOLE SHOW PROGRAM
Sold in Advance to *Your* Public!

ONE WITH VITAPHONE 2 ONE WITHOUT VITAPHONE
NEGATIVES

A World Beater Either Way



First of the 18 Special Warner Winners

"STATE STREET SADIE"



with

CONRAD NAGEL

MYRNA LOY

WILLIAM RUSSELL

GEORGIE STONE

PAT HARTIGAN

DIRECTED BY ARCHIE MAYO

BASED ON THE STORY BY MELVILLE CROSMAN

SCENARIO BY E T LOWE Jr

THE 18 SPECIAL WARNER WINNERS FOR 1928-29

FANCY BAGGAGE
THE OUTLAW DOG (Temporary)
STATE STREET SADIE
ONE STOLEN NIGHT
NO DEFENSE
KID GLOVES
THE GREYHOUND LIMITED
BEWARE OF BACHELORS
KING OF THE WILDERNESS
CAUGHT IN THE FOG
SHE KNEW MEN
THE MIDNIGHT TAXI
FROM HEADQUARTERS
THE LITTLE WILDCAT
STOLEN KISSES
HARD BOILED ROSE
WOMEN THEY TALK ABOUT
LAND OF THE SILVER FOX

A WARNER BROS. VITAPHONE PICTURE

Coming! "NOAH'S ARK" Made to top any picture ever made!

Coming! AL JOLSON in "THE SINGING FOOL"

MEMBER MOTION PICTURE PRODUCERS AND DISTRIBUTORS OF AMERICA, INC.

FBO SMASHES HYSTERIA

FBO HAS SCORED A CLEAN KNOCKOUT OVER SOUND HYSTERIA.

A few iced compacts placed by FBO on the fevered brow of the industry have subdued the panic.

THE SHOW GOES ON!

Hundreds of exhibitors have written and wired their commendation to FBO for its courageous and far-visioned stand on a problem that threatened dire results for the industry at large.

FBO has stood firm as the Rock of Gibraltar in the sound crisis and will continue this common-sense and unflustered policy of Master Showmanship.

FBO HAS NOT FORGOTTEN ITS OBLIGATION TO THE THOUSANDS OF EXHIBITORS WHO CANNOT POSSIBLY OBTAIN SOUND DEVICE INSTALLATIONS FOR MANY MONTHS TO COME. THEY ARE THE BONE AND SINEW OF THIS BUSINESS AND IT IS FOR THEM PRIMARILY THAT FBO HAS FRAMED ITS SMASHING PROGRAM OF SILENT BOX-OFFICE ATTRACTIONS.... THE VERY FINEST IN THE HISTORY OF THIS AGGRESSIVE YOUNG COMPANY

Nor is FBO missing any bets in the field of sound showmanship.

"The Perfect Crime", mighty mystery shocker, (*made first as a*

MORE NET PROFITS

HES SOUND

The show goes on !

silent picture for the thousands of silent showmen)....is standing Little Old New York on its head....AN ABSOLUTE SENSATION AT THE UNITED ARTISTS....PUBLIX RIVOLI, WITH SOUND EFFECTS, MUSIC AND SLASHING DIALOGUE....AND NOW SWEEPING ON TO STUPENDOUS GROSSES AT THE RIVOLI, BALTIMORE; AND BOOKED AT CAPITOL, SPRINGFIELD, MASS., LE ROY, PAWTUCKET, UPTOWN, WICHITA, KANSAS... WHERE THE GREAT COURT ROOM TRIAL SCENE WILL GOAL THE NATIVES.

Five other smash attractions with story and direction aimed primarily for the silent screen (*with sound added*) comprise FBO's array of sound shows for the new season.

FBO herewith extends its thanks to its army of showmen friends and renews its pledge of service and showmanship in the future.

THE SHOW GOES ON!

SIX BIG SPECIALS SYNCHRONIZED WITH SOUND AND DIALOGUE

THE PERFECT CRIME, *starring Clive Brook and Irene Rich.*
HIT OF THE SHOW, *with Joe E. Brown and Gertrude Olmstead.*
GANG WAR, *with Olive Borden and Jack Pickford.*
TAXI 13, *with Chester Conklin.*
BLOCKADE, *with Anna Q. Nilsson.*
THE CIRCUS KID, *with Joe Brown, Frankie Darro and Helene Costello*

These attractions produced first as silent dramas with sound, music and dialogue added.

WITH FBO PICTURES

Now You Can S
A Synchronized

(No. 598—Straight from the Shoulder Talk by Carl La

AND NOW "THE MAN WHO LAUGHS" IS READY FOR you to HEAR as well as to SEE.

NOW YOU WILL HAVE THE BEST OPPORTUNITY YOU ever had to realize how much a glorious picture—perfect in itself—can be improved by the addition of cleverly directed sounds.

WITH ALL THE WILD TALK ABOUT SYNCHRONIZATION which has had the whole industry standing on its head, it is no wonder that confusion has been worse confounded.

AND NOW OUT OF THE CHAOS OF GUESS-WORK AND gossip, comes the supreme achievement which will prove without the shadow of a doubt that when even a perfect picture is properly synchronized with all due regard for theatrical effects, it can be made even better than perfect!

NEVER HAS THERE BEEN A MORE CONVINCING demonstration of the possibilities of the movietone process than you will get when you SEE and HEAR "THE MAN WHO LAUGHS".

DURING THE SCENES AT THE FAMOUS SOUTHWARK Fair, you will hear the cries of the barkers, the shouts of the happy

(Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President)

ee How Perfect Picture Can Be

mmle, President of the Universal Pictures Corporation)

people, the blowing of their horns and the throbbing of their other merry-making noise-machines.

THROUGHOUT THE SCENES WHEN GWYNPLAINE IS is amusing his audience—that audience which rocks with laughter—you will HEAR the gales of laughter and you will hear the tumultuous cries "Gwynplaine! Gwynplaine!"

IN THE MOB SCENES, PANDEMONIUM IS LET LOOSE and the movie fan does not live who will fail to get a terrific "kick" from this grand combination of eye and ear entertainment.

THE MUSICAL SCORE IS A GEM IN ITSELF, BRINGING out with even extra emphasis the fine points of this exquisitely directed picture.

AND ONCE MORE I WANT TO SAY TO THOSE EXHIBITORS who have no sound equipment in their theatres just this:—Whether your patrons simply SEE "The Man Who Laughs" or whether they both SEE and HEAR it, they will be entertained and uplifted in spirit as no other picture has aroused them for a long time.

WHETHER THEY'RE SILENT OR WHETHER THEY'RE otherwise Universal has the pictures!

"There are many thrills melodrama ··· and the held in suspense through *intense suspense* ··· the acting are of the first

TENTH AVE

A WILLIAM C. deMILLE Production

From the stage play by John McGowan and Lloyd Griscom

Continuity by Douglas Doty

DeMILLE STUDIO PRODUCTION

Watch for amazing new R. C. A. PHOTOPHONE *musical and effect accompaniment on certain forthcoming* PATHE FEATURE PRODUCTIONS *Season 1928-1929.*

Another reason why this is

in this crook spectator is out... at times direction and order".....

Harrison's Reports



with

PHYLLIS HAVER

VICTOR VARCONI

JOSEPH SCHILDKRAUT

NUE

Pathé's Year

A Second Printing Was Necessary!

TO supply the orders of Exhibitors, Theatre Executives and Theatre Workers for the most comprehensive and authoritative work written on the subject, the publishers, George H. Doran Company, New York, has made a second printing of—

MOTION PICTURE THEATRE MANAGEMENT

By Harold B. Franklin

(President of West Coast Theatres, Inc., and leading theatre executive)

NOW

you too may obtain a copy of this monumental work dealing with every branch of the theatre and offering a carefully considered presentation of the theories and practices, tested by years of experience, making for the successful and profitable business method of running a motion picture theatre.

The author, Harold B. Franklin, is known throughout the industry as one of the most progressive and able theatre executives and showmen the picture theatre has developed, and one of the leading forces contributing to the advance which the motion picture playhouse has made from its "nickelodeon" beginning to the palatial community institution which the better theatre of today represents.

DON'T DELAY

The present supply of copies is by no means large enough to supply all those who eventually will want copies of this book, so prompt action is imperative if you want to be assured of a copy.

THE PRICE IS $5.

35 Chapters and 26 Illustrations **Tell You How—**

To train and maintain an organization that will function smoothly in the running of your theatre.

To provide adequate safety methods.

To carry on systematic inspections.

To prepare a properly balanced budget.

To judge the effectiveness of advertising.

To purchase equipment and to Build Good Will.

Order Your Copy Today →

Use This Order Blank

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729 Seventh Ave., New York City.

Send me postpaid MOTION PICTURE THEATRE MANAGEMENT by Harold B. Franklin.
I enclose (check) (money order) for $5.00.

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City .....

State .....

CORRECTION

Due to somewhat peculiar circumstances surrounding the case, an error was made in our advertisement which appeared on page 117 of the Showman for July (published in Motion Picture News, issue of July 14th), which gave an erroneous impression concerning the air conditioning equipment installed in the Texan Theatre at Houston, Texas.

The Texan Theatre is equipped with a complete air conditioning system including refrigeration designed and installed by the Carrier Engineering Corporation of Newark, New Jersey, and has been featured in various advertisements published by that company.

The Texan Theatre is also equipped with a drinking water system, designed and installed by the York Ice Machinery Corporation. It is hoped that the publication of this explanation will correct any erroneous impressions gained from our advertisement containing the inadvertant error referred to above.

YORK
ICE MACHINERY CORPORATION
YORK PENNA

Los Angeles HEARD it—

and look what



CARTHAY CIRCLE, LOS ANGELES



CENTRAL THEATRE, N.Y.

ABSOLUTE SELL OUT IN NEW YORK

Standees and big Advance Sale for Broadway Road-show Run.

The ONLY picture ever tested *with* and *without* Sound Accompaniment—and a sensation both ways **at $2.00 TOP**

First National Pictures

AND 7 MORE EXTENDED-RUN ENGAGEMENTS already booked—

ROOSEVELT, *Chicago*
STANLEY, *Pittsburg*
MADISON, *Detroit*
STILLMAN, *Cleveland*
GRAND CENTRAL *St. Louis*
BURNS THEATRE *Col. Springs*
AZTEC, *San Antonio*

SO NOW YOU

EAST OR WEST LILAC

IS THE GREATEST

Starring COLLEEN MOORE

presented by JOHN McCORMICK with GARY COOPER

EVERY SINGLE RECORD BROKEN AT CARTHAY CIRCLE IN FIRST 3 WEEKS OF $2.00 ROADSHOW RUN!

DL Los Angeles Jul 16
Ned E. Depinet, N.Y.
World premier of Lilac Time Monday night sold out last Tuesday.
FRED A. MILLER

COL Los Angeles Jul 20
Ned E. Depinet, N.Y.
Lilac Time opened to most distinguished audience that ever attended premiere in Los Angeles, twenty thousand fans fought police to catch glimpses of their favorite star. Performance a sellout and advance sale marvelous. Local critics unanimous in praising Miss Moore and picture.
FRED A. MILLER
Mgr. Carthay Circle

Los Angeles Jul 20
First matinee 'Lilac Time' Carthay Circle drew exactly twice box office receipts any other first matinee after opening at that theatre. Sold out for Tuesday evening performance by five o'clock.
GEORGE LANDY

COL NL Los Angeles Jul 23
Ned Depinet
Opening week of Colleen Moore in Lilac Time was greatest in the history of Carthay Circle theatre by more than twenty-five hundred dollars. Second week looks immense. Everybody singing and whistling Jeannine. Picture bound to make a record here.
FRED A. MILLER

DL Los Angeles Jul 25
Ned Depinet, N.Y.
Lilac Time receipts show most remarkable business ever heard of in a Los Angeles theatre.
R. C. SEERY

With sound accompaniment

happened:-

and New York

SAW it-

Without sound accompaniment

and look how the Reviewers raved:-

"There are some sequences which surpass other pictures which have dealt with aviation. The screen version has a sweep which was denied to the stage version and, as a result, this newcomer is infinitely more thrilling than was its predecessor."—*George Gerhard in N.Y. Eve. World*

"Magnificent air fighting. Strong love story. Fine acting and direction. Colleen Moore does great emotional work. Should be a riotous hit."
—*N.Y. Mirror*

"'Lilac Time' honest, true and beautiful. I salute those who made it. This is one of the finest—if not the finest and strongest—pictures First National has ever made. The flying shots are superb."
—*Leonard Hall in New York Telegram*

"Showmen will want to know if 'Lilac Time' will make money. It will. As a box-office number it will slide over the plate without a bit of trouble. As a piece of commercial property it's worth going for. Has the formula that leads to big grosses. The air stuff is immense. Carries a dramatic kick that is unmistakable."
—*Maurice Kann in Film Daily*

"Should remain on Broadway for many months to come. Poignant with pathos, thrills and sentiment. Many thrilling and sensational aviation scenes. Atmospherically it is perfect, from the standpoint of cast it is delightful, and the direction extraordinary." —*H. D. S. in N. Y. Telegaph*

"Has thrilling drama, exquisite beauty, a wonderful love story and Colleen Moore sends you home with romance in your heart. By all means see it." —*Photoplay Magazine*

"The picture is entertaining and Miss Moore truly delectable."
—*N. Y. American*

"More than an average amount of thrills. Not only breathtaking but amusing." —*Irene Thirer in N. Y. Daily News*

HAVE *PROOF* THAT

SIGHT OR SOUND

TIME

OF ALL AIR SPECIALS!

a GEORGE FITZMAURICE Production

Scenario by Carey Wilson ▾ From the Play by Jane Cowl and Jane Murfin ▾ Adaptation by Willis Goldbeck ▾ Titles by George Marion, Jr.

Whether your theatre is wired or not—

FIRST NATIONAL PICTURES

is a *Sound* investment!

Member of Motion Picture Producers and Distributors of America Inc.~Will H. Hays *President*

Read every one of these 495 WORDS of PRAISE

Every word will be worth real money to you if you act on the suggestion of this remarkable review of

"HEART TO HEART"

with MARY ASTOR · LLOYD HUGHES
LOUISE FAZENDA
A WILLIAM BEAUDINE production

You can't afford to pass up a picture so highly recommended by a famous impartial authority—*Exhibitors Herald-World*. Open a playdate now!

Presented by First National Pictures, Inc.
From story by Juliet Wilbor Tompkins.

EXHIBITORS HERALD and MOVING PICTURE WORLD

Martin J. Quigley, Publisher & Editor

T. O. Service

"HEART TO HEART"

DEAR FOLKS: I take typewriter in lap this bright summer day to tell you about one of the best little pictures I have seen in so long a time that I seek in vain for a milestone to designate as marking the beginning of same. In fact, when I think it over, I doubt that I have ever seen a picture just like "Heart to Heart"—and I betray no confidences by telling you that I have seen more pictures than anybody else I know and I know quite a few people who have seen pictures quite steadily over a considerable expanse of calendar.

Yessir, this "Heart to Heart" is a different kind of picture. And it is an excellent kind of picture. It is the kind of picture I used to try to describe as a "good little picture"—meaning that it was extremely good, even if it didn't contain an earthquake, landslide or tornado—but it is not at all a little picture in the usual sense of that term. It is, in significance if not in point of overhead and trick scenery, a great big picture. I think we can use about as many more like it as Hollywood can turn out, even if Hollywood suddenly goes logical and turns out one good picture after another.

The people in this picture are many, and all of them are good. Best, I think, is Louise Fazenda, enacting a small town homebody whose sight isn't what it used to be. I ask you to look at this and see if you can recall a more completely consumate performance. I cannot.

Others whose good performances are assets of the picture include Lloyd Hughes, as an inventor always just a bit tardy with his devices, and Mary Astor, who is no less beautiful than ever but more at home with the tasks given her and so more effective. And then there is the gentleman who plays the husband wed to the wife played by Louise Fazenda, and whose name always evades me. This gentleman is so good, however, that his name doesn't matter. Indeed, I think it is his knack of effacing self for role—in other pictures as in this one—which makes it impossible for me to remember his name. Wouldn't it be great if all the actors were that good? (Now I remember his name! Lucien Littlefield!)

The story is about a small town which is host to an Italian princess—or something—and [illegible] ld be the last guy in the world to [illegible] ore about it. Stories like t[illegible] ot read. I think, [illegible] the point, that t[illegible] but time [illegible]

First National Pictures

5,000 BOOKINGS to date for **THE PATENT LEATHER KID** There'll be a playdate everywhere!

Whether your theatre is wired or not--

FIRST NATIONAL PICTURES are a **SOUND** investment!

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Motion Picture News

Volume XXXVIII NEW YORK CITY, AUGUST 11, 1928 No. 6

Highlights of the Week

Brief Comments on Important Topics

By William A. Johnston

THE sound movie upheaval continues. . . . A significant development is the holding of exhibitor meetings in several sections to discuss what it's all about . . . and what to do. . . . Never has the exhibitor been as perplexed as he is now. . . . And with good reason. . . . Meanwhile, signs of steadying influences begin to appear. . . . Carl Laemmle issues a warning to his studio folk, telling them to keep their feet on the ground and remember that the picture is the thing. . . . Good, solid, common sense. . . . Joseph P. Kennedy, in a notable interview obtained by Edwin Schallert, who is a special writer for us in addition to being the outstanding photoplay editor on the Coast, counsels conservatism. . . . R. A. Rowland, resigning from the industry after long and valuable service, urges that the executives get together to solve the two big problems of negative cost and theatre overseating. . . . All of which indicates that those in high places see the imperative necessity of keeping the ship on an even keel in these hectic times.

* * *

Rowland's retirement removes from the industry a veteran. . . . He goes for a long rest. . . . Maybe he'll be back. . . . Only time will tell, as he remarks. . . . Among many other qualities, Rowland never fell a prey to the illusions from which a good many people in this industry suffer. . . . Last week we said that no clear statement on interchangeability had been forthcoming. . . . Well, David Sarnoff, head of RCA, comes forward with one this week. . . . Says Photophone is completly interchangeable, as to film, with Movietone. . . . We print his statement in full elsewhere. . . . But Western Electric declines to make any comment. . . . As we have remarked before—and cannot repeat too often—this is the show business. . . . The sound picture thing is a show problem. . . . And will have to be worked out that way . . . *in the public interest*. . . .

* * *

On one of the hottest nights of the year, "Lilac Time" opened for its New York run. . . . But not too hot to be able to see that this is a real box-office picture. . . . The sound effects had to be given in the usual backstage way, owing to a row between two unions as to installation. . . . A condition, by the way, that prevails in several cities. . . . Shortly thereafter, F B O's "The Perfect Crime," came into the Rivoli. . . . A box-office picture, sure enough. . . . And notable, too, for this: It shows how sound effects and dialogue can be attached after a film is made and in such a way that the sound stuff can be later separated from the silent, without injuring the latter. . . . This is very important. . . . Make 'em equally good, sound or silent, and you've done something. . . . Also, Universal gave a trade showing of "Uncle Tom," synchronized. . . . Very good effects with negro spirituals, steamboat whistles, etc. and some dialogue.

And just when the sound revolution is at its height, we read a newspaper headline: "Motion Picture Shown by Radio". . . . It's only in the laboratory stage now, but it is said that regular transmission of movies will begin from the Westinghouse station within a few months. . . . No reason to get excited. . . . But it's all very interesting. . . .



Along came Ruth, the same Ruth who flies in airplanes. It may be that she will also soar as a screen star. At any rate, Miss Elder is shown above with Director Frank Strayer, Linton Wells and Cameraman Cronjager, about to start "Moran of the Marines"



Ted Lewis renders a solo number with his pen while Sam E. Morris looks attentively at the proceedings. The musical star is seen signing an agreement with the Warner Brothers for a Vitaphone roadshow to be entitled "Is Everybody Happy?" A solicitous title, eh?



Joe E. Brown, of the delectable grin, puts on an elephant act in FBO's "Circus Kid"



Cute and quite flapperish. Alice White is an ideal choice for the role of J. P. McEvoy's heroine in "Show Girl," the novel which First National is now filming



Elephants predominate this time. Sunny McKeen does an elephant skit, also, for "U"



They're both crackerjacks in their line. George McManus, creator of "Jiggs," and Milt Gross, creator of "Nize Baby," introduce themselves on the M-G-M lot where "Nize Baby" is to be filmed



Those brilliant cinematographers, explorers and co-workers, Ernest Schoedsack and Merian Cooper, are back again at the Paramount studio assembling prints of another "Chang"-like production

Exhibitors and Sound Pictures

Views Gathered First Hand in Middle West by Charles E. Lewis; Conditions in Several Territories Set Forth

(Editor's Note.—This is the second of a series of articles by the exhibitor member of the staff of Motion Picture News. *The next will appear in an early issue.)*

By CHARLES E. LEWIS

Editor, "The Manager's Round Table Club"

TOLEDO, OHIO, August 5.—At this point it might be wise to sum up the various conditions encountered on the trip thus far. Showing a comparison of opinions, as expressed by different exhibitors, will tend to give other theatre men an opportunity of judging for themselves.

In discussing the sound picture question with Manager Byron R. Lynn, of the Capitol Theatre in Bloomsburg, Pa., we find him one of the most optimistic types of managers with regard to talkies. His theatre has been equipped for quite some time and business has been exceptionally good. His patrons like this new phase of entertainment and he is drawing plenty of extra business from surrounding towns. But Lynn recognizes one fact, and it has him a little perplexed, that is: with the coming of sound equipment in surrounding towns, what turn will his business take? But this is just another one of the problems that time will answer.

"Eat" Them in Steuben

Manager William L. Hendricks, of the Olympic Theatre in Steubenville, Ohio, is another great booster of the "talkies" and his business confirms his own views regarding it. Steubenville is a good show town, and even during the hot spell when I reached there, it looked like mid-season business. In his town, Hendricks told me, they "eat" every bit of sound picture stuff that is fed them. There preference is for plenty of or all-talking sequences, but if they can't get it that way they are contented to patronize any kind.

In Zanesville, Ohio, I had a brief chat with Owner Brown, who heads the corporation controlling the theatres in that town. He had had Vitaphone since last October, and is not enthused about it any longer, with the exception of "all talkie" pictures, which he insists his patrons want. He told me that ordinary Vitaphone acts, or even a musically synchronized feature, do not increase his receipts. In order to get additional product for his plant he is putting in the Movietone attachment.

Anderson Likes Talkies

In Anderson, Indiana, I could not get to talk to Harry Muller who runs the Crystal Theatre, the "sound" house of the town, but at the hotel I heard quite a discussion going on about the talking pictures and, from what I was able to gather, this town likes them and prefers them to the silent pictures. A congenial employee at the theatre informed me that business was great and that the boss was tickled with the talking pictures.

Then it is also interesting to look at the viewpoints of theatre men who have not as yet installed sound plants. For example, we will take O. B. Olsen, manager of the Tivoli Theatre in Richmond, Indiana, who believes that a talking plant is essential to the life of his theatre. He is a great believer in them and looks for a big future in that field.

Then we quote the opinion of Harvey "Doc" Arlington, a dyed-in-the-wool old-timer in the show business. I found him in Muncie, Indiana, in charge of several houses, the largest one being the new, beautiful Rivoli Theatre with some 1,800 seats. He does not believe talking pictures will mean anything in small towns like this. The population of Muncie is about 40,000. He takes them as being strictly a novelty which will wear off and then back to the "good" silent drama the small towner will flock. I don't quite agree with him, but in fairness I set forth his views.

Viewed as Novelty

Billy Conners, who has Marion, Indiana, all sewed up, takes the attitude that he is not so keen about them himself, but feels that eventually he will have to install a plant in his town. He is another who looks upon the whole craze as a wild novelty which cannot continue, but he is trying to analyze the thing in his own way and is following the developments concerning sound pictures through the medium of the NEWS.

Perhaps the most interesting conversation of the trip, so far, that which took place in Marion, Ohio, with G. H. Foster, an experienced theatre man who had kept watch of every progressive move in the industry. Yet, he did not rush to sink a lot of money into a plant. As he expressed

(*Continued on page* 460-A)

R. C. A. Claims Complete Interchangeability; Western Electric Silent

DAVID Sarnoff, President of RCA Photophone, Inc. issued a statement August 7 in which he declared that complete interchangeability of sound picture films made by Movietone and Photophone processes had been achieved.

Western Electric, when Mr. Sarnoff's statement was called to their attention, declined to make any comment.

The statement by Mr. Sarnoff follows:

"As a convenience to exhibitors and with a view of obtaining complete interchangeability of sound films made by the Movietone and the Photophone processes, RCA Photophone has now adopted a sound track 80 mils in width, but which retains the Photophone method of recording. Tests made in studios and theatres with a variety of sound motion picture subjects prove conclusively that Photophone films not only play interchangeably on Movietone projectors but also give normal and satisfactory speech and musical quality perfectly synchronized. The 80 mil Photophone sound track requires no modification whatever of the Movietone sound projector; neither is the operating procedure of Movietone changed in any way.

"I know of no reason, technical or otherwise, why sound films recorded by the Photophone process cannot be satisfactorily played on either Photophone or Movietone machines installed in theatres. Also, the Photophone Company has no objection to sound films recorded by the Movietone process being played on Photophone machines installed in theatres."

Omaha Trade Board and Exchanges Charged With Restraint of Trade

THE Omaha Film Board of Trade and the Omaha branches of nine film distributing agencies constitute a monopoly and are operating in Nebraska, Iowa and South Dakota in restraint of trade, it is alleged in a suit filed by Victor Newton and Thomas H. Leddy, owners of the Garden theatre, Omaha, in federal court last week.

Newton and Leddy aver the defendant concerns were responsible for the closing of their theatre January 7, 1927, and that since that time they have been unable to rent films. They seek $105,000 damages, which they claim is three-fold their actual damages, but which they claim they are entitled to under a special act of congress.

Distributing companies named in the suit are: First National Pictures, Inc.; Columbia Pictures Corporation; Educational Film Exchange of Iowa; Paramount Famous Lasky Corporation; F B O Pictures Corporation; Metro-Goldwyn-Mayer Distributing Corporation; Pathe Exchange; Producers Distributing Corporation; United Artists Corporation; the Omaha Film Board of Trade, and the following branch managers of the film exchanges: Leo Blank, A. Mendenhall, Sherman W. Fitch, William C. Brimmer, Frank C. Hensler, Roy O. Pearson, Albert Danke, James F. Ambrose and Joe White.

The Omaha Film Board of Trade is charged with having been organized "for the purpose of enabling distributors of films to control prices and dictate terms to movie owners in Nebraska, Iowa and South Dakota."

The plaintiffs represented by Attorney George Thummel, state they bought the Garden theatre from L. H. Wagner and that they had contracts with all the defendant companies except the Producers Distributing Corporation, and the Columbia Pictures Corporation. The former of the two, it is alleged, was responsible for the filing of a charge with the Film Board of Trade, charging Newton and Leddy had assumed contracts from Wagner, agreeing to play certain pictures, and then had failed to carry them out. The "board of award" of the Film Board ordered them to carry out the contracts, it is charged, and all of the defendant companies demanded that they post $250 bonds to insure fulfillment of the contracts then existing.

Failing to post these bonds, Leddy and Newton claim they were cut off by the organization without any films whatsoever, and as a result had to close their theatre.

Courts to Decide Fate of Block Booking

Case May Be Eventually Carried to Supreme Court for Final Verdict

WHETHER block booking is to continue in the industry, or branded an unfair trade practice and eliminated, depends upon outcome of the Federal Trade Commission's action to enforce its cease and desist order against Paramount. The action for a court order requiring Paramount to comply with the edict issued in July, 1927, was filed last week in the U. S. Circuit Court of Appeals in New York.

Because of the commission's determination to outlaw block booking, the Paramount case is to serve as a test of the commission's power to eliminate trade practices which it considers unfair. The commission for some time has planned action against every distributor employing the block booking method of sales, but whether such steps will be undertaken depends entirely, it is believed, on what disposition the court makes of its petition for an order to enforce its block booking ban. Whatever the outcome in the Court of Appeals, it is believed that the case will be carried to the Supreme Court.

German Theatres' Capacity Placed at 1,700,000 Seats

Motion picture theatres in Germany have a seating capacity of 1,700,000, the Department of Commerce in Washington is advised by Assistant Commercial Attache Douglas Miller, Berlin. The figures of the report are as follows:

Theatres with 2,000 to 2,500 seats—6 operating daily; theatres with 1,500 to 2,000 seats—17 operating daily; theatres with 1,000 to 1,500 seats—106 operating daily; theatres with 750 to 1,000 seats—137 operating daily and 8 operating irregularly; theatres with 500 to 750 seats—473 operating daily and 101 operating irregularly; theatres with less than 500 seats—1,207 operating daily and 3,095 irregularly.

The total number of theatres operating daily is 1,946, while the total number of theatres operating irregularly is 3,204. The estimated total seating capacity of the theatres operating daily is 820,000, while the estimated seating capacity of the theatres operating irregularly is 950,000.

The theatres that do not operate daily run into a majority as such theatres are usually operated in connection with bars or small restaurants. Many of them have a seating capacity of from 100 to 250 and cannot really be called motion picture theatres. Most of them operate only on Sundays, or Saturdays and Sundays.

Several New Firms Are Chartered at Albany

Motion picture companies incorporating in New York state at Albany during the past week included the following: Mi-Mark Hanaphone Corporation, capitalization not specified, with Nat Nathanson, George K. Rolands, Frank R. Portes, New York City; Brooklyn Rivera Theatre, Inc., capitalization not stated, Solomon M. Strausberg, Rebecca Strausberg, George M. Carle, Brooklyn; Van Buren Enterprises, Inc., $10,000, Clayton J. Heermance, S. Whitney Landon, Ethel Borut, New York City; Hoffberg-Cornfeld, Inc., $10,00, Jacob Hoffberg, Blanche Berger, New York City; Sammie Cornfeld, Berlin, Germany; Fitzer-Buffalo Corporation, $75,000, Mitchell Fitzer, Nathan Abelson, James P. Martin, Syracuse; Fielder's Film Facts, Inc., $10,000, Edward C. Fielder, Ormonde W. McClave, Ruth A. Conlan, New York City.

European Producers Form Firm to Release in U. S.

Twelve European producing companies have organized to form Affiliated European Producers, which will release their product in the United States. Their representative is N. J. Gourland, formerly an agent for several of the companies. Associated with him is Irvin Shapiro. Bernard Shultz will be sales manager.

Poli to Retain Interest in Theatre Chain

S. Z. POLI, who has transferred his theatres to the Fox interest for a consideration said to be $26,000,000, will retain an interest in the Poli chain, a statement issued by his New Haven representative this week indicates. "I shall continue to be financially interested in my circuit, and from time to time advise with the purchaser," the statement reads. This is taken to mean that Mr. Poli will continue in an advisory capacity with the Fox interests insofar as the Poli chain is concerned.

Interest in the Poli chain is now centered on the question of vaudeville bookings. Keith-Albee's announced intention of placing its own theatres in every Poli city has not as yet been contradicted following the Fox announcement. The K-A plan was announced when it seemed probable that Schoolman interests would acquire the Poli theatres. K-A have either acquired sites by purchase or holds options on sites in all the Poli cities.

Woodhull's Warning on Oral Agreements

A WARNING is sounded against the use of oral agreements between exhibitors and film salesmen and others, in a statement issued this week by R. F. Woodhull, president of the Motion Picture Theatre Owners of America.

"Very few concerns in any line recognize oral statements by their representatives," Mr. Woodhull pointed out. He branded this method of conducting business as "unsound" and stated that "any exhibitor who is following this practice is traveling toward a dangerous situation." The policy can only end disastrously, the statement reads.

"I am compelled to sound this warning once again because of two or three recent decisions rendered by arbitration boards against exhibitors. . . . Have all special understandings reduced to the old 'black and white' and see that every copy of the application reads the same. If you are buying pictures for one house and running them in another, by special oral agreement, both yourself and the salesman know it is wrong. Start with your next purchase and have all special concessions, if any, plainly stated in your approved copy of the contract," the statement concludes.

"Film Teaching" Decreed In Hungarian Schools

"Film teaching" is declared obligatory for more than 200 schools in Hungaria, according to a decree recently by Count Kuno Kleberlsberg, the Hungarian Minister of Public Instruction, a press report received at the Department of Commerce in Washington from Trade Commissioner George R. Camby, Paris, advises.

Films are to be shown in the schools and exhibitors are obliged to place their theatres at the disposal of such schools as have no adequate show-rooms. Conferences under the charge of the Pedagogical Film Factory in Budapest, will be held in the provinces by the Hungarian-Dutch Cultural and Economic Company. In Budapest, obligatory film shows organized for the past 15 years for public and secondary schools, will be intensified during the coming season.

While Germany has officially recognized the film as the most important modern educational factor, in Germany only occasional conference speeches are made in this connection and a small number of pioneer school people with insufficient subventions are endeavoring to introduce film tuition into their establishments.

Mo. Town's Sunday Shows Stir Opposition

Asserting that Columbia, Mo., a town of 10,000 people in which the University of Missouri is located, is responsible for "moulding the morals" of 5,000 university students, ministers of Columbia are waging a war against the opening of motion picture theatres on Sundays. The merchants of Columbia, asserting that 90 per cent of the population favors Sunday shows and that business is greatly damaged by the younger generation leaving the town on Sunday, are rigidly opposing the ministers.

Pettijohn Attacks Bill Sponsored by Chase

Tears to Pieces Measure Introduced in Congress by Representative Hudson

C. C. PETTIJOHN, general counsel of the Hays organization, in an analysis made public this week of the Hudson motion picture bill, condemns it as the most radical and revolutionary measure affecting the picture business ever introduced in Congress.

This is the bill which is being sponsored by Canon William Sheafe Chase, who is a professional reformer and a long-time enemy of the motion picture.

Mr. Pettijohn shows in his analysis that the bill is predicated on the false premise that the picture industry is a public utility. He points out that the first section of the bill, which stipulates that the industry is declared to be a public utility, would mean that all concerns engaged in any branch of the business would be immediately transformed into public service companies.

Mr. Pettijohn argues that none of the component parts of the industry have the necessary essentials of public utility companies and Congress cannot change their nature by merely passing a law declaring them to be something they are not.

He further argues that if this industry can be transformed into a public utility by legislation, then in the same way the automobile, clothing and other industries could be brought under governmental control, regulation and operation.

Mr. Pettijohn denounced the bill as vague, ambiguous and contradictory. He points out that it is useless because it attempts to create a new agency to enforce the anti-trust laws which are being ably enforced by governmental agencies which have been functioning for years.

He declares that the effect of this measure would be to put the government into the picture business and emphasizes the point that the bill is contrary to public opinion because the people of this country are against censorship. The measure, Mr. Pettijohn declares, is impractical and unworkable because it would be utterly impossible for the commission which Chase and Hudson propose to set up to obtain the services of men and women able to carry out their aims and purposes.

Mr. Pettijohn goes on to point out that the proposed commission would be given sweeping power to control and dominate the whole picture business and everybody in it.

Sunday Showings Bring Complaint in Alice, Tex.

The latest complaint in Texas on Sunday shows comes from Alice, where a spirited fight is being waged on the question of desecrating the Sabbath by the operation of motion picture shows. The Charles Bros. operate two theatres in Alice and on July 12th they opened with three shows; on the following Sunday they asked for the signature of citizens petitioning the next legislature to pass a law making Sunday shows legal and over seven hundred names were secured.

Director of "Potemkin" May Produce for U. A.

S. M. Eisenstein, Russian director who made "Potemkin," may come to the United States to produce for United Artists, the publicity department of United Artists announces.

Joseph M. Schenck, president of U. A., left Berlin on August 3 for Moscow at the invitation of the Sovkino, it is said, to discuss the exhibition of United Artists pictures in the Sovietland and the possibility of bringing to the United States some of the Russian actors and directors.

Paramount Planning Huge Newspaper Ad Campaign for August 12

BEGINNING on August 12. Paramount will launch a nation-wide newspaper campaign which will carry Paramount's advertising announcement of the features and short subjects which the company will release during the first three months of the new film season. The announcement is planned to reach the population of the principal cities and will be read, it is estimated by more than 100,000,000 readers of the 695 newspapers in 413 of the principal cities of the United States.

Different copy will be placed in each paper. Paramount announces. The announcements will measure seven columns and will be of full depth. Three or four of the principal newspapers in each city will be used and the ad copy will be so arranged so that one paper, in a city boasting three or four papers, will carry the announcement on Sunday, August 12, while the other ads will follow later, the last appearing the following Sunday, August 19. One point that will be stressed in the advertising is the 11th annual Paramount week.

In cities where the first runs playing Paramount pictures are equipped for synchronization, special ads will be used calling attention to the sound pictures on the Paramount program.

C. B. De Mille With M-G-M

Company Announces Acquisition of Producer-Director and Personal Staff; Sells Interest in Studio to Pathe

TEN months of speculation as to Cecil B. De Mille's future plans were set at rest this week with the announcement by Metro-Goldwyn-Mayer that the producer-director and his personal staff had been signed to contracts, whereby De Mille would make a series of super-productions.

Within a month, the new producing unit at the Culver City studio of M-G-M will have moved from the De Mille studio and will begin its initial production shortly thereafter. Mr. De Mille declared after signing the contract that he had sold his interest in the De Mille studio to Pathe, "for which company," he said, "I have the very highest regard." The title of his first production for M-G-M has not yet been disclosed, but that it will be a modern story has been revealed.

Louis B. Mayer, in charge of Metro-Goldwyn-Mayer production, in commenting on the affiliation of Mr. De Mille with his company, expressed himself as follows: "The acquisition of Cecil B. De Mille to the M-G-M fold is one of the most important moves in the history of our company. The name of De Mille represents a type of entertainment that occupies a warm spot in the hearts of the motion picture public throughout the world."

Exhibitors Oppose Law

Legal Battle Over Juvenile Regulations Begun by Quebec Showmen; to Conduct Campaign for Sunday Movies

EXHIBITORS of the Province of Quebec are engaging in double-barrelled hostilities with the Provincial Government as a result of prohibitory measures directly affecting the moving picture field.

A legal battle was started at Montreal on August 2 in opposition to the law barring all children under 16 years of age from the moving picture theatres of the Province when an action was entered in the courts to restrain the magistrate at Montreal from proceeding with the hearing of 50 charges against exhibitors of Montreal for alleged violations of the juvenile regulations. James Duhamel, owner of the Passe Temps Theatre, Montreal, entered the writ of prohibition which is looked upon as a test case, the hearing of all charges being held over pending a decision on Duhamel's petition.

The question raised is whether the Quebec Provincial Government has the power to enact legislation under the British North America Act, the constitution of Canada, to prevent all children from attending all film houses at all times or not.

The authorities at Montreal have announced that, if the test case is thrown out, they will cancel the theatre licenses, of offending exhibitors.

The other half of the warfare concerns the Sunday shows in the Province of Quebec. Ascertaining that the chief complaints to the Quebec Government against Sunday shows emanated from the rural districts, the new Motion Picture Exhibitors Association of Quebec has organized an educational campaign to be conducted through the weekly newspapers of the country sections to show the rural residents the need and benefits of Sunday performances.

If the Lord's Day Act of Canada is upheld in the present test cases of Premier L. A. Tasehereau against exhibitors of Montreal and Quebec City, the exhibitors hope to have aroused such public opinion in the rural communities that the people will voice a general protest against a ban on Sunday performances.

Sax Denies Report He Will Leave Gotham

Sam Sax, president of Gotham Productions, this week denied as "preposterous" a published report that he will join First National.

3 Paramount Specials Set for Current Release to Theatres

PARAMOUNT'S three specials—"Wings," "The Patriot" and "Wedding March" will be generally released to motion picture theatres shortly.

"Wings" to be released either the third or fourth week of September, has just reached the first anniversary of its premier at the Criterion last August 12. It has been roadshowed in the larger cities of the country during the same period. As a result of its decision to release the aviation film, the Paramount road show department will forego and cancel road show bookings already made in several cities. The picture will be equipped with full synchronized sound accompaniment.

"The Patriot" will have its premiere showing in New York at the Rialto on August 17. It, too, will be equipped with sound effects. "The Wedding March," to be released the first week of October will have Technicolor and sound.

Exhibitors Die Hard in Sunday Show Case

CARL KOEHNLINE, manager of the Elzane theatre, and Louis Eick, manager of the Fenray, at Martins Ferry, Ohio, laid their plans well in advance when they recently opened their theatres on Sunday after advertising the fact that they hoped to thus improve general business conditions of the city. Shortly after opening, both managers together with the entire house staff were arrested, but while appearing before the Mayor, another staff of employees, trained for such an emergency, continued to operate the house. They were also arrested, when the third shift was called into action only to meet a similar fate.

The arrests continued during the entire afternoon, until seven trips had been made taking the "belligerents" from the theatre to the police station. His Honor, however, evidently became weary, and left town for a short vacation, consequently the late-comers to the city prison were held until almost 11 o'clock, securing their release only after the chief executive returned to his native haunts. The congregation of blue law violators all entered a plea of not guilty at the hearing Monday and were bound over to the grand jury. The exhibitors declare the end is not yet, and that they will fight the case to a finish.

Theatre Corporation Head Exonerated of Charges

Edward M. Dangell, head of the Atlantic Theatres Corporation, New England, is completely exonerated of all charges of mismanagement of the affairs of that company in the finding of a master, Edward R. Hale, whose report has been filed with the courts in Boston.

Hearings before Master Hale started last April on complaint of Isaac M. Fienberg and others against the theatre corporation and others. Feinberg is a bondholder to the extent of $16,400, Aaron Feinberg, $600, Grover C. Burkhardt $10,000, Joseph M. O'Callaghan $8,100 and Luther E. Lewis $2,300. They charged they would lose the value of their bonds unless certain acts of Dangell were annulled.

The matter finds that Dangell has in no way acted fraudulently or against the best interests of the company.

"Conquest" Title of Third Barrymore U. A. Vehicle

John Barrymore's third starring vehicle for United Artists will be "Conquest," an original story, not a film version of a stage play. Ernst Lubitsch will produce the picture and Camilla Horn will again be opposite the star. She is now returning from Germany to New York and Hollywood. Production on "Conquest" is expected to get along toward the end of August.

Mary Brian Again Opposite Charles Rogers

Mary Brian, Paramount featured actress, has been named as Charles Rogers' leading lady in "Just Twenty One," the tentative title of his next starring vehicle. Frank Tuttle will continue to direct him. Monte Brice and Frank Butler wrote the story.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Exhibitors Express Views on Talkies

Consensus Is That Sound Pictures Are Here to Stay

(*Continued from page* 457)

himself, he has so many of his surrounding neighbors doing it that he thought the wisest move he could make was to sit back and see what happened to them. And that is exactly what he did do. Now, more than ever, he is at sea as to the advisability of buying a plant. He cited the Lima, Ohio, condition, where he gave me to understand that a pile of money was being lost. But as I made quite a study of conditions in Lima, I cannot agree with Mr. Foster as to the talking picture business in that town. He called my attention to Zanesville and other places which he had been, and still is, watching. And the more he watched the less enthused he became over the prospect of spending a lot of money—and then, as he puts it, to be at the mercy of the producers for pictures to use on his plant. But he is still laying back and up to this date had only bought one product for next season. Then again, he has another cloud coming on the horizon with a new atmospheric theatre due to open this fall and designed by no other than John Emerson, of Chicago. He tells me that even the new house is not certain of installing a sound plant. Mr. Foster's advice to the theatre-men at large is that they should keep a careful eye on nearby towns with talking equipment and see what they do, rather than to jump into so big an investment without knowing what it's all about.

Here to Stay

I could cite a dozen more exhibitors on both sides of the fence, but instead I have picked these few at random and you can draw your own conclusions from what they have to say on the subject. But there is one point upon which almost everyone of the exhibitors I talked to, agreed, that is: the sound pictures are here to stay. This is almost unanimous and while few would venture an opinion as to what the future would bring in this new form of pictures, they were certain that great strides would be taken within the next year or two. In other words, the greater majority have taken sound pictures for granted and are convinced that they are not a passing fancy with either the public or the industry.

Al Jolson Signs Long Term Contract As Warner Bros. Star

AN event of importance in the field of talking pictures is revealed in an official announcement this week from J. L. Warner that Al Jolson has signed a long term contract to star in Vitaphone productions for Warner Bros.

In spite of the fact that his first picture, "The Jazz Singer," was a box-office sensation and that the star is now at work on his second vehicle, "The Singing Fool," up to this week Jolson had not committed himself regarding his future screen activities. His contract with Warner Bros., however, now provides for his remaining in pictures permanently. The Warner Studio officials are highly gratified at having secured his signature as others were angling for his services.

According to Jolson's new arrangement with Warner Bros., he will not give up the stage but will make trips to the studio in Hollywood at specified intervals in order to assure a consistent output of his productions.

Loew Policy Defines Synchronized Film

AN important point in connection with the present confusion of terms for talking and synchronized film is brought out in a report from the NEWS correspondent in the South that the Loew theatre organization is using strict care in all their advertising and publicity on this type of product.

So that the public may fully understand the difference between a picture with synchronized music, or sound effects, and one with dialogue, or all three, the Loew policy is one to carefully explain this in all announcements.

Movietone made its debut at Loew's Vendome in Nashville, Tenn., last week. The program included Ben Bernie's band, Fox Movietone News and Lindbergh's reception in Washington. Paramount's "Warming Up" will be the next sound picture.

Public Ready for Talkies, Says Pinanski, But Must Be Good

VIEWS on talking motion pictures were recently expressed by Samuel Pinanski, president of the New England Theatres Operating Company, a theatre chain which has rapidly expanded in New England territory during recent years. Mr. Pinanski believes that the talking motion picture is a great step forward and that the possibilities are limitless but thinks that the producers should carefully watch their step at this particular time:

"The danger of the talking picture at the present moment is that it may be gone into too suddenly and be given a false expansion that will and can only result in a slowing up period of adjustment a little later. Because of the tremendous success of "The Jazz Singer," in which we shared to a considerable extent in our theatres here in New England, all of the producers have gone "talking mad." Most exhibitors are in even a worse state. The danger lies in flooding the market with too many poorly throughout productions whose only possible appeal lies in their mere novelty. . . . it should never be overlooked that it is motion pictures—not freak mechanism—that is being sold.

"That pictures can talk with amazing fidelity to tone and that the studios are able to produce every conceivable sort of sound, does not and never should excuse the need of a good story with which to work."

Mr. Pinanski thinks the picture industray should give thanks to the radio for the development of the talkies and sound pictures:

"To the radio, and to the radio alone, this industry should give thanks for a very real service rendered. Mechanical music, as has been pointed out by prominent men in the musical profession, can never be quite what the real thing can be. But, so familiar has the public become with the reproduction of music and voices by means of the radio that they are now ready to

(*Continued on page* 462)

Universal's Plans for "Minstrel Show" Nearing Completion; Has Movietone

PLANS rapidly approaching completion at Universal City for the production of "The Minstrel Show," from the pens of George R. Rogan and Norman Sper. indicate that the pictnre will be one of Universal's super-prodnctions for next season. It will be made with Movietone throughout inclnding dialogue.

The story is being built up around the life and adventures of Banks Winter. famous black-face artist and will contain a story laid against the back-ground of minstrelsy from the early black-face days of 1885 down to the present day.

It is very likely that "The Minstrel Show" will go into production after "Showboat" and "Broadway," with a chance it will be contemporary with "Broadway," at the big coast studio.

Curtis Benton is now at work on the adaptation and continuity.

M. H. Hoffman, of Tiffany-Stahl, Discusses Sound Pictures

M. H. HOFFMAN, vice president and general manager of Tiffany-Stahl Produetions, at present at the Hollywood studios of that company, thinks that it will be at least two years before an appreciable number of theatres throughout this country will have sound pieture apparatus installed.

Mr. Hoffman believes that there are 18,000 or 19,000 theatres without sound equipment, speaking of those exhibitors who are in haste to have their theatres wired for sound apparatus. As for Tiffany-Stahl's plans in this field, he stated that his company will synchronize their pictures with sound but leans toward the belief that theatres need the silent drama. "Tiffany-Stahl proposes and intends to make pictures which will be good box offiee drawing cards regardless of whether they be shown in sound equipped theatres or whether they be shown as regular motion picture entertainment," said Mr. Hoffman.

Along with other producers Mr. Hoffman believes that the quality of forthcoming product must not be neglected with the innovation of sound effects: "There isn't a doubt but that sound pictures are coming along and will give an additional impetus to the business," said Mr. Hoffman. "Sound must be added to excellent pictures for if we neglect quality in our enthusiasm over sound, the public will advise us to shut up sound and give them back their money.

Double Turn-table Device Used Successfully in South

NOTWITHSTANDING the absence of authentic information showing the actual number of theatres that have successfully utilized non-synchronous devices in providing musical accompaniments for pictures, it is certain that several theatres in the South have solved an important problem by the introduction of the double turntable in connection with the Western Electric system. Several others that have no wiring for sound pictures have made their own provision for cueing pictures with records.

Some six months ago the Imperial Theatre, Jacksonville, Fla., did pioneering work in this direction. This house, then and now under the direction of E. J. Sparks, with John L. Crovo as manager, is wired for Vitaphone and Movietone—the Western Electric system. Vitaphone and Movietone subjects are featured on the program. But lacking an adequate number of synchronized feature-length productions, Mr. Sparks and Mr. Crovo sought a solution of the problem that presented itself when no synchronized feature picture was available. And "baby Vitaphone" offered the solution.

The term is used to designate the non-synchronous device used in connection with the Western Electric system. By means of a double turn-table equipped with a small device known as a "fader" two records are in place at all times and the switch is made from one record to another with the "fader" without destroying continuity.

Using as a guide the cue sheets prepared by producers, stock records are selected from the Victor output. Since the non-synchronous device is connected up with the Western Electric system giving the same reproduction afforded Vitaphone and Movietone it is not surprising that in many cases theatre patrons have been unable to distinguish between the synchronous and non-synchronous accompaniments.

Outstanding in the long list of pictures for which the Imperial Theatre provided a non-synchronous accompaniment was "Rose Marie." Happily for the presentation, some excellent records of the hits from that highly successful operetta were available. "Rose Marie," I Love You" and "The Indian Love Call" were repeated with fine effect in the non-synchronous score.

That is but one instance of the Imperial's very successful scoring. As a matter of fact, that theatre has used "baby Vitaphone" many months.

The Metropolitan Theatre, Atlanta, resorted to the double turntable immediately following the notably successful presentation of "The Jazz Singer." After an eight weeks' consecutive run of this first smashing Vitaphone success it behooves the Metropolitan to uphold its standard. But no Vitaphone feature-length picture was available. So Manager Carter Barron met the situation with "baby Vitaphone." He continued to present Vitaphone vaudeville and subsequently added Fox Movietone News, but the musical accompaniment for the feature picture is the result of his own enterprise. He uses the cue sheet as a guide, and each week buys from Cable Piano Company the stock records necessary to score the picture. Incidentally, he obtains the cooperation of the Cable Piano Company's department head in charge of records.

Two suburban theatres in the Atlanta district, neither of which has wiring, have been equally enterprising in handling music for their pictures. The Empire Theatre, of which Alpha Fowler is manager, installed Orchestraphone with loud speakers and ever since its opening, many months ago, has cued pictures from stock records.

Some two months ago Mr. Fowler inaugurated a new feature which likewise utilizes Orchestraphone. This is a song slide feature with the Orchestraphone providing the music. From the Orchestraphone, located in the pit, a buzzer system connects with the booth, and the organist who operates Orchestraphone signals the operator. In this way there is smooth coordination. The song slide number with Orchestraphone accompaniment has been a tremendous hit at the Empire—so good, in fact, that Mr. Fowler is receiving numerous inquiries from various exhibitors who either have heard and seen the numbers, or whose account of them from others prompted inquiry.

Another suburban theatre that is using a non-synchronous device of a different character is the Tenth Street Theatre, of which Frank Harris is manager. Mr. Harris employs the double turn-table, installed near the booth, and connected up with loud speakers located on each side of the screen. Like the others mentioned, he chooses records from stock to fit the cue sheet; and he reports that his patrons are highly pleased with the result.

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Dorothy Sebastian Lead in "The Rainbow"

The leading role in "The Rainbow," Reginald Barker's next special production for Tiffany-Stahl, will be portrayed by Dorothy Sebastian.

Schenck Gives Talkies Five Months

"Badly Done Novelty", Is Quoted By British Paper

IN an interview with the London press, during a combination holiday and business visit in England, Joseph M. Schenck, president of United Artists, is quoted as scoring the talking picture. In an interview in "To-Day's Cinema," an English film paper, Mr. Schenck also commented on the British Quota, hinted at a deal with the Russian Sovkino and confirmed the purchase by Allied Artists of a play which has had a successful run at the St. James theatre in London.

Will Not Make Talkies

In his attack on the talking picture Mr. Schenck as quoted, stated: "We are not going to make talking pictures. We have not shown any talking pictures and I am not going to show them until I am convinced that the public wants them.

"I do not believe that the present talking picture craze is more than public curiosity in a novelty. It is a novelty and a badly done one. I prophesy they will not last more than four or five months.

Continuing the interview Mr. Schenck said, "I have heard Vitaphone features and I find them artificial and too mechanical. For topicals Movietone—which I like best—and Vitaphone are excellent. But for full length feature pictures it is unnatural and robs the picture of sincerity by its mechanical quality.

Equipped for Sound Films

"The danger is that the public may be poisoned by the talkies. We have equipped sound studios for sound-films and synchronized music and sound effects for which I think there is a great future. At the same time I do not think that the big key theatres will ever give up their orchestras and musicians need not fear mechanical music in the way some people believe.

"Synchronized music will simply kill the two-man 'dud' orchestra of the small houses while 'short talkies' may take the place of costly presentations, which are a ghastly and expensive failure in America."

Mr. Schenck announced that Allied Artists, the English United Artists company, has secured for their next British picture "S. O. S.", a play with a successful record at the St. James theatre. Robert Loraine has been secured for the leading role by the production sponsors, the Strand Film Company. This picture will be directed by Leslie Hiscott.

Says Quota Ill-Advised

Questioned by the press concerning the British quota, Mr. Schenck stated: "Do I think the British quota a good move? No, sir. It is the most ill-advised move that could have been made. What you should have instead is a high tariff against foreign pictures. Then you would get only good pictures over here and the junk would never reach you."

Asked about his Russian plans, Mr. Schenck stated that while his company had sent no pictures to that country for three years there were a lot on the shelves that Russia would like to have and that at the invitation of Sovkino he would pay the country a visit whereby a releasing deal might be put into effect.

Mr. Schenck, commenting upon British pictures, said: "To tell you the truth, I don't think that I have ever seen one. But I believe that they are too local in appeal." In his interview with "To-Day's Cinema," Mr. Schenck told the representative of that film paper that, "If I can find those qualified to turn out British quota pictures of the right standard, I am here to do business with them."

Will Hays Praises Sound Pictures During Kansas City Visit

WITH the Newman and Loew's Midland Theatre, Kansas City's two largest first run downtown houses, being prepared for Vitaphone pictures, it begins to look as though the "talking picture" soon will predominate in Kansas City. The Newman for several days has been using trailers, exploitating and endeavoring to familarize the public with the new move. Will Hays, who was in Kansas City the other day, had nothing but praise for the sound pictures.

"Talking pictures have the motion picture world by the ears," Mr. Hays said. "Sound adds to the total dramatic value of the picture. It will add great new interest: make possible inestimable value in pedagogic and scientific pictures. George Bernard Shaw, who always said he wouldn't, was heard in New York. Mussolini is giving speeches in various cities in this country. The Prince of Wales soon will speak in Kansas City. All that is made possible by the audible pictures.

"The sound picture, moreover, does not mean any less quality or attention bestowed on the silent parts of the film. The emphasis on the sound part merely is a phase of the picture."

Le Baron En Route to Confer on Talkies

WILLIAM LE BARON, vice-president of F B O Pictures Corporation in charge of production, is expected to arrive in New York City the latter part of this week or the first of next week to confer with Joseph P. Kennedy, president of the company, and J. I. Schnitzer, senior vice-president, on the subject of talking pictures.

Mr. Le Baron will remain in New York for several weeks and, while there, will search for suitable talent for the talkies. It is reported that negotiations are already under way between Mr. Le Baron and three well-known stage stars and it is probable that these players will be signed during Mr. Le Baron's stay in the city.

Theatres Suffer From Dispute Over Sound Installations

THE controversy between the electricians' union and the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators as to which union is to have the right to make sound and talking picture installations appears to have reached a point where theatres are suffering from the action of the two bodies. The electricians think that they should be the ones to make the installation; while the I. A. T. S. E. contend that they have juriediction over the matter.

At any rate, it was impossible for "Lilac Time," First National's sound picture to use its synchronized score for its premiere last week at the Century theatre in New York City. As soon as the house can be wired this picture will utilize the Vitaphone accompaniment but for the present will continue the opening program of a regular orchestra. Reports from Chicago and Boston are to the effect that theatres in these cities are experiencing similar trouble.

An executive of the I. A. T. S. E. and M. P. Operators is reported to have stated that the maintenance of sound picture apparatus is unquestionably under the jurisdiction of his unions, installation work coming under the jurisdiction of the electrical workers in the Building Trades Union. This executive is said to have denied that there is any dispute between the two unions on the installation of sound picture apparatus.

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Fox Films Signs Movietone Corps for Work in Talking Pictures

IT was announced this week by Winfield Sheehan, vice-president and general manager of Fox Films, that his company had signed a Movietone corps consisting of one producer and twenty-one directors, writers and players to work on forthcoming productions from the Fox studios.

Albert Lewis, who staged "The Jazz Singer." "The Spider." "The Nervous Wreck" and "Rain" is the producer and he will act as the New York City representative for the company in the matter of assembling talent for sound pictures.

The directors are Charles Judels, Earl Lewis McGill, Donald Gallagher and Marcel Silver; the writers, Eugene Walter Tom Barry, Edwin Burke, Edmund Joseph and Dave Stamper; the actors, Chick Sale, Clark and McCullough, Lumsden Hare, Gilbert Emery, Clifford Dempsey, Sylvia Field, Ben Holmes, Arnold Lucy, Helen Twelvetrees and Paul Fung.

Voices, Mr. Lewis is quoted as saying, will play an important part but he does not state how far sound effects will be carried out in screen fare. Lewis, according to the statement, also does not think that dialogue will be carried all the way through the pictures. In order to transfer stage plays to the screen Mr. Lewis believes that they will have to go through the process of adaptation.

Niblo Airs His Views on Talkies in West Coast Interview

IN an interview with Jerome M. Strauss, of the "Los Angeles Examiner," Fred Niblo, well known director, airs his views on talking and sound pictures and decries that the industry "plunge blindly into unknown lands." Mr. Niblo is "frightened and afraid" and believes that apathy on the part of the public for silent film has not progressed to the point some persons think and, if it has, points to other reasons which might be the source of the trouble.

To quote from the Examiner article:

"I would like to sound a warning against this stampede. At least, let us take time to consider where we are going.

"I do not believe that public interest in the silent film is flagging to the point where innovations are demanded. The trouble lies in theatre development, more seats than can possibly be filled. Turn half our theatres into garages and there will be no more complaint on the score of patronage.

"The silent drama has a great clientele. Shall we jeopardize this by tinkering with the type of pictures that has built up this following? Shall we drive film patrons from theatres by presenting them with mediocre talking pictures?

"What of the quality of the conversation in the 'talkies?' What will the actors say? Who will write it for them? As it is, there is a shortage of good writers in the industry. Where will we find Oscar Wildes and Bernard Shaws to write dialogue for the 'talkies?'

"The public loves youth and beauty on the screen. Shall we sacrifice youth and beauty to voice? And a good voice in a talking picture will be a canned voice, nevertheless.

"What will become of our foreign market? What will become of our foreign stars, with imperfect knowledge of our language? And what will become of some of our greatest actors, who are not especially favored as to voice? I fear that many an idol of the silent drama may have a tongue of clay—or rather of brass—in talking pictures.

"One of the greatest assets of pictures is the musical score. Whatever happens, let us retain this, either by sound device or orchestra.

"Motion pictures are modern fairy tales. They are essentially the art of pantomime. Music heightens illusion, speech may destroy it.

"I would suggest that we go in for sound pictures before embarking upon talking pictures. Reproduction of sounds may be very effective. I would have liked sound effects for such scenes in 'Ben Hur' as the galley-fight and the chariot race.

"I have said I would like to see half our theatres turned into garages. I would rather see them turned into juvenile playhouses.

"Second to theatre overbuilding, I regard the policy of trying to appeal to all types of minds as the worst curse of the industry. An intelligent adult may read Schnitzler, his little boy 'The Youth's Companion.' But the intelligent adult and his little boy go to the same show.

"If we make Schnitzler on the screen, and eliminate the subleties for the sake of the child, we have neither Schnitzler nor 'The Youth's Companion.'

"If the intelligent adult and his little boy went to different theatres or to different performances—one with plays for the adult, the other with plays for the juvenile mind—then we could draw the line somewhere in making pictures.

"Certain theatres already have made a start in this direction by giving children's matinees.

"I have done considerable viewing with alarm," said Niblo in closing. "Despite everything, I believe the industry rests on a firm foundation. I want to see it stay there—to continue to rest on the fundamentals that have made it so great."

Vita Stages Busy With 8 Warner Talkies

Every available inch of space on the Vitaphone stages of the Warner Studio is now in use to meet the company's activity in preparing their program of talking pictures. Recording of dialogue and song sequences as well as symphonic accompaniments is under way at the present time for eight sound features.

Al Jolson is busy on one stage Vitaphoning "The Singing Fool" under the direction of Lloyd Bacon while another large section is devoted to Archie Mayo's unit making "My Man" with Fannie Brice as its star.

Vitaphone equipment is in constant use by Director Bryan Foy, now occupied with an all-talking version of George M. Cohan's success, "The Home Towners." Monte Blue's starring special, "Conquest," is also employing the sound device extensively as is "The Redeeming Sin" starring Dolores Costello.

In addition to these Road Shows, three other Warner Pictures are now being Vitaphoned with sound effects and dialogue. They are "The Outlaw Dog," the temporary title of Rin-Tin-Tin's next over which Ross Lederman has directorial charge, "Stolen Kisses" starring May McAvoy directed by Ray Enright and "Hard Boiled Rose" with an all-star line-up headed by Myrna Loy directed by F. Harmon Weight.

Washington, D. C. Local Presents Demands

DEMANDS for an increase in wages over the present scale and additional help in the projection room of those theatres using sound picture apparatus were made on August 1 by the Washington, D. C. moving picture operators union for the coming contract year. The present contract expires August 31.

For the five largest theatres in Washington the operators want a wage scale of eighty-five dollars per week. This is a fifteen dollar increase over the present scale. Demands were also made for increase in operators for the smaller houses.

In booths of houses where sound picture apparatus is installed, the union demands that six men be used. This is an addition of one operator.

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WITH
FOX MOVIETONE

Equity States Attitude on Talkies

Urges Members to Hold Out for "Equitable Pay"

IN the July issue of *Equity*, the official organ of the Actors' Equity Association, Equity's attitude on the matter of relations of its members to making contracts to work in talking picture productions is gone into in length by the Association's Executive Secretary, recently returned from the West Coast where he has been in close contact with many important actors in the motion picture field. His report states that the motion picture producers are convinced that the talking pictures are beyond the stage of a toy; that they are engaged in lining up actors and actresses from the legitimate stage and that more and more legitimate players may expect to be approached for work in the talkies.

To quote from the *Equity* article:

"Here is about the way the producer works, or expects to work his players. The actor, on being signed up, is handed the manuscript of his part and is told to get up in it.

"Then the cast is called for rehearsal and, after one day of this for shooting as it is needed. With ordinary care and planning the whole picture may be shot in eight days, and if the actor appears in but one act, he may be used for only a day or two. It is for the time that he is actually before the camera that the actor is paid.

"Now that is the way the proposition is put up to many legitimate actors, and they accept it because they are used to giving four weeks of free rehearsals in the legitimate theatre.

"But they do not stop to think what they are getting in return for those weeks of rehearsal on the dramatic stage, which are not being offered by the talking motion pictures.

"There is, at the very least, the guaranty of two weeks' employment or its equivalent in pay, whatever the run of the production. The talking motion picture producer offers just the time he needs the actor.

"Then, if the legitimate actor is lucky, he may have a part in a hit which will run a season or more in New York and perhaps another season or two on the road. There are never many such plays in any one season, of course, but there is always the chance in the mind of an actor of the legitimate theatre that this play may be one of them.

"There isn't any possibility of such a thing taking place in this motion picture proposition. The film may run in New York for a year or two. It may go on the road, or abroad, but the actor does not go with it. He is going the rounds of the studio looking for another chance to work two days or two weeks.

"The actors who are approached for this new venture may as well make up their minds that what they get for the making of a talking picture is all they will ever get from it.

"But, returning to the predicament of the actor who is approached for work of this kind, what is Equity's recommendation? Not to go into it at all? No, Equity believes that it is here to stay, and that it will offer far more empoyment for the good actors and actresses of the spoken drama than its silent predecessor.

"Equity does believe, however, that in view of the handicaps imposed upon its members by the conditions which enter into the making and showing of this form of contract they ought to stand out for a more equitable arrangement in pay.

"Every actor who signs for work of this character ought to insist on being paid from the time the manuscript is put into his hands to study, until he finishes his work in that picture.

"The motion picture actor is now paid from the time that he receives his call, the player in talking pictures is practically in that position when he begins his study.

"While the actor is getting up in his part he is working in that picture, cannot undertake any other employment, and deserves to be paid for his work.

"Of course there will be a protest from the producers of talking pictures when these demands are presented. There always is when the actors ask for what is fair and due.

"The producing managers of the legitimate stage swore that they could never get productions ready in four weeks of free rehearsals, and they could never make any money with a basic week of eight performances. But they have done both of these things and that system is firmly established.

"The motion picture producers denied and continue to deny to this day that they could run their studios on a basic week of forty-eight hours. But they are going to come to it yet, and when they do they will find that they can accomplish about as much as under the present regime. It will take a little more efficient planning, and there will not be such opportunity for wholesale inspiration at the last minute as the studio executives now enjoy. But it can be done, and the studios will do it, in time.

"So it is likely that the producers of talking motion pictures will assert, and probably with some degree of violence, that such a request is entirely out of the question. And they will offer to produce assorted bales of arguments to show why it is impossible.

(*Continued on page* 462)

John Barrymore to Do First Talking Picture for Warner Bros.

FOLLOWING the announcement that Warner Bros. had signed Al Jolson to a long term contract, H. M. Warner, president of Warner Bros., informed the press this week that his company has contracted for the appearance of John Barrymore in his first talking film which will be made as a special Vitaphone production.

An influencing factor in Warner Bros. securing Barrymore's services was his former affiliation with the company during the making of "Don Juan," "Beau Brummel," "The Sea Beast" and "When a Man Loves." The first public presentation of Vitaphone with symphonic accompaniment was made with the latter picture.

"Picture Backbone" Says Sax, But Will Make Sound Film

SAM SAX, president of Gotham Productions, summing up his observations on the subject of talking pictures, is of the opinion that the talkies may eventually enhance a picture's entertainment value but that the picture will always be the backbone of the show. Mr. Sax stamps the current controversy over the talkies as "transitory" but admits that his company is taking steps to synchronize product in order "to swing along with the tide."

Mr. Sax senses a sudden halt of business initiative in the industry, "both production and exhibition because of the uncertainty of the future silent pictures as opposed to talkies or synchronized films. Apart from the serious condition this inertia is leading to in the marketing of pictures, the situation is the most absurd thing in the world," he says.

"It is no secret that the vast majority of exhibitors couldn't have their houses wired for sound installation for a year.

"In the meantime, what? Is the exhibitor to stop giving a show?—or allow the public to sense that an impasse of some kind is keeping the best pictures from being shown until the question of sound pictures will have been settled.

"In my personal opinion, the exact position of sound right now, is that it is something that may possibly be counted on as a universal thing, somewhere in the far future. For the present it is having its place in the headlines just as presentations had.

Mr. Sax believes that time has proved that good pictures have always dominated the show. "The picture made the motion picture theatre popular. If there had been any need for presentation acts the fans would have stuck to the vaudeville houses in the first place. The fact that picture houses gradually put vaudeville in the shadow proves that the silent drama had a distinct edge in appeal.

No Let Down on "Silents" Says Laemmle

To Go Ahead With Promised Schedule for 1928-29 Season

CARL LAEMMLE, president of the Universal Pictures Corporation, has just taken strenuous measures to keep his studio force on firm ground during the present Hollywood excitement concerning talking pictures. Universal has mapped out a definite sound-picture policy. However, that company is going ahead vigorously with its regular schedule of silent pictures. Laemmle has just published the following instructions to his organization, with special reference to his studio force. The message is entitled "Sound Business and Common Sense."

"Keep your eye on the ball.

"Universal is in the business of making first class pictures.

"At the beginning of the picture year, Universal promised to exhibitors a full program of high-grade pictures. It was a definite promise and it must be kept 100 per cent.

"It is up to you to do this.

Plans for Talkies

"The company has formulated definite plans for a careful and well regulated sound picture schedule. "Uncle Tom's Cabin" and "The Man Who Laughs" already have been synchronized. The results are marvelous. Our Sound and Talking Picture activities are being handled by experts. "Red Hot Speed," "The Cohens and Kellys in Atlantic City," "Show Boat," "The Last Warning," "Broadway," "The Girl on the Barge" and many others are being or will be made with sound or synchronized.

Will Hold Up Quality

"But all of our pictures will be released to thousands of theatres un-equipped for sound. No Universal picture must depend upon the novelty of sound and dialogue to get by. Each picture must stand on its own feet as excellent entertainment.

"Universal is fortunate in that thirty-five of the promised sixty-seven features for 1928-1929 are already completed. They are outstanding pictures, every one of them. We must make sure that the remainder are of the same high quality.

"This warning is addressed to You, Mr. Scenario-man, and to You, Mr. Director, and to You, Mr. Cameraman, and to You and You and You, whatever your job is. With or without sound and talking, Universal pictures must have good stories with suspense and appeal, they must be well conceived, well directed, well enacted and well photographed. All the music, or sound or talking in the world will not take the place of the four cardinal principles of the motion picture—story—direction—action—photography."

(Signed) Carl Laemmle.

Second Warner Talkie to Premiere Aug 15

THE second "all talkie" from Warner Bros., "The Terror," will have its world premiere at the Warner theatre, New York City, on Wednesday evening, August 15. It is a mystery comedy melodrama from the stage play by Edgar Wallace. Roy Del Ruth directed the production and the cast includes May McAvoy, Louise Fazenda, Edward Everett Horton, Alec Francis, Matthew Betz, Holmes Herbert and John Miljan.

The production of two negatives on "The Terror" is in line with the Warner policy of making their pictures in a double version to render them suitable for theatres whether or not they show talking films. The only exception to this policy is "Lights of New York" which is available only in a Vitaphone version.

Cleveland Co. Equipped to Take Sound Pictures

Tri-State Motion Picture Company steps into the limelight as being the first company in Cleveland territory to be equipped to take sound pictures. Jack Flanigan, head of Tri-State Motion Picture Company, is getting Rathophone RCA Corporation equipment and within thirty days will be prepared to take sound effects and talking movies. He will also be prepared to print and develop these pictures in his own laboratories in the Film Exchange Bldg. Associated with Flanigan in the company is Gilbert Hamilton, well known west coast director. He is in charge of the directorial department of the Tri-State Motion Picture Company.

Frank Walsh With Selwyn-Hammerstein Sales

Frank V. Walsh, until recently associated with the William Fox office of New York, has been appointed assistant general sales manager of the newly-formed Arthur Hammerstein-Arch Selwyn Motion Picture Distributing Company. Mr. Walsh will make his headquarters at the Hammerstein Theatre Building.

The Hammerstein-Selwyn Motion Picture Department is at present active in the distribution of "The End of St. Petersburg" and "Dawn."

In addition to the motion pictures already contracted for, Hammerstein and Selwyn will shortly become active in the distribution of Sound Pictures. It is their intention to make their musical comedies and dramas into synchronized pictures, with musical accompaniment and dialogue, after they have completed their tours of the major cities on the legitimate circuits. Negotiations are now under way with other prominent legitimate producers who distribute their product through the motion picture distributing office already formed by Hammerstein and Selwyn.

Equity States Attitude on Talking Pictures

(*Continued from page* 461)

"But they are going ahead to produce more talking motion pictures. And to do them adequately they will have to avail themselves of actors with trained voices as well as trained bodies—and that means the actors of the legitimate stage.

"If these actors will stand out for what Equity believes to be a fair request, in view of the disabilities connected with the case and—if they are pressed too hard—if they will call upon their Association to negotiate these points for them, Equity believes that they will receive the pay to which they are entitled.

"It is a point and a situation in which Equity is greatly interested. Let the actors make these demands firmly and stick to them and the problem will be solved before it becomes serious.

"The development of talking motion pictures has proved conclusively the fundamental error committed by the group of important and influential motion picture actors who, just a year ago, blocked Equity's organization of the motion picture field and the establishment of an Equity Shop.

"It may bring home to these actors now the justice of Equity's contention that as individuals they are helpless and that in organization only is there hope for protection from economic injustice."

Pinanski Says Public Is Ready for Talkies

(*Continued from page* 460-A)

accept this new device as cheerfully as they did it in their homes.

"Many changes will have to be made as regards studio technique," Mr. Pinanski adds. "It will be discovered, when the tumult and the shouting of discovery dies down, that sound, like every other thing in the world, can be too liberally supplied. Some sounds are unpleasant. Silent fights give people a thrill. Fights with all the attendant sounds of ugly blows, the groans of the injured, etc., might be unbearable to the majority—as would vile or strong language—which at the present time often gets by in silent dramas. But the public is ready for talking pictures and we have the theatres. What we next need, and we must see that we get them, are pictures worthy of the means now placed at our disposal in the making of them."

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EVERYBODY NECESSARY FOR THE TALKING PICTURE

8 New Shorts Listed for Aug. 19 Release by Pathe

Headed by "Canned Thrills," a Grantland Rice Sportlight, the Pathe program of short subjects for the week of August 19 also includes seven other subjects. Another subjects. Another highlight of the list of shorts is "Smith's Restaurant," a new Mack Sennett comedy, with the Smith family trio.

The other six numbers are: "The Claws of Death," chapter three of the current Patheserial, "The Terrible People"; "A Cross Country Run," a new Aesop Fables cartoon; Pathe Review No. 34; Topics of the Day No. 34; Pathe News Issues Nos. 70 and 71.

The Pathe Review includes: "Lumbering for Camphor in Formosa Jungles," "Orphan Annie's Friend," "Harold Gray, "Ferocious Vegetarian," "America's Birthplace," "New York Architecture."

New Faces in Educational Comedy Subjects

Kit Guard, comedian, who has been appearing in comedies for the past two or three years, makes his debut in Educational comedies as one of the principal supporting funmakers in a Mermaid comedy featuring Monty Collins.

Another newcomer to the Educational banner, this time a beauty contest winner, is Adrianne Dore, who was "Miss Los Angeles" at a recent Atlantic City beauty pageant; she will be seen opposite Collins. In a new Cameo comedy, Billy Cinders, now on his second picture for Educational, is being featured with Gene Stone and Ruth Eddings. All these are newcomers, Miss Eddings having recently completed a role in a new Lupino Lane comedy.

Fairbanks Begins Filming "Musketeers" Sequel

"The Man with the Iron Mask," the Dumas story which will be Douglas Fairbanks' next United Artists production and sequel to his "The Three Musketeers," was launched into production at the United Artists studio in Hollywood last week, the first scenes of the historical romantic film story dealing with the Palace of St. German. This set is the works of Fairbanks' technical department, in addition to Lawrence Irving, painter and son of Sir Henry Irving, and Maurice Leloir, French authority on Dumas and French art.

The initial scenes of the new Fairbanks vehicle were inaugurated by Robert Fairbanks, general manager for his brothers.

Columbia Signs Directors for 3 New Productions

Columbia Pictures last week signed three directors to handle three feature productions on the new program of release for the coming season.

Frank Capra, who has just finished "Submarine," was engaged to megaphone Bert Lytell in "The Lone Wolf's Daughter," to go into work inside of three weeks. John Adolfi was signed to direct "Sinners' Parade," the script of which is now engaging his and Beatrice Van's attention. Erle C. Kenton was signed to direct "The Street of Illusion."

U's 1928 Profits May Top 1927, Says "Journal"

THE WALL STREET JOURNAL estimates that Universal Pictures Company, Inc., will experience earnings in excess of those reported for the twelve months ended Nov. 5, 1927, when the financial report for the new fiscal year to end about next Nov. 3 is turned in. The profits for the period last year were $1,672,000, equal, after all charges, depreciation and taxes, to $4.60 per share on the 250,000 shares of no par value common outstanding.

Net profits estimated at $651,133 are reported for the six months ended on May 5, 1928. This sum is equal to $1.94 per share on the common outstanding, after preferred dividends, compared with $538,814, or $1.46 per share on the common the same time a year ago.

Net income during the first six months of Universal's fiscal period ended around May 5, together with the equivalent per share value on common is compared by *The Wall Street Journal* as follows:

6 Mos. Ended	Net Income	Earned on Common
May 5, 1928	$ 651,133	$1.94
May 7, 1927	538,814	1.46
May 8, 1926	725,843	2.16
May 9, 1925	1,248,754	4.23

Rowland Sees Problems

Retiring First National Executive Views Negative Cost and Theatre Overseating as Economic Difficulties

RICHARD A. ROWLAND, who resigned last week as general and production manager of First National Pictures, in the statement of his resignation, stated that two economic problems confronted the industry at the present time. He mentioned them as negative cost an over-seating of theatres. These difficulties could not be solved, said the retiring First National official, except by the leaders of the industry getting closer together and effecting some sort of regulations so that the industry will be returned to the proper amount of dividends to which it is entitled considering the sums invested.

Mr. Rowland declared that Joseph P. Kennedy "will be very instrumental in solving conditions in common with the heads of the other companies. This would be a step in the right direction. It would be a fine thing for the industry within itself to solve these matters rather than have other powers regulating its affairs." He regards the coming period as a "new era of things."

Mr. Rowland has been associated with First National since May, 1921. Two years ago he announced that he would not renew his contract with First National when it expired, and he saw through this resolution even though Mr. Kennedy requested that he remain. His contract expired last Thursday, August 2.

Mr. Rowland, in his statement of resignation, expressed his enthusiasm that Al Rockett will continue as head of the Burbank studio, and also felt elated over Ned E. Depinet's supervision of sales. "I am positive First National will see its best year," he said.

The statement concluded with the following: "I wish to take this opportunity of thanking the many friends and associates I have within the organization. For a long time I have been wanting a complete rest—now I am going to take it. Perhaps after a time I may get the fever again. This only time can tell."

Glazer Studio Advisor for F. N. and Pathe

BENJAMIN GLAZER will be production advisor at the First National and Pathe studios in sole charge of the sound production activities of both companies. Joseph P. Kennedy, president of F B O, has just announced the appointment, also, of Mr. Glazer as his personal representative.

Mr. Glazer recently finished his contract at the Paramount studio, where he served as a writer of original stories, adaptor and supervisor. Before his association with the films, he did dramatic writing for the stage. He assumes his new duties at the Pathe plant at once.

Cast Chosen for Douglas MacLean Picture

The complete cast for "The Carnation Kid," the Christie-Douglas MacLean feature for Paramount, has been chosen by Director E. Mason Hopper and Al Cohen, who have been conducting talking and film tests for the past two weeks to determine the list of players. The story of "The Carnation Kid" has been planned with sound and talking sequences in mind, but two versions have been prepared by Cohen, author, and Henry McCarty, scenarist, one of which is intended for sound while the other is planned for the silent picture.

In the role of the girl will be Frances Lee, while the other important feminine role will be portrayed by Lorraine Eddy.

:: "The Check-Up" ::

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who consider it "Fair"; the third, the number who consider it "Good"; and the fourth column, those who consider it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
COLUMBIA PICTURES						
Alias the Lone Wolf	—	4	33	4	70	5,831 Ft.
By Whose Hand	—	3	12	—	64	5,432 Ft.
College Hero, The	1	3	17	2	67	5,628 Ft.
Sally in Our Alley	—	1	18	—	68	5,892 Ft.
Tigress, The	1	2	7	1	63	5,357 Ft.
Warning, The	—	2	14	1	68	5,791 Ft.
F B O						
Arizona Nights	—	4	16	6	74	6,382 Ft.
Boy Rider, The	—	—	11	—	70	4,858 Ft.
Chicago After Midnight	—	3	13	—	67	6,249 Ft.
Clancy's Kosher Wedding	—	2	17	2	70	5,701 Ft.
Coney Island	—	3	13	—	63	6,390 Ft.
Freckles	—	1	12	1	70	6,131 Ft.
Gingham Girl, The	—	4	20	2	68	6,301 Ft.
Great Mail Robbery, The	—	2	19	3	71	6,507 Ft.
Harvester, The	—	11	16	2	61	7,045 Ft.
Hook and Ladder No. 9	—	4	9	—	61	5,240 Ft.
Jake the Plumber	—	3	9	—	63	5,186 Ft.
Judgment of the Hills	—	6	9	—	58	5,700 Ft.
Legionnaires in Paris	1	1	14	—	65	5,771 Ft.
Mojave Kid, The	—	—	10	—	70	4,912 Ft.
Not for Publication	—	5	10	—	60	6,140 Ft.
Racing Romeo, The	1	2	13	—	63	5,992 Ft.
Shanghaied	—	3	13	—	64	5,999 Ft.
South Sea Love	1	1	13	—	65	6,388 Ft.
FIRST NATIONAL						
American Beauty	—	8	30	—	64	6,333 Ft.
Breakfast at Sunrise	1	6	20	2	64	6,042 Ft.
Burning Daylight	—	3	15	1	67	6,500 Ft.
Camille	1	5	38	14	74	8,692 Ft.
Crystal Cup, The	3	7	18	1	59	6,386 Ft.
Drop Kick, The	1	6	29	3	66	6,802 Ft.
Flying Romeos	—	5	9	—	59	6,184 Ft.
French Dressing	1	3	26	1	66	6,344 Ft.
Gorilla, The	1	8	29	6	68	7,133 Ft.
Gun Gospel	—	4	12	—	63	6,288 Ft.
Happiness Ahead	—	3	19	—	66	7,100 Ft.
Harold Teen	—	2	10	1	68	7,500 Ft.
Hawk's Nest, The	—	2	9	—	65	7,426 Ft.
Heart of a Follies Girl, The	1	2	12	—	63	5,957 Ft.
Helen of Troy	3	11	19	6	62	7,694 Ft.
Her Wild Oat	—	9	28	7	69	6,118 Ft.
Home Made	1	1	10	—	63	6,524 Ft.
Ladies' Night in Turkish Bath	—	6	17	—	62	6,592 Ft.
Lady Be Good	—	—	12	—	70	6,608 Ft.
Life of Riley, The	—	4	34	2	69	6,720 Ft.
Little Shephard of Kingdom Come	—	1	19	6	76	7,700 Ft.
Love Mart, The	—	4	35	2	68	7,388 Ft.
Mad Hour, The	1	6	11	—	57	6,625 Ft.
Man Crazy	1	4	24	2	66	5,542 Ft.
Noose, The	—	4	28	10	74	7,331 Ft.
No Place to Go	1	10	10	1	55	6,431 Ft.
Patent Leather Kid, The	—	5	34	19	77	11,412 Ft.
Red Raiders	—	2	21	—	67	6,214 Ft.
Rose of the Golden West	—	12	22	4	64	6,477 Ft.
Sailors' Wives	2	2	12	—	60	5,484 Ft.
Shepherd of the Hills, The	—	4	31	9	73	8,188 Ft.
Smile, Brother, Smile	—	5	26	2	67	6,669 Ft.
Texas Steer, A	—	6	27	1	66	7,419 Ft.
Valley of the Giants	—	3	34	2	69	6,336 Ft.
Wagon Show, The	—	4	11	—	62	6,212 Ft.
Wheel of Chance	—	2	9	1	64	6,895 Ft.
Whip Woman, The	3	5	10	—	53	5,087 Ft.
Yellow Lily, The	—	2	15	1	68	7,187 Ft.
FOX						
Arizona Wildcat, The	—	3	18	—	66	4,665 Ft.
Black Jack	—	2	11	—	62	4,777 Ft.
Blood Will Tell	—	2	7	1	63	4,556 Ft.
Chain Lightning	—	—	10	—	70	5,333 Ft.
Come to My House	1	4	12	—	60	5,430 Ft.
Dare Devil's Reward	—	1	9	1	70	4,987 Ft.
Don't Marry	—	1	12	—	68	5,708 Ft.
Dressed to Kill	—	6	14	2	65	6,566 Ft.
Fast Side, West Side	—	2	25	5	73	8,154 Ft.
Escape, The	—	2	13	—	66	5,109 Ft.
Gateway of the Moon, The	—	4	14	1	65	5,038 Ft.
Gay Retreat, The	—	1	27	9	76	5,524 Ft.
Girl in Every Port, A	—	2	12	2	70	5,882 Ft.
Hangman's House	—	2	16	2	70	6,518 Ft.
High School Hero, The	—	2	16	4	73	5,498 Ft.
Honor Bound	—	4	11	—	62	6,188 Ft.
Joy Girl, The	1	8	23	—	61	6,162 Ft.
Ladies Must Dress	—	3	14	2	68	5,599 Ft.
Loves of Carmen	2	9	30	9	67	8,538 Ft.
Pajamas	—	1	15	2	72	5,876 Ft.
Play Girl, The	—	4	5	1	61	5,200 Ft.
Publicity Madness	1	7	16	—	59	5,893 Ft.
Seventh Heaven	—	5	54	40	80	8,500 Ft.
Sharpshooters	—	4	18	2	68	5,573 Ft.
Silk Legs	1	2	18	2	68	5,446 Ft.
Silver Valley	—	2	19	2	70	5,011 Ft.
Soft Living	—	3	9	—	63	5,629 Ft.
Sunrise	—	2	10	1	68	8,729 Ft.
Two Girls Wanted	—	6	13	2	64	6,293 Ft.
Very Confidential	—	2	13	—	66	5,620 Ft.
What Price Glory	—	1	60	52	83	11,109 Ft.
Why Sailors Go Wrong	—	3	14	—	65	5,112 Ft.
Wizard, The	—	3	17	—	66	5,629 Ft.
Wolf Fangs	—	3	8	1	65	5,331 Ft.
Woman Wise	—	—	9	1	73	5,050 Ft.
METRO-GOLDWYN-MAYER						
Across to Singapore	—	3	16	5	73	6,805 Ft.
Actress, The	1	6	18	3	65	6,998 Ft.
Annie Laurie	—	10	30	4	66	8,730 Ft.
Baby Mine	6	6	20	1	56	5,139 Ft.
Becky	1	8	22	2	63	6,433 Ft.
Ben Hur	—	9	38	53	83	11,693 Ft.
Big City, The	—	6	26	3	70	6,838 Ft.
Big Parade, The	—	4	42	36	82	11,519 Ft.
Body and Soul	3	10	21	2	59	5,902 Ft.
Bringing Up Father	—	9	6	—	52	6,344 Ft.
Buttons	—	6	18	4	68	6,050 Ft.
Certain Young Man, A	—	5	8	—	58	5,482 Ft.
Circus Rookies, The	3	2	11	—	57	5,661 Ft.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
Cossacks, The	—	1	15	2	72	8,601 Ft.
Crowd, The	—	3	12	4	72	8,548 Ft.
Diamond Handcuffs	—	2	10	—	65	6,057 Ft.
Divine Woman, The	1	7	29	6	68	7,300 Ft.
Enemy, The	2	4	21	2	64	8,189 Ft.
Fair Co-Ed, The	—	—	39	12	77	6,408 Ft.
Foreign Devils	—	2	9	—	65	4,658 Ft.
Garden of Allah, The	2	10	34	8	65	8,200 Ft.
In Old Kentucky	—	10	29	3	65	6,646 Ft.
Latest from Paris, The	—	5	30	4	69	7,743 Ft.
Laugh, Clown, Laugh	—	2	24	1	69	7,045 Ft.
Law of the Range, The	—	3	10	—	63	5,393 Ft.
London After Midnight	2	8	37	9	69	5,687 Ft.
Love	—	1	11	1	70	7,365 Ft.
Lovelorn	1	12	13	1	56	5,950 Ft.
Man, Woman and Sin	4	11	30	5	62	6,280 Ft.
Patsy, The	—	4	24	4	70	7,289 Ft.
Quality Street	1	12	22	2	61	7,193 Ft.
Road to Romance, The	—	10	29	4	66	6,544 Ft.
Rose-Marie	—	4	27	—	66	7,745 Ft.
Smart Set, The	—	2	30	5	72	6,476 Ft.
Spoilers of the West	—	3	9	1	65	6,280 Ft.
Spring Fever	1	7	38	6	68	6,507 Ft.
Student Prince, The	—	3	30	17	78	9,563 Ft.
Tea for Three	—	5	16	—	63	5,273 Ft.
Telling the World	—	—	9	2	75	7,184 Ft.
Thirteenth Hour, The	1	6	26	3	66	5,252 Ft.
West Point	—	2	35	13	77	8,134 Ft.
Wickedness Preferred	1	1	11	—	64	5,011 Ft.
PARAMOUNT						
Barbed Wire	—	2	31	5	72	6,951 Ft.
Beau Sabreur	4	10	25	5	62	6,704 Ft.
Big Killing, The	—	3	9	—	63	5,808 Ft.
Chang	—	8	30	12	72	6,536 Ft.
City Gone Wild, The	—	8	19	2	64	5,408 Ft.
Doomsday	—	5	12	—	61	5,665 Ft.
Drag Net, The	—	2	18	6	75	7,720 Ft.
Easy Come, Easy Go	—	5	20	1	65	5,364 Ft.
Feel My Pulse	—	8	22	2	64	5,889 Ft.
Fifty-Fifty Girl, The	—	7	12	—	59	7,720 Ft.
Figures Don't Lie	—	2	30	4	72	5,386 Ft.
Gay Defender, The	1	4	34	2	67	6,376 Ft.
Gentleman of Paris, A	—	9	27	3	65	6,017 Ft.
Gentlemen Prefer Blondes	1	10	23	6	66	6,871 Ft.
Get Your Man	—	2	36	6	73	5,889 Ft.
His Tiger Lady	—	6	8	—	57	5,038 Ft.
Honeymoon Hate	1	5	13	—	59	5,415 Ft.
Hula	—	1	38	14	77	5,862 Ft.
Jesse James	2	6	23	3	64	8,656 Ft.
Ladies of the Mob	—	2	13	1	68	6,792 Ft.
Last Command, The	—	1	28	18	81	8,234 Ft.
Last Waltz, The	1	3	13	—	62	6,940 Ft.
Legion of the Condemned, The	—	4	31	10	74	7,415 Ft.
Love and Learn	—	3	20	2	69	5,737 Ft.
Madame Pompadour	1	8	20	—	60	7,180 Ft.
Night of Mystery, A	—	6	22	3	67	5,741 Ft.
Now We're in the Air	—	8	37	9	71	5,798 Ft.
Old Ironsides	1	7	33	13	72	7,910 Ft.
One Woman to Another	2	5	12	1	59	4,551 Ft.
Open Range	—	3	22	—	66	5,599 Ft.
Partners in Crime	—	3	21	—	66	6,600 Ft.
Pioneer Scout, The	—	5	12	1	63	6,118 Ft.
Racket, The	—	—	7	3	79	7,646 Ft.
Red Hair	—	1	24	12	79	6,331 Ft.
Rough Riders, The	5	6	50	7	67	9,443 Ft.
Serenade	—	7	17	2	64	5,209 Ft.
Shanghai Bound	1	7	34	6	68	5,515 Ft.
She's a Sheik	—	5	29	3	68	6,015 Ft.
Shootin' Irons	—	3	10	—	63	5,179 Ft.
Showdown	2	9	17	2	60	7,616 Ft.
Soft Cushions	1	6	14	1	60	6,838 Ft.
Something Always Happens	—	1	16	1	70	4,729 Ft.
Speedy	—	3	25	17	82	7,960 Ft.
Sporting Goods	—	4	26	2	68	5,951 Ft.
Spotlight, The	2	3	16	3	66	4,934 Ft.
Street of Sin, The	—	2	22	3	71	6,218 Ft.
Swim, Girl, Swim	—	1	48	4	72	6,124 Ft.
Tell It to Sweeney	1	8	22	1	62	6,006 Ft.
Three Sinners	—	3	14	2	68	7,029 Ft.
Tillie's Punctured Romance	2	4	8	—	54	5,733 Ft.
Two Flaming Youths	—	—	16	4	76	5,319 Ft.
Under the Tonto Rim	—	3	12	2	68	5,991 Ft.
Underworld	—	6	37	14	74	7,643 Ft.
Vanishing Pioneer, The	1	1	8	—	62	5,834 Ft.
Way of All Flesh, The	—	2	36	24	81	8,485 Ft.
We're All Gamblers	—	11	26	1	62	5,935 Ft.
Wife Savers	1	10	19	3	62	5,413 Ft.
PATHE-DE MILLE						
Blue Danube, The	—	—	13	1	72	6,589 Ft.
Chicago	—	5	17	4	69	9,992 Ft.
Country Doctor, The	—	1	23	3	72	7,500 Ft.
Dress Parade	—	5	27	4	69	6,599 Ft.
Forbidden Woman, The	—	7	16	4	67	6,568 Ft.
Girl in the Pullman	—	1	12	2	72	5,990 Ft.
Harp in Hock, A	—	5	11	—	61	5,999 Ft.
Hold 'Em Yale	—	2	11	—	65	7,056 Ft.
Leopard Lady, The	1	3	14	—	62	6,650 Ft.
Let 'Er Go, Gallagher	—	1	9	3	75	5,888 Ft.
Main Event, The	—	4	15	1	66	6,472 Ft.
Night Flyer, The	—	2	13	1	68	5,954 Ft.
On to Reno	—	3	9	1	65	5,494 Ft.
Rush Hour, The	—	—	10	1	73	5,880 Ft.
Stand and Deliver	—	2	18	—	67	5,423 Ft.
Walking Back	—	—	11	1	73	5,035 Ft.
Wise Wife, The	—	2	18	2	70	5,610 Ft.
Wreck of the Hesperus, The	—	3	16	2	69	6,447 Ft.
STATE RIGHTS						
Cruise of the Hellion, The	—	2	9	—	65	6,089 Ft.
Port of Missing Girls, The	—	3	8	—	62	7,270 Ft.
TIFFANY-STAHL						
Lightning	—	—	9	3	78	6,049 Ft.
Streets of Shanghai	—	1	11	1	70	5,276 Ft.
Wild Geese	—	1	28	3	72	6,448 Ft.
UNITED ARTISTS						
Circus, The	—	4	27	27	82	6,700 Ft.
College	—	5	17	6	71	5,362 Ft.
Devil Dancer, The	—	5	21	6	68	6,765 Ft.
Dove, The	—	13	21	9	67	8,400 Ft.
Garden of Eden, The	—	—	18	3	74	7,558 Ft.
Gaucho, The	—	5	38	19	77	9,256 Ft.
Magic Flame, The	—	—	39	6	74	8,300 Ft.
My Best Girl	—	4	43	21	78	8,500 Ft.
Ramona	—	—	20	13	82	8,200 Ft.
Sadie Thompson	—	3	37	14	76	8,700 Ft.
Sorrell and Son	—	2	26	20	81	9,000 Ft.
Steamboat Bill, Jr	—	4	10	1	64	7,700 Ft.
Two Arabian Knights	—	1	27	16	80	8,250 Ft.
UNIVERSAL						
Alias the Deacon	1	5	15	—	60	6,869 Ft.
Back to God's Country	1	7	25	1	63	5,751 Ft.
Cat and the Canary, The	—	4	50	14	74	7,190 Ft.
Cheating Cheaters	—	3	18	—	66	5,623 Ft.
Chinese Parrot, The	1	10	19	5	64	7,304 Ft.
Cohens and the Kellys in Paris	—	2	25	11	77	7,481 Ft.
Four Flusher, The	—	2	11	—	65	6,193 Ft.
Good Morning, Judge	—	1	9	—	67	5,645 Ft.
Hero for a Night, A	—	1	15	2	72	5,711 Ft.
Irresistible Lover, The	—	3	16	1	67	6,958 Ft.
Les Miserables	1	4	28	3	68	7,713 Ft.
Lone Eagle, The	—	3	15	1	67	5,862 Ft.
Love Me and the World Is Mine	—	3	8	—	62	6,813 Ft.
Man's Past, A	1	4	16	—	62	6,135 Ft.
On Your Toes	—	4	17	—	64	5,918 Ft.
Out All Night	1	2	20	2	68	6,170 Ft.
Painted Ponies	—	2	23	2	73	5,415 Ft.
Silk Stockings	—	3	19	2	69	6,166 Ft.
Thanks for the Buggy Ride	—	2	8	—	64	6,197 Ft.
That's My Daddy	—	4	12	3	68	6,073 Ft.
We Americans	—	7	20	—	62	9,151 Ft.
WARNER BROS.						
Across the Atlantic	—	2	13	—	66	6,052 Ft.
Beware of Married Men	—	5	7	—	58	5,421 Ft.
College Widow, The	—	2	27	1	69	6,616 Ft.
Dog of the Regiment, A	—	2	12	—	66	5,003 Ft.
Fortune Hunter, The	—	1	10	1	70	6,638 Ft.
Girl from Chicago, The	—	5	16	—	63	5,978 Ft.
Good-Time Charley	—	4	12	2	67	6,302 Ft.
Jazz Singer, The	—	—	13	23	89	8,117 Ft.
Old San Francisco	—	7	38	4	68	7,961 Ft.
One Round Hogan	—	2	23	—	68	6,375 Ft.
Silver Slave, The	—	6	14	—	61	6,124 Ft.
Tenderloin	—	1	21	8	77	7,782 Ft.
When a Man Loves	—	1	39	6	73	10,081 Ft.

News Reel Resume

Paramount News

No. 3:—Hoover at Humboldt Cy., Cal., on camping trip; eruption of Volcano Mayon on Philippine Island; Leo Diegel, 3-time Canadian golf champ; replica carved from wood of Manhattan; Wisconsin state treasurer initiated into Indian tribe; 200,000 singers parade in Vienna's Schubert festival; Tunney announcing retirement; Polish fliers hopping off from Paris; French retaining the Davis cup in tennis; the return of the Italia survivors from the arctic.

No. 4:—Courtney arriving in New York; the parade of the athletes at Olympaid in Amsterdam; a bird circus; Coolidge visiting Minnesota's ore pits; English naval cadets in training; Smith reviewing national guard; Capt. Geo. Wilkins and plane for his antarctic expedition; ex-steeplejack does stunts on rocky crag.

Kinograms News

No. 5419:—French rebuild medieval city for pageant; mystery boat in action at Long Beach; Chicago mannequins display styles; Indians entertain child inmates at Randall's Island; a 104 Lithuanian; Germans hold fete at Cologne; Tex Rickard and party of fishermen.

No. 5420:—46 nations in Olympic games; Courtney and crew arrive in New York; a pullman autobus; Smith reviewing national guard; 20 couples in Maine celebrate their golden wedding anniversaries; aquaplaning behind a blimp.

M-G-M News

Vol. 1 No. 103:—Austria celebrating Schubert festival; Detroit zoo abandons cages and adopts pits for animals; Capt. Courtney, who was forced down in Atlantic flight; exhibition of calisthenics in Germany; Tunney announcing he's through; aquaplaning sport at Lido Isle, Cal.; Hoover fishing; Europe's speedsters racing on English track.

No. 103:—Swedish yachts racing for cup; mother cat earrying kittens through heavy traffic; English youngsters scale steep mountain; Coolidge visits Minnesota iron range; Smith reviews state guard; trapeze diving in Dixieland; the mid-ocean rescue of Capt. Courtney and crew (filmed by passengers on board Minnewaska); parade of athletes at Olympic games.

Pathe News

No. 65:—Capt. Courtney in final tests at Azores; Polish fliers hopping off from Paris; wood earver showing how to put boat inside container; Schubert's birthday celebrated in Vienna; Tunney announcing abdication of title; sailors playing ball on floating flying field; Hoover visiting the land of the redwoods; pageant brings back medieval times of knights and ladies.

No. 66:—Minnewaska crew rescuing Courtney and fellow fliers in mid-ocean (shot by passenger aboard steamer); festival to rout pestilence; whippet race at dog show at East Hampton, L. I.; statue unveiled to champion cow; Pawnee re-lives its first days in frontier history; large thermos bottle pouring molten steel; American athletes and other scenes at the Olympics.

International News

Vol. 10 No. 62:—Chinese in spirited conclave at Peking; Courtney and others rescued in mid-ocean; fur show at Chicago; world's largest raft floated down the Pacific coast; airmail shipments increase as rates are reduced; 104-year old Lithuanian still very spry; Tunney telling of his retirement; Jack Dempsey; Hoover fishing in Cal. stream; rhinoceros war narrowly averted in Indian zoo; medieval glories revived in French pageant.

No. 63:—N. Y. girls in beach calisthenics; Courtney and aids rescued in mid-ocean; the Polish fliers who were also forced down; fountain display in Chicago; president visiting Minnesota's iron mines; W. F. Varney, Prohibition Party's candidate; Seattle unveils monument to cow; Hollywood auto salesman has car hoisted 9 stories to show it to prospect; N. Y. C. tots cool off in park fountain; the beginning of the Olympic games at Amsterdam.

Fox News

Vol. 9 No. 90:—Tunney announcing his retirement from ring; Jack Dempsey; Vienna greets singing societies in Schubert festival; Hoover vacationing among Calif. redwoods; sea-going bicycles; Carcassone celebrates its 2000th anniversary with pageant; winter furs shown at Chicago show; airman beating fast Jersey train.

In and Out of Town

WILLIAM ROSENTHAL, special representative for United Artists, is in Chicago on a sales trip in the interest of the 19 new productions his company has scheduled. His present trip will take in other mid-western cities.

GAVIN C. HAWN, former Paramount exploitation representative and now with Publix theatres, left New York last Sunday for Kansas City, Mo., to arrange for the re opening of the Newman theatre there as a Publix house. He will return to the home office early in September.

ALBERT A. KAUFMAN, who returned to New York about a month ago from Europe, left last Thursday evening for Hollywood where he will assume his new duties as assistant to Jesse L. Lasky.

DOLORES DEL RIO arrived in New York last Monday morning, August 6, on the Twentieth Century. She was accompanied by Senora Asunsolo, her mother, and Edwin Carewe, who directed her in "Revenge," her latest United Artists vehicle. On August 18 the star and her party plan to sail on the Ile de France for Cherbourg and a tour of Europe. It is not the present intention of the star or the director to make a film in Europe it is said.

JOHN LODER, English film player recently signed by Paramount, arrived on the Berengaria in New York last Friday. His plans to remain in the city for several days were cut short when he was summoned to the Paramount studio on the coast. He departed for Hollywood Monday evening, August 6th.

HERMAN STARR, Warner Bros. executive, sailed for Europe on the Olympic August 8th, for his semi-annual trip abroad in the interests of Warners' foreign distribution. He will visit London, Paris and Berlin. He plans to inaugurate in each city a sales drive on Warner Bros.' new program of sound films.

JOSEPH P. KENNEDY, president of FBO, returned to New York last Tuesday, August 7, after a coast trip lasting one month.

L. A. YOUNG, president of the L. A. Young Spring and Wire Company, of Detroit, also president of Tiffany-Stahl Productions, and Grant L. Cook, secretary and treasurer of Tiffany-Stahl, sailed on the Majestic last Saturday, August 4, for conferences with the Tiffany-Stahl representatives in England and on the continent.

EDWARD LAEMMLE, Universal director, returned to the United States on the Columbus last week after five months abroad. He will remain several days in New York to supervise "Man, Woman and Wife," on the Movietone before returning to the coast.

CAMILLA HORN, young German screen actress who appeared in United Artists' "Tempest," sailed for America on the Ile de France last Wednesday, August 8. She will work in a forthcoming United Artists film.

Additions to Casts

"Patience" (Tiffany-Stahl) — Virginia Pearson.

"Sins of the Fathers" (Paramount)—Barry Norton, Douglas Haig, Dawn O'Day.

"Hard Boiled Rose" (Warner Bros.)—William Collier, Jr., John Miljan, Gladys Brockwell, Edward Martindel, Lucy Beaumont, Ralph Emerson.

"Stolen Kisses" (Warner Bros.)—Claude Gillingwater, Edna Murphy, Arthur Hoyt.

"The Redeeming Sin" (Warner Bros.)—Conrad Nagel, Georgie Stone, Lionel Belmore, Nina Quartara, Warner Richmond, Philippe De Lacy.

"Runaway Girls" (Columbia)—Shirley Mason, Arthur Rankin, Hedda Hopper, George Irving.

Untitled Richard Arlen-Nancy Carroll vehicle—Lilyan Tashman, Danny O'Shea.

"Idaho Red" (FBO)—Patricia Caron, Barney Furey.

"The Letter" (Paramount)—Paul Lukas (replacing Clive Brook.)

"Number Please" (Paramount)—Neil Hamilton.

"Show Girl" (First National)—Hugh Roman.

"Oh Kay" (First National)—John Northpole, Jack Wise, Jack Herrick, Edgar Norton, Claude King, Fred Obeck.

"Interference" (Paramount)—Brandon Hurst.

"The Docks of New York" (Paramount)—George Irving.

"The Cohens and the Kellys in Atlantic City" (Universal)—Mack Swain.

"Red Hot Speed" (Universal)—Thomas Ricketts, Charles Byer, Fritzie Ridgway, Burr McIntosh.

"The King of the Rodeo" (Universal)—Kathryn Crawford, Charles K. French, Bodil Rosing, Harry Todd, Joseph Girard, Slim Summerville, Jack Knapp, Monte Montague.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

"White Shadows" Shown at Grauman's Chinese

Premiere of New M-G-M Feature Well Attended; Players and Director Introduced in Talkie Trailer

HOLLYWOOD, Aug. 4.—Grauman's colorful Chinese theatre was the scene of another gala opening last Friday night. There was the usual outpouring of screenland's celebrities, beautifully gowned women and hand-shaking escorts. The street was packed with thousands of spectators who greeted each new arrival with cheers that drowned out the megaphone announcer's voice. Fred Niblo presided as master of ceremonies in the lobby. Motion pictures were taken in the forecourt under the supervision of James Cruze, which are later to be used in a Metro-Goldwyn-Mayer production. At the close of the performance the featured players, Monte Blue and Raquel Torres, as well as the director, W. S. Van Dyke, were introduced by Sid Grauman in a novel Movietone trailer.

The M-G-M feature "White Shadows in the South Seas" was well received by the packed house. The same cannot be said for Sid Grauman's prologue called "The Tropics" which consisted of instrumental music and native dances by Samoan Chieftains, headed by Prince Lei Lani, Kenneth Olds, famous Hawaiian dancer and the well known Brox sisters. This was given against a background of cocoanut palms and a south sea drop. The whole was rather listless and lacked the snap of former Grauman prologues. A Fox Movietone comedy, "The Interview," with the vaudeville team of Clarke and McCullough, received a good hand as did the Movietone news reel. Then followed the "Marveltone" announced as the first time anywhere, "the motion picture that thinks," presented by George Lovett, with George Templeton, "the girl with the X-ray mind" and Elsie J. Brown "the musical oracle." This feature did not click principally because it was too long and finally was taken off before it had run its course. It consisted of two motion picture characters on the screen answering questions written on slips of paper by the audience or playing popular selections requested by anyone. It was quite mystifying but failed to hold the crowd.

New Strides in Production

With August 11 marking the start of the 1928-29 motion picture season, production activity at Paramount studios in Hollywood has reached a new seasonal peak. Nine pictures are under way with several others due to start and six more being edited, titled and made ready for release.

Chief among the productions in the studio cutting rooms are "Just Married," from Anne Nichols' farce co-starring Ruth Taylor and James Hall; "Beggars of Life," the hobo story with Wallace Beery heading a big cast; "Forgotten Faces," hailed as an outstanding special and the part Technicolor Zane Grey production, "The Water Hole," with Jack Holt and Nancy Carroll.

Jannings Begins His Fifth

Emil Jannings has started work on his fifth American-made motion picture. This one will have sound accompaniment, and is "Sins of the Fathers," adapted by E. Lloyd Sheldon from an original story. Ludwig Berger is directing and a cast of important players has been selected to support the character star.

Re-united

Gilbert, Garbo and Brown!

The "big three" which scored such a sensational success with "Flesh and the Devil," are united again. John Gilbert and Greta Garbo are to be co-starred under Clarence Brown's direction in "A Woman of Affairs," for Metro-Goldwyn-Mayer, and in the supporting cast of the Michael Arlen story will also be Douglas Fairbanks, Jr., John Mack Brown and Lewis Stone. Bess Meredyth wrote the adaptation.

A Day's Schedule

Many scenes for the forthcoming Warner Brothers picture starring Al Jolson, "The Singing Fool," are being shot in the Warner Brothers Theatre in Hollywood after the last performance at night. Due to this schedule, Betty Bronson has little spare time. Arriving home about eight in the morning, she sleeps until three in the afternoon. A dancing lesson with Marion Morgan is taken at four; a voice lesson with Emily Fitzroy at five. Thereafter, she partakes of food, a little rest and reports for work again just before midnight.

Leroy to Direct Alice White

Mervyn LeRoy will direct "Ritzy Rosie," starring Alice White for First National. He recently completed the Colleen Moore picture, "Oh Kay," and also directed "Harold Teen," one of the year's big successes.

Vacation

"Synthetic Sin," Colleen Moore's next, will not go into production until the middle of September. Meantime, the First National star, her husband, John McCormick, her brother and cousin will sail away on Colleen's spacious yacht, "Aimee," and cruise the deep blue seas.

Completes Role

Louise Dresser, prominent on stage and screen, has completed her role of the mother of Dave Rollins in "The Air Circus," Howard Hawks' Fox Film production, based on commercial aviation.

"The Devil's Apple Tree"

Elmer Clifton, having completed "Beautiful But Dumb," starts direction this week of another Tiffany-Stahl special, "The Devil's Apple Tree," starring Dorothy Sebastian. The background of this picture will reveal picturesque scenes in the jungle of New Guinea, which Clifton photographed last year during his trip around the world. Sound effects will also be added, including the cry of the tiger, the tom-tom of the native drums and many other jungle noises.

Dorothy Devore

Her first starring comedy in the new series of six that she will make for Educational this season has been started by Dorothy Devore, with Charles Lamont doing the megaphone work.

Leads Engaged for "Stolen Love"

F B O last week engaged Marceline Day and Owen Moore as the two leading players in the forthcoming F B O special, "Stolen Love," from a story by Hazel Livingston. Lynn Shores is scheduled to direct. The story, it is said, will be serialized in all the Hearst papers at the time of its showings throughout the country.

Educational's Featured Players

Estelle Bradley, blonde player among the Educational ranks of leading women, is seen opposite Jerry Drew in "Just Dandy"

(*Continued on following page*)

Wm. De Mille Returns to Paramount

WILLIAM DE MILLE, after being absent from the Paramount studio for five years, will again affiliate himself with the company and will work with Roy J. Pomeroy, director of sound effects in the development of audible motion pictures. For the past two and one-half years, Mr. De Mille has been producing for the Cecile B. De Mille Company.

Hollywood—*Continued*

a new Mermaid, which concludes the Mermaid productions on the 1927-28 program. . . . Robert Graves, comedy heavy, is also one of the featured Educational players in the month's new crop of comedies, appearing in "Wife Trouble," reeently eompleted under the direction of Wallace McDonald.

Tuttle to Direct Menjou

Frank Tuttle will be Adolphe Menjou's new director, when the French star begins work on his next Paramount vehiele, the script of which is now being prepared by Ernst Vajda. . . . H D'Abbadie D'Arrast will direct Florenee Vidor when the star returns from Europe. . . . The next Charles Rogers film will be directed by F. Richard Jones, who is taking the place of Richard Wallace originally scheduled to direct the production.

Death Valley Location

The Tiffany-Stahl studio reeently sent out a caravan of 125 automobiles, trucks, camera cars and busses from Hollywood to Death Valley where scenes are to be photographed for the Reginald Barker special production, "The Rainbow." Several trucks filled with camping equipment and a huge crate of ehiekens were some of the principal items for the commissary department.

"U" Signs Grecian Beauty

Elene Aristi, Grecian actress who performs a bit in "The Last Warning," has been placed under a long-term eontract by Universal to play featured roles.

Frazer in Indian Role

Robert Frazer, well known for his character delineations in "Desert Gold," "Secret Orders," "Lightning" and other plays, has been cast for the Indian brother in "Sioux Blood," which Metro-Goldwyn-Mayer will film in Glaeier National Park. John Waters will direct the new picture, at the conclusion of which he will begin another starring Tim McCoy, entitled "Humming Wires."

Homeward Bound

Cornelius Keefe has been signed for the juvenile lead in "The Cohens and Kellys in Atlantic City," by Universal and has departed for his home in Brookline, Mass., where he will visit with his parents for a few days before joining the east of the picture in Atlantic City, August 12.

Lois Wilson's Sister

Constance Wilson, sister of Lois, eompletes work this week in an important role of First National's "The Show Girl," starring Alice White and directed by Al Santell. This engagement followed elosely on the heels of another First National pieture, "The Barker," in which Constance played a small part but did it so well that Director Santell wanted her immediately for "The Show Girl."

Production Ended

Alfred E. Green, Fox Films director, has eompleted the screen version of the George Ade comedy, "Making the Grade."

Goes Into Work

"The Floating College," directed by George Crone, has gone into production. The company will migrate to San Diego and Ensenada, Mexico for exteriors. William Collier, Jr. and Sally O'Neill have the leads.

Del Ruth's New Picture

Roy del Ruth has been assigned the direction of "Conquest," based on the novel, "The Candle in the Wind," by Mary Imlay Taylor. It will be a sound pieture and is to be made on an elaborate seale.

Klein Starts "Fog"

Charles Klein, newly signed by Fox Films to direet, has started work on his initial production entitled, "Fog." This is an original story written by Charles Franeis Coe, author of "Me, Gangster" and "The River Pirate," which were filmed early this season.

"Dry Martini" Done

Harry D'Arrast, prominent young director, has just written 'finis' to his first production for Fox Films, "Dry Martini." This film entertainment is taken from the story of that name by John Thomas and was seenarized by Douglas Z. Doty.

Tentative

Irving Cummings is about to start production on a pieture tentatively entitled "The Woman," and will have in the east Mary Astor and Ben Bard.

Born in Illinois and Florida

The man who wrote the adaptations and continuities of "The Cat and the Canary," "The Jazz Singer," "The Cohens and the Kelleys in Paris," "We Americans," "The Last Warning," and numerous other box office successes is Alfred A. Cohn, at present supervisor of productions at Christie's, and writing "The Carnation Kid."

Cohn started his professional career early in life in his home town, Freeport, Illinois, beginning in a newspaper office and going right through the mill. His first association with motion pictures was in connection with a staff job on "Photoplay Magazine" and then during the war period he served as publicity director for Mary Pickford.

His next step was continuity writing and he has been at it ever since. He is interested in everything that has to do with writing and as a tireless worker has done much for the organization of writers in Hollywood, being one of the founders of The Writer's Club. For several years he was a director of the Screen Writer's Guild of the Author's League of America.

* * *

Evelyn Brent, one of the most successful featured actresses of the screen today, was born in Florida. Three times she became discouraged with her progress in motion pictures and forsook the screen for the stage, and three times the lure of the camera has recalled her.

Miss Brent started as an extra when she was still a school girl in New York. With a number of girl associates, she worked after school and on Saturdays in mob and atmosphere scenes and her work, even at that time, attracted attention.

After leaving school she was given a contract by the World Film Company and was soon playing important parts. From there she went to Metro under contract.

While in England on the speaking stage, she was persuaded to try pictures again and made a series of them in and around London, for a British film company. Paramount then sent a company to Europe to make "The Spanish Jade," and assigned Miss Brent the leading feminine role. She soon returned to the United States and has been working constantly ever since.

One of Miss Brent's most successful achievements was the leading feminine role in "Underworld," in which she scored individual success.

Jean Hersholt

Jean Hersholt has completed two pictures simultaneonsly. Universal's character star divided his time between the sound version of "Abie's Irish Rose," at the Paramount Studio, and the final scenes of "The Girl on the Barge," at Universal, and finished in both this week.

A Surprise Vacation

As a mark of appreeiation for her work in "The Terror," ehief executive Jack L. Warner of Warner Brothers granted May McAvoy two weeks' vacation.

Jackie Logan Ends Role

Jacqueline Logan has completed work in the starring role of "The Lookout Girl," a Quality picture directed by Douglas Fitzgerald.

Edmund Goulding's Next

"The Pagan," John Russell's famous story of the tropies, with Ramon Novarro as star, will be Edmund Goulding's first production since his return from New York to the Metro-Goldwyn-Mayer studios.

Goulding, who directed "Love," in which John Gilbert and Greta Garbo scored, and other sueeessful produetions, is also a playwright of note and the author of many successful photoplays.

Plan Motor Trip

Marie Prevost is planning a motor trip to New York with her husband, Kenneth Harlan, who is considering an offer to appear in Gotham in a stage production.

Joins "Outcast" Unit

Louise Fazenda, one of the most popular fun-makers on the sereen, will provide much of the comedy for First National's "Outcast," starring Corinne Griffith. She has just been added to the east.

King Signs Fred de Gresac

Madame deGresac, long identified with United Artists, has been signed by Henry King to write the sereen version of Rupert Hughes' story "She Goes To War." Madame is author of many stage plays and among those which have been presented successfully in United States are "Marriage of Kitty," "The Enchantress," "The Purple Road," and "Flo Flo." She wrote the adaptation also of such film successes as "La Boheme," "The Son of the Sheik," "Camille," and "The Darling of the Gods."

Columbia Adds to Writing Staff

Under the editorship of Harold Byron, the Columbia scenario staff has been greatly augmented. Three writers of considerable note have been signed to work on the next three stories on the Columbia 1928-29 program. They are Beatriee Van, Sonya Levien and Lillie Hayward. Other writers will be added to Byron's department within the next few weeks, according to Harry Cohn, vice president, in charge of production.

Exhibitors Service Bureau

Music Stores Cooperate

Campaigns for "The Cossacks" Show Tie-up with Photoplays Are Popular with Local Dealers

ONE of the most widely, and generally, exploited feature offerings of the summer season is "The Cossacks," in which John Gilbert is starred with Renee Adoree as leading lady, and one of the remarkable factors is that while no particular song has been tied up with this picture the music dealers have been important contributors to the publicity and advertising put on in many of the key cities.

No doubt the success attending theatre-dealer tie-ups on such pictures with theme songs as "Ramona," "Laugh, Clown Laugh" and others is largely responsible for the interest in motion picture publicity which has been evidenced by several co-operative stunts put on in behalf of "The Cossacks."

The Russian background, a very obvious angle, is the feature which has been seized upon as a tie-in between theatres and music stores in connection with "The Cossacks." In the past there have been many pictures providing angles seemingly more adaptable to direct cooperation between films and music which nevertheless did not succeed in attracting the music men to the extent that has "The Cossacks"—a fact which would appear to prove that the film theatres have effected a closer bond of mutual advertising operations with these merchants.

The Gilbert starring vehicle has been the subject, and the beneficiary, of many excellent campaigns, but to review all of them would constitute a voluminous work in which there would be much repetition. Consequently, there is outlined below three major campaigns, which about cover the important exploitation ideas the showmen have developed in drives for "The Cossacks." These are the campaign put on in Milwaukee, by the Merrill; Buffalo, by Shea's Buffalo theatre, and Sapulpa, Oklahoma, by the Majestic theatre.

Book display windows as well as many other forms of promotion work were engineered by Manager Arnold Saxe of the Merrill theatre, when "The Cossacks" played in Milwaukee.

A panatrope was borrowed from "Kosselman and O'Driscoll" and this was placed in the lobby of the theatre and Russian dances and songs were played in advance of the picture with a sign reading "'The Theme' of the Cossacks is now being played."

Twenty special compo frames, size eleven by fourteen, were made by the Midwesco sign shop and in each was placed a black and white still. These were placed in twenty of the leading jewelry stores in the city.

Mr. Arnold Saxe got out an eleven by forty-two snipe with the following wording on it: "The Cossacks are coming." One thousand of these were sniped in the best location available.

Hook-up with a local radio station and a prominent music firm were valuable factors in the fast-stepping campaign for "The Cossacks" at Shea's theatre in Buffalo.

For six days before the opening of the picture radio station WMKA gave one-half hour daily of their regular music program to a discussion as to what feature was liked best. Between each musical number the name of the picture and play date was given. A photograph of either John Gilbert or Renee Adoree was mailed to every person sending in a reply to the station.

A splendid tie-up was put over with the Wurlitzer store in Buffalo, which provided space in its front window for two large cutouts. These carried stills from the picture and invited the public to come in and hear the latest Russian music.

Shea's theatre used special billing for the Polish and Jewish sections of the city, since in other cities the picture had demonstrated its popular appeal among foreign-speaking people other than Russians. This billing was printed on one sheets in the two native tongues.

A good combination of newspaper teaser ads with clever display features provided a well-organized campaign in Sapulpa.

Teaser ads and a number of short write-ups broke in the local papers seven days before the film opened. The press book color contest utilized in many larger communities went over effectively and the crossword puzzle, coming from the same source, was run in the Sapulpa Examiner.

Arrangements were made with the City Drug Store for a tie-up between Jergens Toiletries and special stills of the production. The caption used effectively on other tie-ups of this kind was used, viz: "John Gilbert says Renee Adoree has a skin you love to touch. You can have it if you use Jergen Toiletries." Another panel in the window carried the name of the theatre and the play date.

Des Moines Organist Form Song Club for Youngsters

Every Saturday morning at the Capitol theatre Des Moines children, some thousand or more of them, meet for an hour's fun with Herbie Koch, organist.

They sing, new songs and old, while Herbie plays the big pipe organ.

These kids have great fun, a membership card, a password and everything. It's a standing rule that if a child whispers the pass word to Herbie, as he walks down the street, then Herbie must fish into his pocket and pass over a penny to the youngster.

The time is 11:30 a. m. The admission to the Organ club is 10 cents, but this permits the youngsters to stay and see the regular stage and screen show.

Showmanship Briefs

A NOTEWORTHY lobby decoration has been arranged at the Capitol Theatre, Salt Lake City, recently for the hot weather, with the use of ferns, hanging baskets and scenery which suggests the coolness of the interior of this high-class house, one of the Louis Marcus Enterprises, and which is under the able management of George E. Carpenter.

MANAGER MARSLINE K. MOORE arranged a tie-up with the Postal Telegraph Co., whereby they delivered 1,000 telegrams advertising "The Patent Leather Kid" playing at the New Theatre, Fort Smith, Ark. Five messenger boys on bicycles delivered the telegrams to all parts of the city, the 'grams reading, "With great pleasure and as manager of your local Publix theatre I wish to personally indorse and urge that you see one of the year's greatest motion pictures, Richard Barthelmess in The Patent Leather Kid, which opens at the New Theatre today for a three-day engagement at no advance in prices."

MANAGER GEORGE M. WATSON made excellent use of a wagon wheel for a lobby display in advertising "The Wheel of Chance" at the Garden Theatre, Davenport, Ia. The large wagon wheel was mounted on a stand and fixed to resemble a wheel of chance. Nails were placed at even intervals around the rim and one letter was placed between each nail so that as the wheel slowly revolved, one could read the words, "Richard Barthelmess in The Wheel of Chance." A yard stick was fastened to the stand and placed in such a position so that as the wheel revolved, the nails hit the stick and sprung it against the next nail, etc. This made a light ticking noise and attracted considerable attention. The wheel revolved constantly by the use of a very small motor and pulley.

THE Ohio Theatre, Mansfield, Ohio, had two special features at the recent Wednesday matinee, which were given in addition to the regular program. A newspaper coupon and ten cents admitted children to witness a magician's performance, candy and other prizes being distributed to the youngsters. The other attraction was for ladies only, after the usual afternoon performance, and consisted of a psychic demonstration in which intimate questions were answered, each lady attending receiving a crystal gazing ball and book of instructions.

J. V. WARD, manager of the Queen's Theatre, Niagara Falls, Ontario, got an unexpected ballyhoo for "The Vanishing Pioneer" when a band of Indians in full regalia and with a band of their own visited the city from their reserve at Brantford. They paraded the streets and paid a visit to the theatre, attracting a good crowd. Manager Ward was as much surprised and pleased as anybody.

LIGHTS for smokes will be a prominent exploitation feature of campaigns for "Lights of New York." Warner Bros. exploitation department has placed a large order for match books with billing for the picture to be included in the line of accessories on the first all talkie film.

Sells Ad Space to Merchants at Advance of 5 Cents Per Inch

MANAGER C. T. PERRIN had a full-page newspaper display on "Slightly Used" to advertise that picture at the Sterling Theatre, Greeley, Colo.

Perrin went to the newspaper and contracted for a full page at the regular rate of 35c an inch and then went to a large furniture dealer and an automobile agency and sold them space at the rate of 40c an inch.

Both the furniture dealer and automobile agency featured "Slightly Used" bargains in their ads while the theatre ad showed a cut of May McAvoy and selling copy about the picture, theatre and play dates.

By selling the ads himself, Perrin greatly reduced the cost of his large ad and at the same time the ad had more attention value.

2,000 heralds distributed in the residential district also helped to make "Slightly Used" one of the most profitable pictures of the week.

Laemmle Letters Used in Local Drives for "We Americans"

PERSONAL contact letters, written and signed by Carl Laemmle, head of Universal, served to introduce a new type of exploitation for local presentations of "We Americans." The letters are addressed to a list of prominent citizens in towns where exhibitors took advantage of this novel service provided by Universal on "We Americans."

According to a statement from the company more than five hundred exhibitors have taken advantage of this personal service and have supplied lists of leading residents of their town which the exhibitor selected to receive the letters from Laemmle.

The letters drew the attention of the citizens to the enterprise of the exhibitor and to the entertainment qualities of the picture. They also invite the recipient to a special or a regular showing of the picture, through co-operation with the exhibitor. One of the letters, special in form, goes to the mayor. Enclosed with each letter is a copy of a clipping of an editorial on "We Americans" printed in the Milwaukee Journal.

An example of the appreciation on the part of exhibitors for the service is indicated in the following letter received by Laemmle from O. T. Kirby, of the Palace Theatre Company, operating a string of houses in North Carolina and Virginia. Writing from the Palace Theatre in Roxboro, N. C., he said:

"I want to thank you for the twenty letters you sent out for our We Americans showing July 16-17th, to our prominent citizens. The letter of invitation was honored at the box office and each one of the twenty had to stop on the way out to thank us for such a picture and for the invitation you mailed."

Extensive Campaign in Houston for "A Certain Young Man"

A COMPREHENSIVE campaign, combining many notable exploitation ideas, is the best description of the campaign used to put over "A Certain Young Man," when it played at the Loew State Theatre, Houston, Texas. Manager Sparrow and Publicity Director McCallam, assisted by an M-G-M exploiteer, put on the campaign.

One week in advance all paper was posted, the trailer run, and an underline placed in the usual theatre ads.

One week in advance a special painting of Novarro six feet in height, with appropriate copy was displayed in the foyer and was spot-lighted.

A play in the newspapers, was strived for and secured, rather than outside exploitation. The keynote of the campaign—was that "A Certain Young Man" revealed Novarro for the first time in a "straight" role. Special stories and layouts were secured in all three dailies, in addition to the regular Sunday layout and stories. A three column twelve inch layout was secured in the Press; a two twelve in the Post Dispatch; and two twelve in the Chronicle. All which had generous underlines. A half page cooperative ad was secured in the Post Dispatch with the J. E. Rogers Co. Inc.

Real Veil Adds Realism to Lobby Cutout Display

Manager Tom Holliday got more than the usual amount of attention when he exhibited a cutout of Gilda Gray from the 24-sheet in dancing pose in front of his box office. The cutout was one of the mediums used in advertising "The Devil Dancer" playing at the Imperial Theatre, Columbia, S. C.

A veil stretched across the outstretched arms of Gilda moved in the breeze, caused by an electric fan above that could not be seen by the public.

Seven-Star Drive Exploits "Telling the World"

The Keith-Albee theatre in Youngstown, Ohio, staged in the interests of the engagement there of "Telling the World" a drive that might be called a "seven-star campaign."

The following outline summarizes the highlights in this well-planned campaign:

(1) 50,000 four-page heralds printed and distributed in Youngstown and surrounding smaller towns.

(2) Four big advance stories and the serialization of "Telling the World" run in Youngstown Telegram.

(3) 500 display cards 10 by 21 inches in size (with 10-inch cut of Anita Page in colors) placed in several hundred carefully chosen stores throughout city.

(4) Attractive float designed representing the lighthouse (trademark of Scripps-Howard papers). This float was used in city and in many smaller towns.

(5) Special trailer designed and run at Keith-Albee Theatre, calling attention to the serial story in the Telegram.

(6) Regular-size stills from the picture mounted on printed cards carrying name of theatre and paper and placed in downtown centers.

(1) Full page of cooperative merchants advertising run in Youngstown Telegram, day before opening.

Ball Teams Honor Guests at "Warming Up" Show

The Birmingham and Nashville baseball teams were honor guests at a night performance of "Warming Up" when that picture headed the program at the Alabama theatre in Birmingham.

The whole idea was nicely handled. It began with a telegraphic request from Richard Dix to Zip Newman, sports editor of The Birmingham News, requesting him to invite the Birmingham and Nashville teams to attend the showing of "Warming Up" as his guests. Zip Newman lost no time in carrying out the suggestion, and Manager Sidney Dannenberg of the Alabama Theatre made the occasion memorable not only for those special guests but for other patrons as well.

Chicago's Largest Banner Heralds "King of Kings"

Probably the largest theatrical banner ever displayed in Chicago, is hung on the north wall of the United Artists Theatre, extending from the alley to Dearborn Street. The only wording on the huge banner is "King of Kings" and the display is causing considerable comment.

50 Cents Admits Whole Family at This House

BILL REEVES, manager of the Princess theatre in Hopkinton, Ia., is working a neat and profitable plan. Bill designates a certain night every week as "Family Night" and lets 'em all in for fifty cents. Regardless of the number of people in the family, they all get a flat rate—and Bill states that it not only improves business, but his theatre is serving as a meeting place for "all the folks in the community."

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

Managing Director, Capitol Theatre, Middletown, Conn., and Palace Theatre, Norwich, Conn.

Aboard Cruiser News

HEAVED anchor in Pittsburgh and sailed through Washington, Pa., thence pass the state line into Wheeling, W. Va., and no sooner did we reach this part of the country, than the lazy feeling came over the ship and we just sailed along nice and easy. . . . No one seemed to want to hurry about anything. And I almost fell asleep at the helm, but managed to keep awake and finally dropped anchor in Wheeling's business district. . . . A beautiful 3,000 seater is rapidly nearing completion. . . . The theatre that attracted my attention was the talkie house, the Court, it did not take me long to pay it a visit, but Manager Schaeffer was vacationing down Atlantic City way. . . . so I watched the end of the matinee and the handful of customers took everything sort of apathetically and when the show was over went out with nary a word about what they saw or whether they liked it or not. . . . So abandoned my plans to stay over night and set sail north for Steubensville and was rewarded for my decision by meeting brother member Hendricks, of the Capitol and Olympic Theatres, who extended the glad hand and made me feel at home. . . . after watching his show. . . which I tell about elsewhere. . . . we partook of some midnight supper and this being the night of the big fight ??????? we talked about everything but the big (?) fight. . . . and then turned in for the night. . . . Met Hendricks again the next morning after breakfast and looked through his most interesting scrap book which brought to light many fine things he has done in his career as a theatre manager. . . . Rain let up about 11 A. M. and set my course northwest for Dennison and Uhrichsville, and kept sailing into Neweomerstown, where we lingered for a while then on again into Cambridge. . . . niee town this one. . . . and a good drawing population surrounding it. . . . looks good for theatre business. . . . and apparently it is. . . . decided to leave immediately after dinner for Zanesville even if it did bring me there a day ahead of schedule. . . . but arrived in a nasty storm. . . . so dropped anchor and called it a day. . . . Called on friend Brown, head of the local theatre company and spent a very pleasant hour with him talking talkies. . . . and talkies. . . . and talkies. . . . enjoyed the surroundings of his beautiful Liberty Theatre and then to bed. . . . Off for Newark. . . . and the old town is changing a little theatrically. . . . a nice new theatre under construction. . . . and business in the other houses very nice notwithstanding the weather. . . . On to Columbus. . . . but the story in most of the bigger cities is about the same. . . . so took a look in at the bigger houses. . . . and they were all playing to capacity. . . . said hello and good-bye. . . . then. . . . On once more we sailed along some beautiful country, this lower part of Ohio. . . . into Springfield. . . . Dayton. . . . then stopped off for the night at Richmond, Indiana. . . . peppy town this. . . . and lots doing for the amusement of the movie fans. . . . stopped to say hello to Manager Olsen of the Tivoli Theatre, a big beautiful theatre that would look O. K. right on Times Square. . . . and Olsen knows his "stuff" on running it too. . . . had a nice chat with him about things theatrical in this portion of the state and then ran over to see Bob Hudson of the Hudson Theatre. . . . but Bob was listed as missing and whereabouts or returning time, unknown. . . . Up early and cruised into Indianapolis with the "crew" on the sick list with tonsilitis. . . . (and here I've been all these years thinking I never had such things) . . . well this trip has brought out many other strange facts, so I guess I should not be surprised at this one. . . . anyway I called in the ship doctor who put me to bed for the day and the next day, and on the next day I decided I would get better if I started moving. . . . so off the ship sailed for Anderson. . . . but Manager Muller was not to be found. . . . However, a congenial young man told us lots of niee things about the NEWS and talkies, etc., ete. . . . so we left our card and regards for Muller and cruised on to Muncie. . . . here we shook the hand of a real "old-timer" . . . and we don't mean in age. . . . but in theatrical experience. . . . Harvey "Doe" Arlington is the man. . . . he runs the houses in this town for Fitzpatriek & MeElroy Circuit. . . . and his Rivoli is a "peach" . . . gosh, this trip is bringing to light some almost forgotten "slang" but you know how "sailors" are. . . . so overlook it. . . . maybe it's second childhood. . . . who can tell. . . . and who eares. . . . until next week the Good Ship "NEWS" will be cruising around the mid-west. . . . where we go, what we do. . . . and how we do it. . . . we will let you in on in the next issue. . . . six bells. . . and all's pretty good. . . .

Growth of the Club Idea

UP in the Scranton-Wilkes-Barre section of Pennsylvania, according to Manager Byron Linn of Bloomsburg, the theatre managers formed a Round Table Club patterned after the "parent" Round Table Club of the NEWS. The purpose was the same as set forth by this club only they were working in a smaller group.

So we extend to this regional club our best wishes and suggest that they send their ideas in to the parent club. In this way they can be certain that every one will read it, not only their own group, but all the other members and readers of the NEWS.

The Manager's Round Table Club is very much in favor of the formation of these regional clubs and will cooperate in every possible way with any group or groups desiring to form such units.

Remember our promise: That we would make the MOTION PICTURE NEWS the Clearing House for all Box Office Problems and Theatre Operation. And that is what we are striving and succeeding in doing. If there is any doubt in your mind as to the class of men who belong to the club, just glance over the first list of members soon to be published and you will readily see that this membership is composed of the "real" managers and exhibitors from all over the world.

Take a friendly tip and "shoot" that application blank into the club as soon as you can fill it out.

Hendricks Issues Giant Passes

Running theatres on the big city de luxe plan seems to be Manager William L. Hendricks' specialty. He handles too of them in Steubenville, Ohio, and both of them show careful management and supervision. The Capitol is the vaudeville house of the town and the Olympic is the "talkie" house.

What impressed me most of all at his Capitol Theatre was the brisk peppy staff that handled the patrons, while Hendricks

(Continued on Next Page)

himself stood in the background with his eye on everything in general.

As a ballyhoo for a special stage attraction he was getting ready to use an advertising pass about 18 by 22 inches in size, and distribute them just the same as he would regular passes. No question about the idea spreading around town, and it's sure of a laugh because everyone who gets hold of one of these giant passes is going to show it to some friends and in that way it will serve to advertise the attraction.

Montague Salmon Joins the Club

We welcome Manager Montague Salmon, of the West Coast Boulevard Theatre, Los Angeles, California, into the CLUB. We are looking forward to some mighty interesting contributions from him in the near future. On "Finders Keepers" he worked the phony money stunt with the imprint on the back "Don't try to spend this—But spend two hours seeing "Finders Keepers" at the Boulevard Theatre. Since there are so many pictures that lend themselves to this type of exploitation, we suggest that interested members write Mr. Salmon, who we are certain will be pleased to send a copy of the money used.

Finds Club "Just the Thing"

Manager Harry Kusel, of the State Theatre in Ozone Park, N. Y., is one of the younger bloods in the managing field and realizes the value of capitalizing on the other fellows' experiences and suggestions. He says, "This is my first manager's position and I realize that this Club is just the thing that can help me along with my work." That's the spirit Harry, and there are hundreds of others just like you. But don't forget that if the suggestions you find here are of value to you, then perhaps some of your own suggestions will be of some value to the other members, so send them along.

A Message from "Way Out West"

From "way out west" comes word from J. D. Marpole, manager of the New Tokay Theatre, in Lodi, California. We have a weakness for reading anything from that part of the country so you can be sure "J. D." that your letter was carefully read through. That spirit of "holding your own" is just what we like to hear, so keep right at it and let me hope that the Club can claim some of the credit when the "battle" is over. O. K.?

"J. D." worked a peach of a stunt on "The Raider Emden" which we must pass on to the other members. Having quite a colony of German people in Lodi, many who never, or very rarely, attend the theatres, he made up a snappy letter about the picture, translated the letter into German and mailed them out to German people throughout the town.

"J. D." tells me that the idea went over very big and besides it started many of them coming to the theatre much more often than they had previously. Keep in mind, brother members, that here is an idea that can be converted for use on any good picture that comes along. If your population happens to be Jewish or Italian instead of German, just have *your* letter translated accordingly.

MANAGER'S ROUND TABLE CLUB

List of Charter Members will appear in next week's issue.

Every type of theatre, from "shooting gallery" to magnificent De Luxe Theatres, are represented on the membership list.

And all believing in the Slogan—"USE THE NEWS".

FOR:

a—Up-to-the-minute Reviews of pictures.
b—Interchanging of ideas.
c—Reference guide.
d—Box Office Problems.
e—General Get-together.
f—The Clearing House for all things theatrical.

If your name does not appear on the first list, be sure that it is on the next one. Here is the application blank, send it in right away, with your own photo if possible. Motion Picture News, 729-7th Ave., N. Y. C.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Key City Reports

New York City

AN abnormal hot spell failed to shake the Broadway theatres from what may be accepted as their normal business—a most encouraging indication that the pictures show definite signs of grasping the public interest again after something of a trend toward apathy.

There were no extraordinary box office stunts aside from the performance of **"Street Angel" turning in a sum well over the hundred thousand** mark in its third week at the Roxy. That was for the regular run pictures. In the two-a-day group Metro-Goldwyn-Mayer's new candidate for Broadway fireworks, **"White Shadows," ran up high figures** at the Astor after its opening on Tuesday night.

The Capitol had a weak entrant in "Beau Broadway" and the count-up told the usual story when this is the case—the house dropping under the marks it has been making these past few weeks with such fare as "The Cossacks" and "Telling the World."

"At Yale," the Strand's feature, supported by a bill of shorts, mainly of the sound variety, **did a rather brisk business.** The "whole show on the screen" (and in the loud-speakers) policy appears to have found a firm footing at the Strand, judging by the returns of last week.

The Paramount with **"Loves of An Actress" did a good average business,** something less than it did with "The Racket" and "Warming Up" but considered satisfactory just the same. The two latter productions, which ran almost neck and neck at the Paramount went into competition—if it could be called that—last week. **The Meighan starring vehicle was at the Rialto and did a better business than "Warming Up" was able to turn in at the Rivoli.** The Dix picture had a synchronized score and some interpolated sound effects, while "The Racket" played straight "silent drama."

The remaining continuous house to be reported is the Cameo, which featured a double revival bill composed of **"Ivan the Terrible" and "Potemkin," and ground along** at the gait it has been showing for the past several weeks.

As already reported the newest two-a-day offering rushed into first place as the money-getter of the group now on Broadway. Two other new ones are **"Lilac Time," which is showing real strength at the Central,** despite the fact that it is running without benefit of the synchronization prepared for it; and Fox's **"Lost in the Arctic"** which on its performance so far **appears unable to make the grade as a two-a-day attraction.**

"Wings" at the Criterion ran up to the completion of a solid year on Broadway with very good returns and it may be expected to spurt under the stimulus of the exploitation on the angle of its "second year." "Tempest" has completed its twelfth, and next-to-last week at the Embassy with a good gross and is certain of showing a fine record at the completion of its two-a-day run this week. **"The Lion and the Mouse"** closes at Warners Sunday with a run of **nine weeks to very satisfactory business.** The Globe with **"Red Dance" and a Movietone supporting bill dropped back** still further and announcement of its withdrawal to make way for another Fox picture may be expected any time now.

Los Angeles

BUSINESS on the whole strikes a happy medium. Some attractions are not turning them away, yet most pictures are enjoying comfortable patronage.

The Novarro-Adoree combination in "Forbidden Hours," at Loew's State, opened to promising business.

"Caught in the Fog" also caught the crowds at the Metropolitan where Conrad Nagel appeared in Person, as well as on the screen and spoke on the significance of talking pictures to the future of the motion picture industry.

"Lilac Time," continues to draw Colleen Moore enthusiasts at the Carthay Circle and reports excellent business as does "Tempest" at United Artists Theatre where John Barrymore remains the star attraction on the screen.

Crowds throng Hollywood Boulevard outside Warner Brothers Theatre in Hollywood where "Lights of New York" with Vitaphone accompaniment does capacity four times daily.

The reopening of Grauman's Chinese is expected to stimulate business in the palatial Hollywood house. **"White Shadows in the South Seas," a Metro Goldwyn-Mayer presentation, and their first sound picture opened to a packed house** and indications point to a gratifying run.

Atlanta

ATLANTA theatres rolled up good box-offices last week, with the Howard leading the march showing Paramount's first picture with sound, "Warming Up." This picture was well liked by Atlanta theatre patrons and brought loud applause.

Keith's Georgia with Buster Keaton in "Steamboat Bill, Jr." drew second place in the box-office line, followed by the Capitol with "San Francisco Nights," materially assisted by the popular Eviston-Napier stock company.

Loew's Grand playing Ralph Forbes and Marceline Day with "Flash," the wonder dog in **"Under the Black Flag" enjoyed a fair week.**

The Rialto gathered above the average week with the first all-talking picture, "Lights of New York," which will be held over for a second week's run.

Three westerns brought the Tudor an average week, while a week of second runs, did not fail to keep the New Alamo's box-office at a steady gait.

Although all theatres had very good receipts, sweltering heat no doubt prevented several from going higher.

Chicago

THE great crowds which thronged to see "Lights of New York" the first all talking picture to be exhibited in Chicago, were the feature of the local business situation during the week just past. McVickers, which has been doing well with "The Street Angel," during its run, took "Lights of New York" and despite lukewarm or disparaging press criticisms, the talkie is going over big.

"King of Kings" shown at the United Artists Theatre for the first time at popular prices, also got away well despite the tremendous heat.

Jackie Coogan in person was the featured attraction at the Chicago, where the screen offering was "The Mysterious Lady" the combination proving of such drawing power that the Chicago did a capacity business for the week.

At the Oriental "Red Lips" on the screen and Al Kvale and his gang in Cairo, heading the stage show, **played to normal business.**

"Sunrise" went into its last week at the Roosevelt Theatre and continued to hold up well.

The Fur Fashion Show and Pageant of Beauty on the Granada stage and **"Say It With Sables"** on the screen, plus Vitaphone and Movietone Specialties, pleased north-shore patrons, while **"The Toilers"** on the screen and Meroff's stage show **enjoyed a fair week at the Marbro.**

"The Wheel of Chance" as the feature picture and Waring's Pennsylvanians, favorites of Chicago audiences, were the featured offerings at the Uptown **where the box office report was satisfactory.**

The same feature with a special stage review, headed by Lou Kosloff, accounted for fair business at the Tivoli.

"The Lion and the Mouse" brought better than average business to the Avalon while "Bringing Up Father" played to normal attendance at the Capitol.

Cincinnati

ALTHOUGH the break in the hot weather was only temporary, the stimulating effect which it brought seems to be more or less permanent, the Cincinnati theatres enjoying an appreciable upward trend in attendance despite the return of excessively torrid atmosphere.

"The Yellow Lily," at the Albee, got an exceptional break for the week, and the picture as well as the six acts of vaudeville drew favorable comments both by the critics and the patrons.

Bebe Daniels in "Hot News," at the Capitol, in addition to short talking subjects, rolled up a nice gross.

The Lyric, with "The Cossacks," got off to a flying start on their new policy of making weekly changes on Saturday instead of Sunday, and kept the customers coming throughout the week. The picture was well liked.

"Freckles," at the Strand, proved a good draw, although business was not quite up to the comparative returns of the other houses. However, the management has no particular "kick" coming, everything considered.

Keith's, with Navarro in "Forbidden Hours," showed very considerable improvement, and receipts were up to a higher figure than they have been for quite some time.

The Family presented **"The Count of Ten"** for the first half, and **"Husbands for Rent,"** last half, with business somewhat above that which has prevailed for the past few weeks.

Tampa

THE past week has been a little off. The reason seems to be that the pictures failed to click. Only one program went over very good, and furnishes the evidence that the people will respond when they have something they want to see.

The program referred to was used by the Tampa the first half. "Wheel of Chance"

The Victory had "Love Hungry" as the feature, backed up with four of the Vitaphone acts and the Movietone News. **The picture lacked the punch and the business was not up to the standard** set by this house since the installation of the talkies.

"The Shield of Honor" held the spot at the Strand for the first two days. It gave the house a weak opening.

Dallas

AT the Dallas first run theatres for the past week business has been exceptionally good and although the weather has been rather hot the theatres report unlooked for big business. In fact, several of the managers were talking in terms of record runs which means that receipts were more than satisfactory. No bad business was reported for the week.

"Warming Up" with Richard Dix brought unusually good houses to the Palace for the seven day run. A good musical show and stage presentation served to bolster up the program. A record attendance was being discussed the first of the week.

At the Melba "State Street Sadie" with Conrad Nagel and Myrna Loy filled the house and gave the theatre another banner week which has been an ordinary thing at the Melba for the past several weeks. Business has been very regular and receipts satisfactory since the first few weeks experimental stage as a Publix theatre.

At the Majestic "Road House" starring Lionel Barrymore proved a good drawing card and attendance for the week was all that could be expected. A good Interstate bill was well received and helped business out.

"Powder My Back" with Irene Rich brought good business to the Capitol, and served to increase receipts over those of the past two weeks.

"Bringing Up Father" with Marie Dressler, J. Farrell McDonald and Polly Moran and "Heart to Heart" featuring Mary Astor and Lloyd Hughes were responsible for good receipts at the Old Mill theatre. Business was above the average.

The Arcadia checked off its usual good business with "A Night Of Mystery" with Adolphe Menjou and "The Blue Danube" with Leatrice Joy and Nils Asther. The Arcadia can be depended upon to turn in totals on the right side of the ledger each week.

Minneapolis

THE State theatre in Minneapolis broke an all-time record when it was forced to hold "Lights of New York" over for a second week. No other picture except "The Jazz Singer" has ever been shown at the State two weeks, and that not for two consecutive weeks.

"Lights of New York" proved a genuine surprise, as no one expected that this all-talking Vitaphone picture would approach record business. Yet in the first five days of its showing it was seen by 41,365, and it was evident that it would at least have to stay a fortnight to satisfy the crowds.

At the Minnesota "Warming Up" was the attraction, and it proved a good one. It was the first sound picture shown at the Minnesota and this undoubtedly accounted for some of its popularity.

The Tunney-Heeney fight pictures came into the Lyric the last part of the week, and of course drew the fight fans in great numbers.

Pantages supplemented its vaudeville program with "A Thief in the Dark," while the Hennepin-Orpheum was showing "Hell Ship Bronson" successfully. Altogether it was a very good week for the movie theatres.

Harrisburg, Pa.

TEMPORARY relief from the extreme heat of July was reflected favorably in the receipts of the picture houses the first half of the week, but the return of extremely hot weather the last three days cut down attendance.

The verdict of those who saw Ramon Navarro making love in a light-hearted way to Renee Adoree in "Forbidden Hours," the feature attraction at Loew's Regent, was that it was very acceptable summer entertainment.

"Hot News," starring Bebe Daniels, at the Victoria, was liked by fair-sized audiences, and the bill contained also "The Raider Emden," which materially increased interest in the program.

Milton Sills brought more than average midsummer crowds to the Colonial in the film play "The Hawk's Nest," in which, as a newspaper reviewer wrote, "he threatens to steal Lon Chaney's laurels by appearing in the early scenes with a grotesque, misshapen face."

Irene Rich, in "Beware of Married Men," proved popular light entertainment at the State.

Delores del Rio returned to Harrisburg in "Ramona," and brought good business to the Russell.

The Grand did well at the box office with a double bill, consisting of Tom Tyler in "Splitting the Breeze" and "The Scarlet Brand."

Boston

THE week was decidedly spotty in downtown Boston theatres, while business was nothing to brag about in the suburban houses. Theatres able to maintain low temperatures through cooling plants were not so badly off as the others, but the week's heat wave certainly has been a strong deterrent in keeping people away from the city.

The Metropolitan has been getting a good percentage of the summer tourist trade but even with this, attendance dropped considerably, with "Warming Up" as the film.

"Steamboat Bill Junior" at Loew's State played to fair houses in comparison with the general average about town.

The Modern and Beacon theatres, with their double feature bill of "Road House" and "Beware of Married Men," enjoyed fair business.

"A Ship Comes In" at the Keith-Albee Boston theatre also played to fair averages.

Other films showing to spotty audiences include "Tenderloin," which played simultaneously at the Fenway and Washington Street Olympia theatres; "Skirts," at Loew's Orpheum; "Ladies of the Mob." at the Bowdoin Square, and "Hold 'Em Yale" and "Let 'er Go Gallagher" on the summer midweek change at the Exeter.

In the suburban theatres "The Jazz Singer" held sway at the Allston; "Happiness Ahead," at the Capitol; "The Jazz Singer," at the Central Square; "Shepherd of the Hills" and "Wheels of Chance" at the University; "Diamond Handcuffs," at the Codman Square and at the Waltham Embassy.

Kansas City

WITH the intense heat wave continuing in Kansas City and the cooling systems of theatres working at full blast, the week's attendance at most first run theatres was about on a par with last week, which was fair.

"The Perfect Crime" at the Mainstreet drew good, holding up well all week, while "The House of Scandal" at the Pantages did one of the biggest week's of the season, although the attendance, insofar as the large increase was concerned, probably was due to the personal appearance of Mae Murray and her Brazilian orchestra.

At the Globe, Richard Dix in the Paramount Movietone production, "Warming Up," drew well for a second week.

At Loew's Midland, D. W. Griffith's "Drums of Love" attracted a fair attendance only.

At the Newman, Lew Cody in "Beau Broadway," drew better than average crowds.

Nothing out of the ordinary was used in exploitation by any of the houses.

Cleveland

THIS was a splendid week at the local theatres, especially at the downtown theatres. Pictures were interesting. And it was so beastly hot that the artifically cooled theatres were the only places where the public got any relief. It was much too hot for automobiling. The theatres were filled. Good programs, in some instances pre-releases of new product, are building up a splendid campaign for the fall.

"The Lion and the Mouse" filled the Stillman during its third and last week. A picture of great interest, intensified by talking sequences.

"Our Dancing Daughters" played to big houses all week at the State. While the picture was liked well enough, the real drag was the elimnation contest for members of the local "Our Gang" crowd of youngsters.

The Allen was crowded all week with "The Mysterious Lady" at the feature attraction, a melodramatic tale of intrigue, done with fine settings, well acted and spectacularly produced.

"The Blue Danube" was well liked by patrons of the Palace, and very well patronized. Good popular romantic fare, with enough excitement to keep the interest alive.

"No Other Woman" drew well at Keith's East 105th Street house, although the picture was only passably interesting. A woman's choice of the wrong man for her husband and the events leading up to the right mating is old stuff. It was shown the first half of the week. "Roadhouse" with Lionel Barrymore the last half of the week proved more interesting. Business held up consistently.

The Park split the week with "The Dragnet" the first half, and "Steamboat Bill Jr." the last half. Business was unusually good both halves. Neighborhood houses reported continued poor business.

Ottawa

BIG names drew big crowds, based on summer standards, to Ottawa, Ontario, theatres during the week of July 30, popular stars drawing well despite torrid heat and a couple of storms. There was Emil Jannings at the Regent, Adolph Menjou at B. F. Keith's, George Bancroft at the Imperial, George Sidney and Charlie Murray at the Centre—all of whom lived up to their names, while over in Hull, Mary Philbin drew nicely at the Laurier theatre and Helene Costello did likewise at the Eden. Neighborhood houses in Ottawa suffered most from the heat because most people are sticking to the big houses where it is 20 degrees cooler.

The Regent enjoyed excellent results with "The Street of Sin," business being quite brisk all during the week.

"His Tiger Lady," paired with a strong vaudeville card, was also seen by very fair crowds at the B. F. Keith's theatre, although matinees have fallen off.

There was a steady trade at the Imperial with "The Drag Net" because George Bancroft has been seen here quite frequently of late and has made many friends.

Manager Stapleton played his comedy hands at the Centre theatre and found they were good for the hot weather. "Harold Teen," during the first half, attracted throngs of holiday children and a good share of grown-ups, while "Flying Romeos" played to a good share of general patronage.

The theatres in Hull have been getting along just so-so but "Surrender" at the Laurier theatre had a shade better patronage than usual.

"Good Time Charlie" at the Eden theatre made a fair impression and played to fair houses.

Philadelphia

THE hottest week of the summer, with the mercury hovering around 90 all week and reaching 95 on Friday and Saturday, with vacations in full swing, did not do anything to improve box office receipts in the downtown theatres. The neighborhood houses fared still worse due to lack of refrigerating systems.

The Stanley offered Colleen Moore in "Happiness Ahead" and on the stage the distinguished tenor John Steel and an elaborate revue "It Might Happen," with Jack Kaufman as master of ceremonies. The picture was highly praised by the critics but played to rather slim houses on account of the heat.

Dolores Costello in "Glorious Betsy" was the attraction at the Aldine, with moderate success. Philadelphia has a special interest in this picture due to the fact that one of the incidents took place here.

The Fox presented "Road House," which started out as a 5-reel film but ended here as a two-reeler after the censors were through with it. There was a good surrounding bill featuring Natacha Nattova aided by Geral in the sensational "Moth and Flame" adagio dance.

The Karlton offered "Three Ring Marriage," which was only fairly successful, the Tunney-Heeney fight pictures proving the redeeming feature of the bill.

"Drums of Love" drew the D. W. Griffith fans to the Stanton this week and they were not disappointed in this splendidly directed film.

The Arcadia showed "Half a Bride" with a fair degree of midsummer success.

The Carman with "Fleetwing" on the screen and a stageshow entitled "Rainbow Follies," did fairly well.

The Forum showed "The Night Flier" and a stage show "Yale Collegians" the first half of the week with "Rose Marie" the muscial comedy success, and a complete stage show "Dancing Tambourines" the second half of the week.

Of the second run houses, the Victoria with "No Babies Wanted," the Palace with William Haines in "Telling the World," and the Capitol with Buster Keaton in "Steamboat Bill, Jr." played to only fair business.

Albany

IT required a mercury standing in the nineties to demonstrate last week what a talking movie could do toward attracting business to a motion picture theatre in Albany, which under ordinary conditions would have played to a rather slim audience. In other words, "Lights of New York," the first 100 per cent "all talkie" to come to Albany, packed and jammed the Mark Strand night in and night out with hundreds of men and women wiping the perspiration from their faces as they stood in line waiting for a chance to enter a theatre with a seating capacity of around 2,000 persons. The business done by the theatre during the week was practically on a par with the best week of the past winter. The lobby was so jammed, with a line standing a block or so outside, that the side exits were used in order to let the crowds out. The remainder of the bill was made up of an "Our Gang" comedy, a newsreel and two Vitaphone presentations, one of which was extremely poor.

The Mark Ritz did a good business with "United States Smith," and also with the official Tunney-Heeney fight pictures, which went over big at every theatre in this section where they were shown.

The Leland in Albany handled fair-sized crowds during the week with "Chicken a la King," but there is no question but that weather conditions made serious inroads at this theatre.

The Clinton Square Theatre in Albany ran fair with "The Kid Sister" and "The Swell Head."

Neighborhood houses, with the exception of the Eagle, reported business as poor. Proctor's Grand in Albany used Charles Ray in person for three days in an effort to brace up business. In the neighboring city of Troy, "No Other Woman," running for the first four days, played to excellent business. The house used the Tunney-Heeney light pictures, which attracted business that might otherwise have gone elsewhere or been lost entirely.

The last three days found only fair business with "Partners in Crime."

The Lincoln Theatre played to fairly good business with "Modern Mothers" for four days and then coupled "Chicken a la King" and "Hell Ship Bronson" for the last three days, and panned out rather well.

Proctor's Theatre in Troy used Charles Ray in Person the last of the week.

Pittsburgh

BUSINESS was very good at Loew's Penn, where "The Ballamy Trial" was the screen attraction. This proved to be an excellent dramatic offering, and the press and fans alike were loud in their praise of the production's merits. The stage attraction, Publix Unit, entitled "Ocean Blues," was little more than average entertainment. It was saved by the dance ensembles of the 20 Foster Girls, as well as the appearance of Moss and Frye, the Original Blackbirds.

The Stanley Theatre also had a big week, where the first all-talking production, "Lights of New York" was shown. The novelty seemed to make a hit with the local picture fans, many favorable comments being heard on all sides. The stage presentation, "In Jail," was but of average entertainment value.

The Grand did a fair week's business with "Sailor's Wives." According to critics the best part of the entertainment was the sincere work of the principals, Mary Astor and Lloyd Hughes.

The Cameraphone did better than average with the ever-beautiful Esther Ralston in "Half A Bride."

At the Liberty, first half of the week saw Richard Barthelmess in "The Wheel of Chance," getting average business. This is one of the best dramatic subjects of the season. The last half of the week, "Hellship Bronson," was the attraction, and got average business.

Both the Grand and Liberty put on the Tunney-Heeney championship fight pictures on Wednesday, and played them the balance of the week. As the prints had just arrived the first announcements were made in the Thursday morning newspapers. The fight films helped to get a share of the business, judging from the way they were received by the audiences.

Indianapolis

CONTINUED rise of the mercury last week proved a disappointment to theatre owners in Indianapolis. Business was off all week as a result of the extreme heat.

None of the downtown houses did expected business.

Buddy Rogers in "Red Lips" led downtown houses the past week. Charlie Davis' stage band made its last appearance before taking a New York trip. Charlie will return in a few weeks, continuing the stage band policy, although the talking films will be started Saturday.

Florence Vidor in "The Magnificent Flirt," the Vitaphone picture, did fairly well at the Apollo.

William Haines in "Telling the World" and Conrad Nagel and Renee Adoree in "The Michigan Kid" were the attractions at the Palace and Circle respectively.

Neighborhood houses suffered their share of the loss of business.



Seattle

LAST week was one of moderate business at most of the first-run houses, with the exception of Hamrick's Blue Mouse Theatre.

At the latter house, "Lights of New York" opened an indefinite engagement to tremendous business, establishing a new Saturday house record and eclipsing all former attendance marks, even including the "Jazz Singer" record. Opinion of the audiences is divided on the merits of the film, but there is no denying that it is a great box office film, and it played to absolute capacity day and night for the first week.

Second in the popularity league came came "The Racket" at the Seattle Theatre, which was highly praised and very well received by most audiences. The Publix stage show, "Gallopin' On," had strong moments but lacked the punch. Business was a little better than average for the week, but still below par.

At the Fifth Avenue Theatre "Hot News" was the screen attraction. It was better than most of the recent Daniel films, and played to average houses despite the warm weather. Fanchon-Marco's "Great White Idea" on the stage was rather weak. Hermie King and the Fifth Avenue Band again triumphed with their specialties. An average week at the box office.

"The Strange Case of Captain Ramper" was the screen feature at the Columbia Theatre, and extra exploitation and advertising brought increased business to the Universal house. The film was well liked, for its type, and had a better gross than recent films at this theatre.

"A Woman's Way" at the United Artists Theatre was not much of a box office attraction, and business was just fair, despite the 25-cent admission price.

"Tenth Avenue" was the attraction at the Orpheum, but it was just a fair program film that was secondary to a mediocre stage bill.

"My Lady of Whims" at Pantages was another picture lacking in drawing power. Both vaudeville houses had business below par.

"Quo Vadis" was brought back to the Embassy Theatre with big exploitation of the Jannings name, but even this failed to bring much business for this over-worked production.

Portland

CURIOUS theatregoers in quite considerable numbers dropped into two of the large first-run houses to discover what the new entertainment policies were like, and in other cases to escape the torrid weather, the thermometer registering close to the 100 mark, yet in spite of this the attendance figures practically held their own.

A few months ago Gilda Gray made her personal appearance in Portland at the Columbia and promised to return. She kept her promise this week but via the screen taking the stellar role of "The Devil Dancer," which was enjoyed. "In a Chinese Temple Garden" was the musical selection of Joseph Sampietro for his all-artist orchestra, and was most appropriate for the screen offering.

Two musicians who have pleased Californians during the past year, dropped into the Portland theatre for a long stay, Don and Iris Wilkins, the latter at the console of the Wurlitzer who made a strong bid for popularity. They introduced Fanchon & Marco's "Bath Tub Idea," which was appropriate for the hot weather. Oscar Taylor registered most acceptably with rich baritone voice. Little Kenneth McKenna, the 5-year-old xylophone marvel, practically stole the show.

On the screen Greta Garbo in "The Mysterious Woman," Sweet William and Bad Bill, Brunswick recording artists, gave a delightful piece of blackface patter and dance.

"United States Smith" took well at the Oriental and lively bits of humor hugely enjoyed. Srodka and his orchestra made a hit also with the new success "Two Lips," finishing with selections from "Cavalleria Rusticana." Shirley and Grant held the stage in "Tunes and Taps," while Glen Shelley put over nicely some old familiar airs, "Tiny bits of Irish jigs and wee bits of Scotch reels."

"Street Angel" at the Broadway inaugurated the new policy, the stage attractions being dispensed with, and the splendid work of Charles Farrel and Janet Gaynor again pleased their fans, who crowded in in such large numbers they almost broke the house record. Many a tear glistened at every performance, and even the sterner eyes grew misty. George Stoll and band are still retained and they put over some fast college selections that took well. The Movietone score was excellent.

"Blondes by Choice" was the opening attraction at the New Capitol, and the house had a nice run the entire week. Mayor Frank Edwards, in fact, came from Seattle to assist Manager Harry Akins to open the cozy house. Ray Lucas, organist, offered some musical novelties which took well. The Khorassan Four held the stage to advantage.

"A Texas Steer," with Will Rogers, was an acceptable screen offering at the Pantages, backed up by the usual half dozen snappy and entertaining acts.

A nice line-up of offerings is scheduled for the Hollywood, starting this week, with "The Legion of the Condemned," and for the latter half Lillian Gish in "The Enemy" and "Baby Mine."

Baltimore

THE week beginning Monday, July 30, started out with cool weather but the last three days of the week proved to be scorchers with the business barometer taking a terrible tumble for low patronage.

Loew's Century proved the best house for business during the week with Thomas Meighan, and Marie Prevost in "The Racket," and a stage presentation act entitled "West Point Days," headed by Ted Claire and his syncopators with the Gamby-Hale ballet chorus and cadet corps and other featured vaudeville headliners.

The New Theatre opened on Saturday, August 4 with sound mechanism working and the first feature attraction was "Street Angel," co-starring Charles Farrell and Janet Gaynor. Despite the terrific heat on that day and this house being cooled only with fans, the S. R. O. sign was up practically all the afternoon and evening.

"The Hawk's Nest," proved a fairly good business getter at the Stanley with a presentation act called The Garden Party.

"The Raider Emden," and the reissued version of "Nanook of the North," were shown by the Motion Picture Guild at the Little Theatre and business throughout the week despite the heat was fairly good.

"Bare Knees," was the featured film attraction at the Keith-Albee New Garden. On the same bill was the Texas Guinan revue "Padlocks of 1928."

The Rivoli, now equipped with sound mechanism, showed "State Street Sadie" for its second week and played throughout the entire six days to good business.

The first week of Loew's Valencia without orchestra or organ music, all music for the pictures being furnished by sound mechanism, proved only a fair one with "Diamond Handcuffs."

"Stormy Waters," with Eve Southern and Malcolm McGregor was shown at the Keith-Albee Hippodrome where a less than fair business was reported. Five acts of Keith-Albee family time vaudeville were on the same bill with the Charlie Holt revue for a second week.

Salt Lake City

LARGE first run houses of this city are enjoying splendid summer business due to the first class selection of pictures and also the modern ventilating systems used.

The Capitol Theatre has been playing to capacity business throughout the week during the presentation of the feature picture "Forgotten Faces," a Paramount production which was received with unanimous favor. The stage offering, which was a Fanchon and Marco presentation, titled "Sally of Hollywood," and which featured Sally Rand, assisted by Harvey Karels, Treen and Barnett, the Crosby Brothers, and a male Ensemble of twelve, made up a very high class offering in addition to the splendid music offered by Ralph Pollock and the Capitol Band and Alexander Schreiner at the organ.

Fairly good business for the mid-summer was reported last week at the Paramount Empress theatre during the showing of "Harold Teen." A good deal of unusual and effective exploitation was used here for this production with satisfactory results ensuing.

The Pantages Theatre experienced an exceptionally good week, with Wm. Haines in "Telling the World."

Richard Dix in his first sound picture, "Warming Up" was well received by good houses at the Victory, where the Movietone news is also shown.

John Gilbert and Bessie Love in "St. Elmo" proved to be a very good drawing card at the American Theatre.

Junior Coghlan in "Let 'er Go, Gallagher," with Harrison Ford, Elinor Fair and Ivan Lebedeff, drew highly satisfactory crowds to the Gem Theatre.

Ramon Novarro in "Across to Singapore" played to fairly packed houses as a second run offering at the Rialto.

"The Devil's Skipper," featuring Belle Bennett, and Dorothy Gulliver, a Utah star, in "The Collegians composed the State Theatre offering this week, which played to good sized houses.

Pola Negri in "Barbed Wire" was featured at the Tower Theatre, a neighborhood house here.

Some of the smaller houses are experiencing quite a summer slump in box office receipts but as a general rule theatre business is holding up wonderfully here. The past two weeks of hot weather seems to have abated and this week's weather was refreshing and cool.

Milwaukee

EXTREME hot weather caused a decided slump in theatre business throughout the entire week. Milwaukee is experiencing a long stretch of usually torrid weather and theatres are suffering as a consequence.

"Lights of New York" at the Garden, in its second week, succeeded in drawing fair business.

Patronage was slim at the Wisconsin, where "Telling the World" was featured.

"Skirts" was fairly well attended at the Strand.

"The Racket" failed to connect at the Merrill. The Alhambra is closed for several weeks.

The Palace drew very slim houses. Its program was mediocre, introduced by "Chicken a la King" as the photoplay feature.

The Riverside offered "The Devil's Trade Mark" to very moderate houses.

Business at the neighborhood houses was also very poor. "Shepherd of the Hills" was featured at the Oriental and Tower with moderate success.

"Across to Singapore" drew very little business to the Uptown, Garfield and Modjeska theatres.

The Zenith enjoyed rather good patronage with "Hangman's House."

Opinions on Pictures

Forgotten Faces

Good Crook Picture—Well Done Throughout

(Reviewed by Laurence Reid)

NO one can go wrong on this one. Here's a crook story that is well constructed—that carries a first rate idea and is dovetailed with clever incident and situations. Moreover, it is acted with imagination and sympathy. The characters are clearly defined, and it stands as a credit to Victor Schertzinger, the director, who handled it with a fine grasp on its dramatic possibilities.

As the title indicates the story deals with crime and points the moral that the virtue is rewarded while sin is punished. It is worked out so that it projects a deal of suspense and a creditable atmosphere of mystery. It features a hold-up man who kills his wife's lover—and who, after spending a time in jail, is pardoned, but who finally is shot as he tries to prevent his shady past from being revealed to his daughter.

The theme has considerable sentiment and it isn't so new as to design. But it has been treated so cleverly that it seems genuinely novel. Clive Brook as the hold-up man and Baclanova as his wife contribute excellent performances. And William Powell and Fred Kohler also act effectively.

Drawing Power: Cast and story. Suitable for all types of houses. **Exploitation Angles:** Tease the title. Mention that it is a clever crook story and feature the cast.

THEME: Crook melodrama of hold-up man who shoots wife's lover and who is eventually shot himself trying to keep his past a secret.

Produced and **distributed** by Paramount. **Length,** six reels. **Released,** August, 1928. **Cast:** Clive Brook, Baclanova, Mary Brian, Fred Kohler, William Powell, Jack Luden. **Director,** Victor Schertzinger.

The Mysterious Lady

Picture is Fair, But Garbo is Good

(Reviewed by Laurence Reid)

WHATEVER Greta Garbo tackles in the line of stories she has the personality and technique to make it interesting. The Scandinavian star rises above this particular yarn. She has that "Itty" quality—the w. k. allure and, in the role of a spy of the late war, she surely shows to very good advantage. It is her job to tempt a man to his doom. In order to accomplish her object she pretends to fall in love with him—and then discovers that her heart has truly gone pit-a-pat.

It develops that the fair spy is after the papers, but after she has capitulated to romance, her accomplice, a man who doesn't trust a beautiful woman with a good-looking man, does his best to frustrate her love affair. Which is where Greta furnishes some emotional fireworks. She even indulges in one of those big sacrificing moments.

"The Mysterious Lady" has been done time and again on the screen. It is so old of plot that even the merest tyro at picture-going can spot it all of the way. It is fair enough because of the presence of Garbo. Conrad Nagel is opposite her for a change and acts very creditably. And so does Gustav von Seyffertitz as the oily villain. The picture is handsomely mounted.

Drawing Power: Sure to attract because of star's personality. For any type of theatre. **Exploitation Angles:** Play up Garbo as the languorous lady of the North. And mention that she plays with Conrad Nagel here. Bill as story of intrigue and how lover conquers all, etc.

THEME: Romantic drama of feminine spy who seeks ruin of man only to find herself in love with him.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length,** seven reels. **Released,** August, 1928. **Cast:** Greta Gargo, Conrad Nagel, Gustav von Seyffertitz, Edward Connelly, Albert Pollet, Richard Alexander. **Director,** Fred Niblo.

Celebrity

Pleasing Comedy Well Directed

(Reviewed by Ray Murray)

TAKING its cue from the recent exploits of Champion Gene Tunney who addressed a class at Yale on the subject of Shakespeare, Pathe has turned out a nifty six-reeler made for laugh purposes only.

"Celebrity" is the name of it. And Tay Garnett is the director. It is Mr. Garnett's initial directorial effort and bespeaks further work for this bright young man who formerly was on the writing end of making pictures.

The story concerns a champion prize fighter whose very active manager sees an opportunity to break into the society columns of the newspapers by having his cauliflowered protege address a woman's club meeting on the subject of "George Washington." The scenes in the hall are particularly funny and the gag where the Champ. loses his notes carefully concealed in his hat got plenty of applause.

Robert Armstrong carried off the honors as the champion pug and shows unusual versatility as a comedian. Clyde Cook was an excellent foil for Armstrong. Lena Basquette, as the girl, contributed a charming bit and made a pleasing contrast to the stalwart, slow-thinking prize fighter.

Drawing Power: Will please fight fans, as there is an intensely interesting fight sequence and while the comedy is broad it is clean and of rapid fire order. **Explcitation Angles:** Dress up lobby with boxing gloves, and other pugilistic training paraphernalia. Emphasizes the picture's parallel to Tunney's recent Yale address. Bill as a comedy of the prize ring.

THEME: Comedy drama of a dumb pug of the prize ring, whose manager launches him upon a society career in which he comes to grief.

Produced and **distributed** by Pathe. **The Cast:** Lena Basquette and Robert Armstrong. **Story** by Elliott Clawson. **Director,** Tay Garnett. **Cameraman,** Peverell Marley.

None But the Brave

Spotty, Slow Romance of the Beach

(Reviewed by Chester J. Smith)

THIS story has a very flimsy structure and, though it clicks in spots, it is entirely too slow to hold the interest. It is almost without incident, is silly in its sentimentality and is decidedly unconvincing. Charles Morton and Sally Phipps head the cast, the former as a recent college graduate after an athletic course, and the latter as the proprietress of a beach hot dog stand. Aside from a ready smile which is much overworked, and an athletic build, Morton does not offer much. Miss Phipps has a role which gives her little opportunity.

The story is poorly directed with many of the sequences much exaggerated, and the picture is saved only by the surrounding atmosphere. There is much of the gayness of the beach and the college campus about it and there is a beauty contest done in color that adds much to the general effectiveness.

The story is of the young college graduate egotistical because of his success in sports, who starts out to conquer the world via the insurance route. His first mission takes him to the beach and his career is forgotten for the time being while he is falling in love with the girl at the hot dog counter. Eventually he remembers he started out to do something and he succeeds after a series of highly improbable incidents.

Drawing Power: The general atmosphere of the picture may make a fair draw of it. **Exploitation Angles:** The beauty contest in which a number of really pretty and shapely girls participate. The college atmosphere, the motor boat race and the beach scenes.

THEME: Romance of the beach in which the college athlete falls in love with the young proprietress of the hot dog stand, puts over his first successful business deal and wins the girl.

Produced and **distributed** by Fox. **Length:** 5,713 feet. **Released,** Aug. 5, 1928. **The Cast:** Charles Morton, Sally Phipps, Farrell Macdonald, Sharon Lynn, Tom Kennedy, Billy Butts, Alice Adair, Tyker Brooks. **Directed** by Albert Ray. **Story** by James Gruen and Fred Stanley. **Scenario** by Frances Agnew and Dwight Cummins.

"Pathe Review No 34"

(Pathe—One Reel)

A NUMBER of interesting subjects have been corralled for this Pathe Review release, making it a good added attraction. The various scenes presented include: "Lumbering for Camphor in Formosa Jungles": Japan's little known of drug industry revealed deep in the wilds of the most savage island; "Orphan Annie's Friend, Harold Gray": intimate shots at the Chicago home of the popular newspaper cartoonist; "Ferocious Vegetarian": scenes ing the vicious Sun Bear, filmed at great per" to the cameraman; "America's Birthplace": relics of Jamestown in Virginia, founded in the year 1607; "New York Architecture": an intensive study of the skyline and building contensive study of metropolis buildings.

The Perfect Crime

Rather Tricky Here and There, But Not a Smash

(Reviewed by Laurence Reid)

THERE is certainly enough mystery in this melodrama—so much so that one has a tough time trying to guess what its all about. And the mystery isn't cleared up to any extent, what with all the synchronization trying to be effective. This is one picture which expresses sound all over the place. To keep up with the times is perfectly Okay, but faulty synchronization can do much to make the talkies unpopular unless the sounds are attended to carefully.

The idea here is to let the audience in on the crime but to keep the boys and girls in the dark concerning the motivation of the plot. Clive Brook has the central role, a sort of Sherlock Holmes character. He has it that there's no such thing as a perfect crime, then proceeds to develop one in his mind. A sort of variation of the dream situation as it were. It is quite confusing, and naturally difficult to follow. But the radio figures as providing a prop upon which to hang some of the synchronization. There is some creditable atmosphere. And the cast works easily enough to put it over. Clive Brook, always restrained in his acting, handles his role with excellent poise. Irene Rich is good and the others are competent enough.

Drawing Power: Title and cast. Suitable for average houses. **Exploitation Angles:** Make capital of the title asking patrons if they can define a perfect crime. A teaser campaign would stimulate interest. Play up Brook as being ideal for the part of the detective.

THEME: Melodrama of detective fashioning the perfect crime just to show that it can be accomplished, although it is developed along the lines of the dream situation.

Produced and **distributed** by FBO. **Length,** 6331 feet. **Released,** August 19, 1928. **Cast:** Clive Brook, Irene Rich, Gladys McConnell, Edmund Breese, Tully Marshall. **Director,** Bert Glennon.

Midnight Life

First-Rate Underworld Story

(Reviewed by Raymond Ganly)

"MIDNIGHT LIFE" is an excellently contrived story of the underworld, boasting capable acting, fine direction and a surprise climax. It has a simplicity and a reality about its many scenes which lend it all the semblances of first-rate melodramas. Harold Shumate adapted the story from "The Spider's Web," a novel by Reginald Wright Kaufman and Scott Dunlap megaphoned it into its celluloid form. It certainly deserves the label: "satisfying entertainment."

Francis X. Bushman is seen as a phlegmatic detective lieutenant, who sets about by himself to clean up the underworld gang which bumped off his pal. While accomplishing this task, he incidentally saves a chorine and her lover from the leader of the gang, who wanted to get rid of them because they knew too much. The characters are painted very well, Gertrude Olmstead as the girl and Eddie Buzzell as her lover and dance partner offer a strong contrast to the bunch of crooks infesting the night club where they work. Bushman's work is the best of all. He could have made his delineation of the copper according to the old formula of righteous wrath and indignation indicated by blazing eyes, clenched mouth, etc. However, he makes his character all the more effective by portraying him as an emotionless chap, slow moving but quick thinking, taciturn but very determined. He continually rolls a toothpick in his mouth and always conveys the impression of untapped strength.

With a somewhat unexpected climax wherein the chief villain meets the fate he had prepared for his previous victims, the film cannot be classed with the usual cut and dried crook dramas. Another of its effective points is the placing of the love climax before the last reel which is devoted to the wiping out of the gang's nest.

Drawing Power: Good. **Exploitation Angles:** Make up a regular underworld ballyhoo, showing weapon display. Also make use of a cutout of an owl, which is seen constantly in the film as the mark of the crooks' hideout.

THEME: Underworld drama in which a gang of crooks murder friend of detective. The detective goes on their trail and rounds them up. He sends their leader, a man of the world posing as a public benefactor, to the death prepared for himself. He also saves a girl and a boy from the clutches of the gang.

Produced and **distributed** by Gotham Productions. **Released,** Aug. 12, 1928. **Length,** 6,200 feet. **The Cast:** Francis X. Bushman, Gertrude Olmstead, Eddie Buzzell, Cosmo Kyrle Bellew, Monte Carter. **Director,** Scott Dunlop.

The River Woman

Mississippi River Front Story Well Done

(Reviewed by Ray Murray)

THE entertainment value of this screen play is confined almost entirely to the excellent acting of Lionel Barrymore and Jacqueline Logan, ably assisted by Charles Delaney and Harry Todd. It is a story of a river front saloon with most of the action taking place within its four walls. Considerable interest and suspense is worked up by Director Joseph Henaberry in the early footage but the story proved too weak to sustain this interest to the end.

The "Duchess" is one of the entertainers in Bill Lefty's saloon and upon a trip down the river to buy some new finery she meets Jim Henderson, a country boy who has become a stoker on the river boat. She becomes infatuated with the youth and he falls in love with her at first sight. Later he docks at the town and finds the girl is not a school teacher as she represented herself, but an entertainer in a cheap bar. The river is rising and the saloon is threatened. He persuades her to leave Lefty and run away with him. Bill Lefty, however, saves her from the clutches of a former convict and she promises to marry Lefty. Seeing he is breaking up a youthful romance, however, Bill Lefty steps aside and bids the two god-speed as he dies amid the ruins of his saloon. With Movietone this would be an exceptional sound picture. It is destined to attract comment as it is.

Excellent photography, cheap sets. Good river shots.

Produced and **distributed** by Gotham Productions. **Released,** August 26. **Length,** 6,800 feet. **The Cast:** Lionel Barrymore, Jacqueline Logan, Charles Delaney, Harry Todd, Mary Doran, Sheldon Lewis. **Author,** Harold Shumate. **Cameraman,** Ray June, **Director,** Joseph Henaberry.

"Just Dandy"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

THIS one is quite a merry affair and pleasantly nonsensical. The dapper Jerry Drew is starred and in his support appear Estelle Bradley, Georgia O'Dell, Kewpie Morgan and Wallace Lupino. Stephen Roberts is credited with the direction and Dwight Warren with the photography.

Drew is seen as a rich man's son, who shirks his father's work to mingle intimately with the models of a shop nearby. The models are attractive, so much so that the burly Kewpie Morgan looks after them and bounces any ogling Johnny. In this case it is Jerry who does the ogling and who is pursued all over the building by the aroused Kewpie. There are some excellent moments of gaiety and fun and slight chuckles are increased to louder and stronger indications of enjoyment.

One gag that is worked very well shows Wallace Lupino as a painter working on the stairs. Painstakingly he varnishes the several steps but his work is always spoiled by the footmarks caused by Drew running down the stairs with Kewpie in threatening pursuit. At first the painter becomes perturbed and peeved, but as the interruptions persist his control slowly gives way and he gradually becomes mad. The antics of the various players in this scene are first rate laugh attractors. There are many more, too, in the other sequences of the comedy.

"The Elephant's Elbows"

(Fox—Two Reels)

(Reviewed by Chester J. Smith)

A PRETTY lively little comedy is this animal picture, which displays some exceptionally trained animals, as well as clever youngsters. It fairly bristles with action, and there are a number of sequences that should provoke much mirth. The animals go through some very funny antics, as do the youngsters.

The story is much more attractive than is usual to comedies of the type. Johnny's father is the proprietor of a circus that is in financial distress, so in the father's absence Johnny takes a hand. He gets a job at an automobile service station, where much of the comedy is provided by his animal assistants. The animals display rare intelligence in the tasks handed them and many funny situations are developed. In the end Johnny clears up the circus indebtedness and all ends happily. Laon Ramon is Johnny Smith and Paralle Coleman, Demi-Tasse, the little colored girl.

"Canned Thrills

(Pathe Sportlight—One Reel)

JOHN L. HAWKINSON, who has been turning out consistent winners in the single-reel Grantland Rice Sportlights, has added another corking good number to this series. The producer's camera on this occasion, finds its way to Coney Island, the world's greatest amusement center, and has caught thousands of thrill and laugh seekers making the rounds of the various concessions. A fine program filler, as any class of audience, in any part of the country will enjoy it.—GEORGE J REDDY.

"The Lofty Andes"

(Fox Varieties—825 Feet)

THIS is one of "The World We Live In" series, and in it is displayed all of the grandeur of scenery to be found in and around Ecuador in South America. There are some very beautiful shots of the surrounding snow-capped mountains and in the valleys. There are also some interesting revelations of the native Indian life, and some picturesque shots of the old Spanish city of Quito, with its beautiful cathedral and serene monastery. All in all, it is an attractive subject.—CHESTER J. SMITH.



Ads that play up the "see and hear" feature of sound pictures! In the group above are representative newspaper displays in which "Lights of New York" was exploited by first run theatres. The Ads shown were used by the following: Mosque, Newark N. J.; Blue Mouse, Portland, Ore.; Stanley, Pittsburgh; Grand Central, St. Louis; Garden, Milwaukee, and the Roger Sherman, New Haven.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Positions Wanted

DO YOU NEED A REAL MANAGER?—If you are in need of a successful manager for your theatre, whether it be independent or of chain affiliation, you will profit by communicating with me.

I have no scrap book to offer and do not intend to ballyhoo myself into your confidence.

Energetic, and full of young blood, I have placed this ad for one purpose only, and that is to continue advancing as a successful theatre manager.

I am experienced in the managerial capacity of every phase of showmanship; namely: advertising and exploitation and the booking and presenting to the public of pictures, vaudeville, presentations and road shows.

My past will speak for itself through high class references. If you have a real proposition to offer which you think will be worth while to a man of proven ability, write or wire Box 366, care of Motion Picture News, 729 7th Ave., New York City.

OFFERS INVITED—Managing director of one of America's foremost theatres in the heart of a city over a million severs connections next Saturday. Experieneed in presentation, two-a-day big time and combination houses. Contract and set programs. Shrewd buyer. Business Builder. Press and exploitation second to none. Address, Box 375, care Motion Picture News, 729 7th Ave., New York City.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

ORGANIST. AAA references from theatres that count. Exceptional opportunity to secure well known musician of uncommon ability. Investigate. Box 315, care of Motion Picture News, New York City.

VITAPHONE - MOVIETONE Projectionist. 18 years' experience. Steady and reliable. Box 361, care of Motion Picture News, 729 Seventh Ave., New York City.

Theatre For Sale

THEATRE FOR SALE—Any real Showman desiring to invest $25,000 for business bonded to show 40 per cent return for capable attention address P. O. Box 1306, Atlanta, Ga. Note—No competition, showing both colored-white. Drawing population 20,000.

Theatre to lease or trade—thousand seat, modern, fully equipped with stage. Population eighteen thousand—great opportunity for the right showman or will sell store, office and theatre building or trade for other improved property. Address, Box 377, care Motion Picture News, 729 Seventh Ave., New York City.

For Rent

For Rent—Akeley; Professional Bell-Howell; Wood, 124 Market St., Indianapolis.

ADVERTISING IN THE CLASSIFIED AD SECTION OF THE NEWS BRINGS RESULTS

Regional News from Correspondents

Albany

MOTION picture operators at the Griswold and Proctor theatres in Troy have been granted an increase in wages, which becomes effective early this fall.

Harry Rose, of Troy, who has been handling the King Theatre in that city, and who recently disposed of the house to Schenectady parties, has taken a job as assistant manager of the Avon Theatre in Watertown, which is one of the Schine chain. John H. Thoma, who has been handling the Avon, has been made a district manager, and in conjunction with Mr. Powers, of Oswego, will handle all of the northern New York houses.

Charles Chapel, of Horicon, now managing the Plaza Theatre in Chestertown, has remodeled his house and made it most attractive. The house is now giving two shows a night and will continue throughout the summer season.

John Augello, owner of the Family Theatre in Utica, is complaining this summer that he has had strong competition from the summer parks, and that business has not been up to expectation. The weather has sent the people evenings to the parks, and now Mr. Augello is contemplating installing a cooling system for next year.

Jake Rosenthal, owner of the Rose in Troy, is seriously considering the advisability of installing equipment that will permit him to handle the talking pictures.

J. A. Fitzgerald, manager of the Strand Theatre at Hudson Falls, has returned from a fishing trip in Maine, having been accompanied by his brother who resides at Bridgeport, Conn. They spent two weeks along the Maine streams, and on many days caught the limit.

Edna Pfister, secretary of the Albany film Board of Trade, is in Montreal, instructing future secretaries of boards. She will probably be absent from Albany for three or four weeks.

John A. Castle, formerly of Port Leyden, is now running a theatre at Harrisville, which he has taken over from a Mr. Carney. Edwin A. Ross has acquired the Community Theatre at Brasher Falls.

Mrs. Brown, who operates the theatre at Old Forge, reports this week that tourists are beginning to flock to the well-known Adirondack resort and that business is picking up. A new hotel, built at the resort, is also bringing many people to the mountain town.

Up to the present time the Schine brothers, according to authentic reports, have not put their signature to a single new contract for the fall product. Their headquarters at Gloversville have been besieged by managers and film salesmen, and one day last week a number of the home officials of the Universal Company spent the day with the Schines.

According to reports, the Majestic Theatre in Utica, which is now on its forty-ninth consecutive week with stock, may go into pictures this fall. The theatre is one of the Schine chain.

Prize fights in Troy are hurting the motion picture theatres, according to reports. These fights are held on alternate Monday nights, and attract huge crowds. Summer carnivals are also making their inroads in the theatres of Watervliet, North Troy and Cohoes.

The projectionists of Troy have completed plans for an outing on August 14, to be held on the farm of Senator Williams. Operators from Cohoes, Schenectady and Albany have been invited to attend.

The Academy theatre in Sharon Springs, is being operated this summer by Jacob Krohn, who was formerly a salesman at the Metro exchange in Albany. The house has a seating capacity of about 550, and is doing a fine business this summer as the resort town is filled with guests.

Pop Linton, of Utica, is back home after doing a bit of fishing in Maine. Mr. Linton reports luck as having been good. His theatre was run by his son during his absence.

Harry Brooks, a well known operator in Troy, has been selected to attend the State Conference of Projectionists which will be held in Rochester the latter part of August. Mr. Brooks is back from a vacation that took him to New York City, Connecticut and Rhode Island. James Kelly, operator at the Palace in Troy, has returned from a motor trip to Canada. Charles McCarthy, operator at the Proctor house in Troy, is also back from Canada.

Up to the present time, no decision has been reached by the Albany Film Board of Trade, over the annual outing. There is a division of opinion as to when it should be held and also as to the place, with the result that no definite action has yet been taken.

Louis Benton, of Ballston Spa, Frank Shay, of Schenectady; Henry Frieder and Sam Hochstim, of Hudson, and Clarence Dopp, of Johnstown and Broadalbin, were in town the past week.

William Smalley of Cooperstown, is still ill and is able to be about only for an hour or so a day. He is to have his tonsils removed in the near future.

Mr. and Mrs. Benjamin Stern, of Troy, have returned from a motor trip to Atlantic City. Mr. Stern is manager of the Lincoln theatre.

Tom Clark, manager of the Strand in Albany, is back from a vacation. During his absence, the theatre was looked after by Uly S. Hill, general manager of the Stanley houses in Albany and Troy.

The racetrack at Saratoga is the magnet these days that is attracting many of the exchange managers and film salesmen in Albany. Whenever they start out on a trip to the north, they manage to reach Saratoga, shortly after the noon hour, and get in an afternoon at the track.

Mrs. Dennis Regan, of Greenwich, who is retiring as the owner of the motion picture theatre there, was along Film Row last week and said goodbye to her many friends in the exchanges.

Exhibitors throughout this section are at a loss to know what to do in connection with talking pictures. Practically every theatre owner in this section is considering the advisability of installing the necessary equipment.

The theatre at Hunter has closed, and according to reports will not reopen.

Ollie Stacey, manager of the Majestic in Albany, and who was also connected up until a year or so ago with the Empire in Glens Falls, was badly injured last week, when an airplane in which he was flying from New York to Albany, crashed near Red Hook, during a thunder storm. Mr. Stacey sustained a broken leg as well as other injuries.

Lawrence J. Carkey, who severad his connections with the Schine outfit a few months ago, is now to return to the Schine banner and is said to be slated to have charge of the Watertown district.

Abe Stone, owner of the Eagle in Albany, is probably enjoying the best business this summer of any subsequent run house in the city. This is attributed to a ventilating system that was installed some time ago.

The American in Troy, will reopen early in September. Louis Saperstein, the manager, is now spending the summer in the mountains.

Donald Ives, who recently resigned as assistant manager of the Troy theatre, appears to be perfectly contented as the owner of a vulcanizing plant.

Baltimore

DUE to the Stanley, here, coming under the management of Loew's, Inc., beginning Monday, August 13, a general shake-up in the personnel has resulted.

K. K. Stonebrook, formerly manager at the Valencia, has become manager at the Stanley; H. H. Maloney, Jr., formerly assistant manager at the Valencia, has become assistant manager at the Stanley; I. H. Solomon, formerly assistant manager at the Century, has become manager of the Valencia, while J. H. Beuhrig remains manager of the Century.

Junior McGeehan, who has been handling the publicity for all Loew houses here, will take over the advertising and publicity work of the Stanley. Marvin Brown, Loew's artist, will do the art work.

W. McComas, who has been door supervisor at the Embassy and other Baltimore theatres, has been placed in charge of one of the doors at the Rivoli.

Fred Leon, formerly an usher at the Stanley, has returned from a hike to San Francisco from Baltimore. He did the trip to San Francisco in one week and five days and came back by train.

Hal Roach was in Baltimore last Sunday and Monday, August 5 and 6, two of the hottest days of the year here, to make an Our Gang comedy in which a number of Baltimore children had been selected in a contest conducted by the Century and the Baltimore Daily Post, appeared. The movie was made at Carlin's Amusement Park.

A public speaking system has been installed in the Keith-Albee Hippodrome here by which Manager E. A. Lake makes announcements of each act just previous to its going on from a micraphone on his desk in his private office. The outlet is located over the stage, just under the proscenium arch, and is covered so it is not observed by the audience.

Several Baltimore exhibitors are now on vacations, including Frank H. Durkee, head of the Durkee chain of theatres with the Palace, Belnord, Grand, State and Boulevard; Howard Gaertner of the Red Wing and the house at Dundalk and Louis Schnedier, of the Bridge, who took his wife and two friends on a motor trip north.

The Metropolitan, here, operated by Equity Theatres Corporation of Philadelphia, will reopen August 25.

Philadelphia

THE new Stanley Theatre in Bridgeton, N. J., a 1,550-seat house, erected by the Hoffman-Henon Company for Jacob Fox and the Stanley Company of America, was opened to the public Friday evening, August 3, with elaborate dedicatory exercises, in which prominent New Jersey officials, including Senator MacCallister, Mayor Ferguson and Stanley officials took part. The new theatre, which is located in the heart of the business district in Bridgeton, will cater to a community of 35,000 people. Harry Knoblauch, who has been connected with the Stanley Company for the past twelve years in various capacities, will serve as resident manager of the new house. The policy of the new house will be Vitaphone feature presentations. Movietone news and short subjects on the first four days of the week. On Friday and Saturday four acts of high-class vaudeville will be featured in conjunction with Movietone acts.

William Gersham has taken over the Parkside Theatre, Camden, N. J., from I. Zatkin.

T. H. Locke, cashier of Pathe Exchange, spent a week in New York with his family.

Anna Murray, assistant cashier of the local Pathe Exchange, has just returned from a week's vacation in Canada.

The regular monthly meeting of the managers of Equity Theatres, Inc., was held recently at the executive offices of the company in the Schaff Building. After the transaction of routine business, preparations were discussed for a gigantic community picnic to children patrons of Equity Theatres located in Philadelphia and vicinity, to be held on Sunday, August 26th. At this picnic Equity Theatres hope to entertain at least 5,000 children. The meeting was presided over by A. E. Altman, chairman, and Walter Woodward acted as secretary.

C. R. Stanley, formerly with the Windsor Theatre, has returned to the position which he formerly held as manager of the Bell Theatre, 63d and Woodland Avenue, Philadelphia.

Rapid progress is being made on renovations and improvements at Equity Theatre's Wishart Theatre, Front and Allegheny avenue, Philadelphia. Approximately $20,000 is being expended in improvements.

All of the Equity theatres hooked up with a radio broadcasting outfit and announced the returns of the Tunney-Heeney boxing contest. At several of the theatres arrangements were made for amplification through the use of Vitaphone.

Earl Western, of the Lindy Theatre, who has been quite ill for the past two weeks, is rapidly recovering, and hopes to be back at his post very shortly. He was the recipient of a large hamper of fruit and a telegram of good wishes sent him by Equity Theatres managers.

The Douglass Theatre, Philadelphia, formerly owned by M. Seltzer, has been taken over by Simon Levine.

Mrs. A. C. Koats, wife of the genial assistant manager of Universal Film Exchange, spent a week's vacation at Ocean City, accompanied by her daughter.

Walter Donohue, formerly assistant booker at Pathe Exchange, has been promoted to booker, succeeding Oliver Gilfoyle, who has accepted a position as booker with Warner Bros.

Manager Harry Wiener, of the Columbia Film Exchange, has been ill for the past week but is now on the road to recovery and hopes to return to his post within the next few days.

Mary McMullen, of the local Universal Exchange, has returned from a week's vacation at Niagara Falls, and is now spending a week at Atlantic City.

Barney L. Cohen is the new manager of the Jefferson Theatre, 29th and Dauphin streets, succeeding Russell Cotter, who resigned.

The Benn Theatre, Chester, Pa., has been taken over by Jacob Gorshov from the Theatre Service Company.

Announcement is made of opening of the Colony Theatre, Brant Beach, N. J., owned by Harry Colmer, on August 1. The seating capacity is 600.

Cincinnati

A RUMOR apparently emanating from authentic sources, but lacking in confirmation, is being circulated to the effect that the Shubert interests are about to negotiate a lease for the Olympic theatre, Cincinnati, a burlesque house which closed permanently at the end of last season following the merger of the burlesque circuits. The report states that the lessees would wire the house and use it exclusively for sound pictures. The Capitol is now the only Cincinnati house featuring "talkies," Vitaphone and Movietone, although it is believed that other houses in the downtown district

Herbert Thatcher, who at one time managed houses in Kansas City and nearby territory, but who for the past year has been looking after the Hippodrome theatre, Newport, Ky., just across the river from Cincinnati, has resigned to join the Midwesco forces at Milwaukee, for which organization it is understood he will manage a number of houses.

The Gregory Theatre Co., of Springfield, Ohio, has started work on a new house at Circleville, O., which will be equipped for both pictures and vaudeville. This will make the fourth theatre for Circleville. Seating capacity, 1,200.

Christine Eek, of Miamisburg, Ohio, organist at the Sorg and Strand theatres, Middletown, will soon sign herself Mrs. Allen Lambert. Wedding bells early in September.

Jim Weed, manager of Keith's, Dayton, Ohio, has returned from his jaunt in Wisconsin, and, according to his reports, there are few, if any, fish now remaining in the northern waters.

After having been dark for several weeks while undergoing alterations, the Strand theatre, Delaware, Ohio, has reopened.

The Columbia, Lyric and Laroy theatres, at Portsmouth, Ohio, has been acquired by the Schines. The first mentioned house is at present closed for redecorating, but is expected to reopen in September.

The Madison theatre, Mansfield, announces a new scale of prices, effective daily except Saturdays, Sundays and holidays. The revised admissions are 25 and 40 cents for matinees and night performance, with the entire house 40 cents after 6 p. m. Saturday and all day Sunday.

Allwein and Shreffler, operating the Castamba theatre, Shelby, O., recently showed pictures of local Boy Scout activities, in connection with other scenes of the city and its industries. The feature attracted large crowds.

South West

A $50,000 theatre is to be built in Capital Hill, an addition to Oklahoma City, and also another $150,000 suburban theatre will be erected on the east side of Oklahoma City in the near future.

Incorporation. Magic City Amusement Co., Tulsa, Okla.; capital, $600,000; incorporators, W. R. Whiteside, L. S. Williams and Roger V. Whiteside.

Wallace Walthall, southwestern representative at Oklahoma City for National Screen Service, has returned from Detroit, where he attended the Grand Encampment, Knights Templar, and Chicago.

W. O. McComb is remodeling a building at Chickasha, Okla., for a theatre.

The Greenfield theatre at Greenfield, Okla., has closed for the summer.

F. S. Berry, traveling booker for Fox, is doing special work at the local exchange, Oklahoma City.

Mrs. Josephine Miller, well known on Oklahoma City film row, was operated on for appendicitis recently and is doing nicely.

Mrs. McKalvy, for five years in the advertising department of Paramount, at Oklahoma City, has resigned.

Morton Van Praag, western division sales manager for Universal, spent several days in Oklahoma City recently, combining business with pleasure.

Bertha Dowdy, of Fox exchange, Oklahoma City, is vacationing at Hot Springs, Ark.

Harry Sniffin, traveling auditor for Universal, visited the local offices in Oklahoma City the past week.

Mabel Miller, of Home State, Oklahoma City, is vacationing in Colorado.

J. C. Hawkins has purchased the Dixie theatre at Huntsville, Ark.

B. Williams has opened a new theatre at Groom, Texas, called the Blue Bird.

R. P. Couger will open a new theatre at Frederick, Okla., in near future..

Miss Dorothy Aylor, assistant booker for Universal at Memphis, and Paul Schwartz, member tariff division, Illinois Central R. R., were married last week and are now on their honeymoon in Jackson, Tenn., the bride's home.

M. A. Knightman has purchased the Majestic and Capitol theatres at Paragould, Ark., from John Colins.

Canada

AN offer to purchase the business and assets of the Windsor Capitol Theatre, Limited, Windsor, Ontario, for $250,000 cash has been made by Famous Players Canadian Corporation, Toronto, a deposit of $25,000 having been made to close the deal. A meeting of the Windsor Capital shareholders was called for August 13 and, if approval is forthcoming, the balance will be paid December 1 next when the house would be taken over.

The theatre is now operated by Famous Players on a lease basis, the agreement having five more years to run. The sale will mean that the preferred shareholders only would receive $50 each per share.

The engagement of "Ramona" at the Tivoli Theatre, Toronto, is now at an end, the production having been withdrawn by Manager Thomas Daley on August 3 after a continuous run of 11 weeks, "The White Sister" taking the screen. The change was necessary, despite the continued popularity of "Ramona," because of preparations for a long run with the British feature "Mademoiselle from Armentieres" at the Tivoli as a special attraction during the Canadian National Exhibition which opens at Toronto shortly.

So much attention is being paid by exhibitors in Canada to current news weeklies that the film distributors, in response to many requests, are now supplying advance indices of the shots contained in the weekly releases. Lists are prepared showing the contents of current issues, the subject sub-titles being given in full.

Advance lists are being provided for the Canadian Edition of the M-G-M News, the Canadian Paramount News, Pathe News and Fox News to many managers so that reference can be made to the topical weeklies in theatre announcements and in special tie-up arrangements.

James Lynch, manager of the Runnymede Theatre, Toronto, has returned from a lengthy visit to New York City where he took in all the big cinema palaces, gathering in many ideas.

Allan Spencer is taking the place of his brother Wilton F. Spencer as assistant manager of the big Capitol Theatre, Montreal, while the latter is absent with a party of 100 selected Canadian war veterans on an official return visit to the battlefields of France and Belgium. Wilton Spencer served with the Canadian Expeditionary Force for five years and five weeks, enlisting with the First Contingent. He was severely gassed at the Second Battle of Ypres but recovered and resumed duty. Mr. Spencer is returning to Canada on August 25.

Bert Grant, Toronto, is proceeding with the erection of an $80,000 theatre on Oakwood Avenue, Toronto, the bylaw prohibiting the erection of a moving picture house in this suburb having been repealed by the suburban council. The plans were prepared by Harry D. Martin, Toronto.

The new decorations and atmospheric effects in the Imperial Theatre, Montreal have been much admired. It is pointed out that the decorative and lighting effects are the work of Reed Albee, son of E. F. Albee, New York. He also selected the electrical fittings, rugs, wall decorations and hangings.

The Imperial at Montreal is owned by E. F. Albee who also is the owner of the Imperial Theatre, St. John. The large Albee Building, Montreal, is the property of Mr. Albee, Sr.

Ray Tubman, manager of the Regent and Imperial Theatres, Ottawa, recently returned to the Canadian Capital after a visit from Chicago, Ill.; where he inspected the big theatres in view of the erection of the new Famous Players house in Ottawa during the coming year.

Roy A. McDonald, assistant manager of B. F. Keith's Theatre Ottawa, has had quite a vacation tour. He visited relatives at Halifax, N. S., and then made stops of several days at New York, Philadelphia and Atlantic City.

The Town of Matane, Quebec, is to have a moving picture theatre at last. A syndicate of local business men has provided the capital for the erection of a $30,000 house, 40 by 100 feet, with three stories for offices. Plans have been prepared by D. Cardinal, 445 St. Francois Xaxier Street, Montreal.

Foundations have been constructed for the new $100,000 theatre of the Confederation Amusements, Limited, 12 Mayor Street, Montreal. The site selected for the house is 3990 Notre Dame Street West, plans for which were drawn by Raoul Gariepy, 15 St. James Street. The contractor is A. N. Gendron, 8140 St. Denis Street, Montreal.

Dallas

WORK has been started on the new Majestic Theatre in San Antonio, which is being erected by the Interstate Amusement Co., of Dallas. The Interstate now operates a Majestic Theatre in Dallas, San Antonio, Houston and Ft. Forth and Birmingham, Ala. The new San Antonio Theatre will be in a fifteen-story structure on Houston street, and the space not used by the theatre will be leased for office purposes. The seating capacity of this theatre will be 4,000, which will give it the largest capacity of any theatre in this part of the country. Karl Hoblitzelle is president of the Interstate Amusement Co., and maintains his office at the Majestic Theatre at Dallas. The opening of the new theatre is scheduled for the fall of 1929.

The radio fans of Dallas listened in on a very entertaining feature when Marion Gable, known as Helen of Hollywood, carried on a conversation with Conrad Nagel in Hollywood over long distance telephone, which in turn was broadcasted over WFFAA. Miss Gable requested Mr. Nagle to tell them something of "The Mysterious Lady," a film in which he is featured, and which opens at the Palace for its world premicre next week. Mr. Nagle also stated that it was his intention to be in Dallas this fall on a visit to Mr. Hinsdell, managing director of the Dallas Little Theatre, and that he was looking forward to his visit very much.

The Strand Theatre at Uvalde, Tex., reopened on July 26th, and B. H. Hunter, manager of the theatre, states that business has been satisfactory. The house was closed for 90 days during remodeling.

The Palace Theatre will include synchronized shorts and one Vitaphone "short" will be included in the Palace program. Each bill will have at least one or more synchronized variety act or classical presentation on each program.

James O. Cherry, managing director of the Melba Theatre, states that the Melba has now attained a steady patronage that can be depended upon, and that business has been very gratifying for the past several weeks, and that the preceding week had established the Melba's record week since becoming a Publix theatre.

Jean Darnell, publicity director for the Capitol Theatre, is in New York visiting friends and again seeing new and yet familiar places. Jean Darnell is perhaps more familiar to the public when it is recalled that she is the Jean who was a former movie player.

Jim McKinney has been selected as general Southern representative for Vitaphone, and H. J. Rosenbaum, formerly district manager in the Southwest for Paramount, is slated to have charge of the local Vitaphone office.

Ben Broyles, formerly sales manager for the Dallas Fox exchange, now has charge of the sales of synchronized shorts, of which the Movietone News is a featured item.

Neal Houston, formerly a salesman of the Dallas Paramount office, will have control of synchronized shorts for Paramount.

Minneapolis

FINKELSTEIN & RUBEN, operating a chain of approximately 135 theatres in the northwest, last week added three houses in Aberdeen, S. D., to its circuit, when all leading show houses there were merged in a $300,000 corporation. The Walker Amusement Company, which owned the Capitol, Lyric and State theatres, combined with Finkelstein & Ruben in the transaction. The F. & R. circuit already owned the Orpheum theatr in Aberdeen. The new company will have a board of directors composed of Fred H. Gannon, H. L. Walker, Howard E. Walker of Aberdeen and William Hamm, M. L. Finkelstein and H. J. Charles of Minneapolis and St. Paul.

John Ingram, former conductor of the Mark Strand theatre symphony orchestra in New York and the Tampa theatre in Tampa, Fla., has been engaged as guest conductor of the State theatre orchestra in Minneapolis. Ingram is being brought to Minneapolis by Borris Morros, head of the Publix music department, to satisfy the demands for a higher standard of musical fare. Mr. Ingram is a composer of note, having several symphonies and an opera to his credit.

"Four weeks of big shows" is the slogan that Theodore L. Hays is using in announcing the twentieth anniversary celebration of Finkelstein & Ruben to be observed in all their northwest theatres in September. Mr. Hays, veteran Minneapolis showman, has been named chairman of the celebration and has announced that it will be divided into Jubilee Week Progress Week, Anniversary Week and Merchants Week. His staff of assistants is already arranging for the showing of the best pictures to be released at the start of the season. These films, as well as special stage attractions, will be shown in all the F. & R. theatres in Minnesota, Wisconsin and the Dakotas. The celebration is being staged to mark the rise of the firm from the small beginning of the Princess theatre 20 years ago to its present position as one of the largest independent theatre circuits in the country.

South East

THE Dixie theatre at Aberdeen, N. C., changed hands last week, being taken over from its former owner, T. J. Coogan, who returned to his home in Vermont, by Roy P. Rosser, formerly located in Raleigh, N. C., where he was connected with the Stevenson chain of theatres.

Mr. Rosser also recently acquired interests in Hamlet, N. C., leasing the Carolina theatre from Charles W. Picquet, president of the Carolnia Theatre Owners' Association.

Mr. and Mrs. Walter Griffith, of the Griffith Delivery Service, Inc., have just returned from a business trip to Philadelphia and New York.

The Gloria theatre, Andrews, S. C., has been sold to R. E. Powell, the former owner being W. G. Grissette.

Our theatre, Marshall, N. C., has been taken over by A. J. Ramsey from R. R. Ozmer.

J. W. Watts, Jr., of the Strand theatre, Williamston, N. C., was in Charlotte for a few days recently, looking over the various cooling systems, for his new theatre in Williamston, which he states will open about September 1. Upon the opening of the new house, the Strand will be closed, having been leased to him by the city.

H. B. Mitchell, Globe theatre (colored), in New Bern, N. C., has advised the various exchanges that he sold the house on August 1. However, the name of the new owner is not known.

E. G. Crews, owner of the Orpheum theatre in Oxford, N. C., has sold the house to Kirby Brothers, who also operate the Palace theatre, Roxboro, N. C.; Princess theatre, Oxford, N. C., and Castle theatre, West Forest, N. C.

The Dixie theatre, Raeford, N. C., has been sold to E. G. Pophal, the former owner being W. T. Walters.

J. C. Baucom, who has been the owner of the Norwood theatre, Norwood, N. C., for some time, has sold the theatre to W. A. Harmon.

J. V. Barrett, who formerly owned and operated the Lincoln theatre in Mount Holly, N. C., but recently leased same to Messrs. Nixon and Cloud, has again assumed the management of the house.

The Cherokee theatre, Cherokee Falls, S. C., has been sold by B. L. Amick to J. W. Jewell.

Mrs. J. W. Rowley has sold the Anderson theatre, Anderson, S. C., to A. M. Pinkston.

W. S. Wishart has sold the Grand theatre, Whiteville, N. C., to W. D. Connor. Mr. Connor formerly owned the house.

Mr. and Mrs. W. R. Pattie of the Grand theatre, Frankfort, Ky., are spending several weeks in California. While there they will visit some of the studios.

The Garrick theatre, Madisonville, Ky., has been destroyed by fire.

Rumors are that a new theatre is to be built in Henderson, in connection with the Masonic Lodge.

O. S. Barnett, sales manager for Educational Film exchange, is in Atlanta on business and pleasure combined. Both Mr. and Mrs. Barnett are former residents of Atlanta.

The Lincoln and Lyric theatres, Louisville, have consolidated and are now operated by one company.

It has been reported that the Grand theatre, Louisville, colored house, is going in for Vitaphone.

The new Loew theatre, Louisville, is scheduled to open in September.

G. A. Duncan, of the Lyric theatre, Danville, Ky., is enlarging the balcony and installing new seats throughout the playhouse.

David Pow, new manager of Keith's Rialto theatre, Louisville, is on a vacation in the East. He was formerly with Keith in that section. Mr. Pow has already made many friends here through his amiable personality and alert managerial ability.

Frank Sutton, manager of the Kentucky theatre, Danvill, Ky., will leave soon for a two weeks' vacation in Asheville, N. C. His brother, Henry, is manager of the Ada theatre, Lexington, Ky.

Mary LaPaille, secretary of the Orpheum theatre, Louisville, Ky., who was hurt in an automobile accident several weeks ago, has almost recovered and is back at her desk again.

The Star theatre, Clinton, Ky., is reported closed.

Margaret Bolin, of the Universal Memphis personnel, is spending her vacation at Ilmo, Mo.

Manager W. E. Sipe, of the Memphis branch of Universal, was in Nashville, Tenn, on business.

The Famous theatre at Selmer, Tenn., has been bought by W. J. Matthews, of Bolivar, Tenn.

Mrs. Caroline Sommer, of the Paramount exchange, is in Arkansas on her vacation.

Ann New, of Paramount personnel, is leaving this Saturday for Chicago and St. Louis on her vacation.

T. A. Shea, owner of the Palace theatre at McGehee, Ark., has added a show at Rayville, La., to his chain.

The Capitol theatre at Paragould, Ark., has been taken over by M. A. Lightman, increasing his chain of theatres which is already the largest in Arkansas.

J. A. Collins, formerly owner of the Capitol theatre, Paragould, Ark., has acquired the Palace theatre, Rector, Ark., and the Capitol theatre at Marmaduke, Ark. It is understood that extensive repairs and changes will be made in both houses.

W. A. (Bill) Malin, owner of the Lura theatre, Augusta, Ark., was in Memphis last week on business. Aside from theatrical affairs, "Bill" has entered politics as a candidate for County Court Clerk of Woodruff County.

Branch Manager Shannon, of Fox Film Corp., was in Arkansas territory the past week.

M. A. Lightman, of the Arkansas Amusement Company, was in Memphis last week, enroute to Nashville, Tenn.

Ben L. Storzier has been engaged to handle the organ at the Strand, Tampa, Fla., succeeding Nella A. Crandall, who has resigned and will devote her entire time in the future to teaching. Mr. Strozier is well known in this territory, he having been manager of the Royal at Tarpon Springs for some time. He is a graduate of the American Conservatory of Chicago and is an accomplished musician.

The Rialto, known as Tampa's only musical comedy house, which has been closed for several months after the failure of stock dramatic shows, is to be re-opened Sunday with a combination vaudeville and musical show. Justice and Allen, both members of and favorites of the former Rialto Musical Stock company, are lessees of the house and promise to give Tampa a series of Broadway's musical successes.

Frank Grasso, who directed the orchestra at the Victory, Tampa, Fla., until that house installed the Vitaphone, has been made director of the Tampa Symphony orchestra, succeeding John Ingram, who has held the position since the Tampa was opened. Mr. Ingram is going to Minneapolis, where he will direct the orchestra of the Minnesota theatre.

B. E. Gore, who operates the Garden, a neighborhood house in the Tampa Heights section, Florida, is branching out and will have another house in the Palma Ceia section next month. A double store building on Lisbon avenue is now being remodeled. The floor will be lowered and the entire building arranged in regulation theatre style.

District Manager Jess Clark, of Publix, is expected to return soon from his vacation in the northeast.

Manager William Krause of the Empress, Jacksonville, Fla., is out of the city. W. J. Melvin is managing the Empress during Mr. Krause's absence.

McNeil Smith, organist at the Marquette theatre, Chicago, is spending his vacation with his mother, Mrs. Anna Askew, of Jacksonville, Fla., and expects to spend some time at the beaches.

Nell Naylor, secretary to Manager Dave Prince of Paramount's office, left Atlanta last week on a motor trip to Mobile, Ala., where she will spend her vacation.

J. H. Butner, Atlanta branch manager for Educational, is spending his vacation in Washington, D. C. He is expected back in his office the latter part of next week.

Mrs. L. C. Fischer, of M-G-M's Atlanta personnel, returned this past week from her vacation spent in Jacksonville, Fla.

W. J. Collins of Pathe's Atlanta office, accompanied by his wife, left last Sunday for St. Simons Island for a rest.

Cornelia P. Mayr, secretary to Manager W. W. Anderson, of Pathe's Atlanta office, expects to leave this week-end for her vacation.

Francis Bradley, of M-G-M's personnel, is vacationing at Lakemont, Ga.

J. W. Mangham, Jr., Atlanta manager for Liberty, is making a trip through the Florida territory.

Annie Dunnahoo, member of Educational's office, left this week for Mayesville, Ga., her home on her vacation.

L. S. Hollingsworth, booker for First National, was away from his office this week on his vacation.

Friends of Mrs. Mary Morris, of Educational's office, will regret to learn of the death of her sister, Mrs. Lula Mae Reynolds, on Wednesday of last week.

Dan Michalove, representative for Pathe in the South, left Atlanta recently for Memphis, Tenn., where he will visit the company's office, and make from there a trip to all the southern branches. Immediately upon his return to Atlanta, he will leave for the Home Office.

Atlanta film row callers last week were: Frank Rogers of the E. J. Sparks Enterprises, Jacksonville, Fla.; T. F. Thompson of the Palace theatre, Cedartown, Ga.; J. W. English, of the Homestead theatre, Hollywood, Fla.; Mitchell Wolfson, Jr., of the Capitol theatre, Miami, Fla.; C. W. Maxey, of the Royal, Summerville, Ga.; F. Ponders, of the Rainbow theatre, Opelika, Ala.

Charles Ray, of the Atlanta branch personnel of Arthur C. Bromberg Attractions, left last Monday for a two weeks' vacation.

Ruth Roberts, office manager of the Atlanta branch of Arthur C. Bromberg Attractions, who has been quite ill for the past three weeks, was reported somewhat improved this week.

P. H. Savin, head of the accessory department of Arthur C. Bromberg Attractions, Atlanta branch, has been looking after bookings for the past several weeks, during the illness of Ruth Roberts, office manager.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

Des Moines

ROSE KAPLAN, who was badly hurt in an auto accident several weeks ago while returning from Omaha with her father, is still at the Jones Hospital at Atlantic, near where the accident occurred. She had several ligaments in her arm cut but they are healing nicely. She was able to sit up a few hours this past week, and she expects to leave the hospital soon. It will be some time, however, before she will be back at her desk at the Educational exchange, where she is secretary to Jimmy Wynn, branch manager.

The office of FBO was host to exhibitors from all over the state last week. Those who registered at the FBO exchange included P. F. Madden of the Masonic theatre at What Cheer, Mr. and Mrs. Larver of the Rialto at Panora, Wes Mansfield of the Strand at Belle Plain and the Mill theatre at Tama, Miss Erdman of the Crest at Creston, Nellie Bennett of the Princess at Dexter, E. E. Morris of the Princess at Eagle Grove, Mr. and Mrs. Grimes of the Plaza at Ackley, Mr. and Mrs. Sage of the Rialto at Adel, Oscar Jacobs of the Palace at Burlington, Charles Peterson of the Windsor at Hampton, J. E. Forsman of the Strand at Jewell, Walter Carroll of the Star at Colfax, J. P. Martin of the Strand at Creston, Oscar Johnson of the Strand and Atlantic at Atlantic, Miller and Wettengall of Dunlap and Dennison, Charles Dubsmoor of the Legion at Marshalltown, L. J. Graham of the Community at Birmingham.

Universal has a new salesman in George Richard, who came from the Universal branch at Omaha. Mr. Richard will travel Zone D.

W. G .Waugh, who had the theatre at Grundy, has sold the house to O. E. Ellis. Both men have been in the theatre business in Iowa for a number of years.

A new man in the theatre game is G. R. Grimes, who has bought the theatre at Ackley, Iowa. Mr. Grimes purchased the house from M. A. Brown. Mr. Brown said he was not sure what his future plans would be. Mr. Grimes took possession on August 31.

E. Mills bought the Cozy theatre at Hawkeye, Iowa, from H. H. Sorg. Mr. Sorg has operated here for several years. Mr. Mills is a new man in the theatre business.

Ollie Reese, cashier of the FBO exchange, just returned from her vacation at Clear Lake, Iowa.

Fred Kinspel, traveling auditor for Pathe, has been at the Des Moines office. From here he went to Milwaukee and Minneapolis.

J. W. Miller, theatre broker, reports that difficulties in clearing up some contracts between the theatre managers and owners from whom the theatres are leased have tied up several deals for the sale of theatres in Iowa.

J. F. McAloon, in charge of exchange operation, was at the Des Moines office last week, coming from the New York office of Pathe.

Vacation notes show that among those who are away are Vincent England, contract clerk for FBO, Ann Connor, secretary to Harry Frankel, branch manager; Goldie Sparr, stenographer for M-G-M; and George Wood, shipper for Pathe.

Blanche Oliphant, inspector for FBO, is at Iowa Lutheran Hospital, where she underwent an operation.

Gerald McGlynn is the new postal clerk for M-G-M, succeeding George Stephenson, who went to the United Artists office at Denver.

Visitors at the office of Paramount were Mr. Staak of Oskaloosa, Mr. Sample of Manila, Mr. Blair of Cedar Falls, Mr. and Mrs. Lacey of Anita. At the office of M-G-M callers included Tom Arthur of Mason City, Charles Peterson of Hampton.

Villisca, Iowa, is agitating for Sunday movies. This is election year and councilmen as well as citizens are considering the question very seriously. The matter was to have come up for special election some time ago but the committee appointed to pay the cost of the election failed to transact the arrangements. It is expected that the arrangements will be concluded soon for the special election as the majority seems to be for the Sunday movie.

New York & New Jersey

ALBERT REINLIEB, has joined the sales staff of the Ufa Eastern Division Distribution, Inc., and will cover the entire state of New Jersey. Before joining Ufa, Reinlieb was connected with Metro - Goldwyn - Mayer covering the same territory.

The Lyric Theatre, one of the Ungerfeld Circuit theatres, at Rahway, New Jersey, which has been closed some time for alterations, will reopen around Labor Day. The Ungerfeld Circuit, also controls the Empire Theatre, in Rahway.

Pollack and Bratter's new house speedily nearing completion at Rahway, N. J., is reported for opening Labor Day.

Sam Perry, the well known exhibitor of Englewood, N. J., attended the showing of the synchronized version of "Uncle Tom's Cabin," at the Globe Theatre, on Tuesday, August 7th. Sam enjoyed the Eliza sequence crossing the ice vry much.

Mr. Schusterman has added to his holding in New Jersey, the Grand Theatre at Perth Amboy. This house has been closed for several weeks, but will be reopened soon under a new name.

Pete Podkeros, owner of the City Theatre, Highland Falls N. Y., was along film row last week booking ahead on pictures, before starting out on an extensive vacation. Mr. Podkeros will spend a month in and around Illinois and Michigan.

Max Levine, of the Coliseum Theatre, 4th Avenue and 52nd St., Brooklyn, is away on a month's vacation.

Lou Granet, manager of the Montauk Theatre, Passaic, N. J., will reopen the above theatre about Labor Day, according to report The house has been closed for the summer.

H. Becker, owner of the Marboro Theatre, Bay Parkway and 70th Street, Brooklyn, is vacationing at present.

The Cameo Theatre, Nutley, New Jersey, which has been closed several months for re-decoration, was reopened by the owner, Louis Gold, last Tuesday night.

Word has been received of the reopening of the Lyons Park Theatre, Morristown, N. J., on August 6th by Mr. Hoffman. This house has been dark since July 1st.

The Palace Theatre, South Plainfield, New Jersey, owned by Bornshine was closed this past Tuesday. Slacking up on business is believed to be the reason for this shutdown.

Joe Mell, manager of the St. Marks Theatre, 133rd Street and 2nd Avenue, the city, is at present away on a two weeks' vacation.

A. Levy, connected with the S & S circuit for four years, is now managing the Crescent Theatre, Church and Nostrand Avenues, Brooklyn.

Edward G. Joseph, for six years associated with Metro-Goldwyn-Mayer, in the capacity of salesman, and now doing general insurance work in the film field, will be married on August 9th. Mr. Joseph and his bride will honeymoon for three weeks.

Manager Michaels, who at one time handled the Barr Brothers' Palace Theatre, 6th Ave., Brooklyn, is now assistant manager of Loew's Brevoort Theatre, Bedford Ave., Brooklyn.

The doors of the Bijou Theatre, New Brunswick, owned by Mr. Schusterman, shut on July 15th, are still closed. No word has been received as to just when this picture house will be reopened.

The State Theatre, a Walter Reade theatre, in New Brunswick has been closed recently. Rumor has it that stock will be instituted here, for the balance of the summer.

Irving Cohen is filling the place as manager of the Belmont Theatre, Tremont and Belmont Avenues, the Bronx, while Lou Ganz is on a vacation.

Keith-Albee's new Kenmore Theatre, Flatbush and Church Avenues, Brooklyn, will have its opening around Labor Day.

Adolph Schwartz, owner of the Eastside Film Delivery, is part owner of the New Albany Theatre, New Albany Avenue and St. John's Place, Brooklyn.

Barr Brothers will reopen their Palace Theatre 56th Street and 6th Avenue, Brooklyn, the latter part of August.

The Aetna Motion Picture Corporation was started recently in Newark, with a $100,000 capital

Indianapolis

OPERATORS are seeking increases when the present contract expires Sept. 1. Jean Marks, who operates the Almo, Gaiety and Regent is president of the Indianapolis association. A meeting was held last Tuesday to discuss the question but no decision was reached.

Zana Harmon, Film Board of Trade assistant secretary, enjoyed a vacation in Kentucky recently.

H. S. Logan, of the Grand theatre, Bluffton, won the recent golf tourney sponsored by the Film Board of Trade. Exhibitors and others in the trade attended from all parts of the state.

C. C. Pettijohn, national board president, New York; Miss E. McNamee, Cincinnati, Ohio; Marion McCulloch, travelling secretary, and several other out-state secretaries attended the outing at the Avalon club. H. C. Dressendorfer, Educational manager, conducted the event.

S. A. Galanty, former Warner special representative, who took over the Tiffany-Stahl Productions office in June is doing well at his new post. He succeeded L. W. Marriott, who resigned.

Pittsburgh

LIVINGSTONE LANNING, manager of Loew's Penn theatre, Pittsburgh, has returned to his duties after a three-week vacation "somewhere in America."

Harry Danto, of the Vitaphone home office, is spending several weeks in the local territory.

Matt Ida is building a $50,000 theatre at Springdale, Pa., to seat 500 persons. The house, not yet named, will probably open in the early Fall season.

John P. Fretz has sold his State theatre, Bellefonte, to W. B. Hall and Sons.

Emmaline Fineberg, who has served as stenographer at the local Film Board of Trade for several years, has won a promotion, having been named secretary of the Film Board office at Montreal, Canada. She has already assumed her new duties. Ann Kiltariff succeeds her in the Pittsburgh office.

Walter C. Rogan, shop foreman at the Frank Murray Lobby Display Studios, is vacationing in Europe for the summer.

Meyer Goldstein is "batching" at his home these days, while the wife and kiddies are vacationing in Cleveland.

Charles Dortic, assessories sales manager at Universal, is the daddy of a new baby girl, born July 11th, weighing seven pounds, and who will be known by the name of Dolores Rae. The Dortics have a son, Carl, now five years old. Mother and daughter doing well.

Nat Rothstein, Universal's advertising chief, was a recent Pittsburgh visitor.

A. J. Littlestone, of the Loyal theatre, East Pitsburgh, who has been on the sick list, came out to Film Row the past week for the first time in a long while.

Jack Withers, Pittsburgh film man for several years, although he has worked the Indianapolis and Ohio territories the past several months, is back in the Steel City again, and is selling the National Screen Service. It is likely that Jack will open the UFA branch in Pittsburgh shortly, although this information is not confirmed at this time.

Among the current vacationists are: David Ferguson, Al Kuhn, Bud Farrell, Miss Josephine Grove, Miss Sarah Womer, Miss Sarah Eichelberger, Harry Roney, Miss Hilda Wuensche, and Thomas Skelton.

Alexander Parke, salesman for First National since 1919, and one of the real pioneers in the business, resigned his position on July 28th. Mr. Parke states that he will take a much-needed rest before considering or accepting any of the several offers which have already been made him by other local film exchanges.

Louie "Sticks" Padolf, Universal salesman, suffered painful cuts on the face recently when he figured in an automobile collision near Punxsutawney. Eight stitches were required to close a wound in Louie's chin.

Recent exhibitor visitors to Film Row included: Mr. and Mrs. Tom Kinney, Franklin; Robert Coyle, Charleroi; Jacob Silverman, Altoona; John Zwick, Finleyville; Carl Becker, Butler, and James Retter, California.

The Regent theatre, a Stanley house in the East End, which has been closed for the summer, will probably be re-opened on August 13th.

John Gorris, owner of the Strand theatre, Glassport, has recently taken over Mike Thomas' Liberty theatre at Clairton, and has closed the house for a complete renovation. Upon the re-opening of the house in the near future its name will be changed to the Strand.

Comerford is adding a balcony to the Strand at Sunbury, with no interruptions to the daily performances. The house will also be newly decorated as well as re-seated. Vitaphone and a new pipe organ are to be installed. J. M. Blanchard is resident manager.

Elias Breeskin, one of the foremost violinists in the country, former conductior of the Pittsburgh Symphony Orchestra, and more recently soloist at the Stanley Theatre, Pittsburgh, has just been engaged as the leader of the symphony orchestra at Loew's Penn Theatre here.

The Liberty Theatre, McKeesport, now running pictures exclusively, will inaugurate a combination policy in the fall season. Shows will change twice a week, and will consist of pictures and Gus Sun vaudeville. Al Weiss is manager of the house.

Steve Manas, who is building a 3,000-seat theatre in Wheeling, W. Va., announces that plans are being made to open the house early in October.

The Dreamland Theatre at Lock Haven, which has been closed the past several weeks, will be reopened sometime during August. George A. Huff is owner of the house.

James Crivella, owner of the Alpine Theatre, Punxsutawney, is also owner of a large fruit store in this town.

The Orpheum Theatre, Carlisle, formerly owned by David Cooper, has been sold to the Mecca Realty Co., which is a holding company for the Comerford Amusement Co., Scranton, who own the Strand and Carlisle. Included in the deal were two business buildings in another location, on which it is thought the company plans the erection of a new theatre. A. R. Glazer will be in charge of both theatres for Comerford.

N. Jamieson and associates have taken over the Liberty Theatre at Midland. The house has been closed for redecoration, and will be reopened on Labor Day.

The Grand Theatre at Lancaster is closed so that alterations totaling an expenditure of $45,000 may be made.

The Harris Theatres in Pittsburgh and surrounding territory have won much good will by their constant entertaining of children from crippled and orphan homes. The Harris' have made a standing offer to all such institutions, and each week hundreds of unfortunate kiddies are given these free treats at the various Harris houses.

Cleveland

HISTORY was made twelve years ago when the Stillman theatre was built, the first of the elaborate motion picture houses created in Cleveland. History will again be made this fall when the Stillman closes its doors forever. Other interests have taken over the property.

Ever since the house was opened, it has been maintained as the home of the choice pictures. Long runs has been its policy, with special orchestral overtures and synchronizations arranged by Maurice Spitalny. All this will be moved over to the Allen theatre as soon as the pictures now contracted for exhibition at the Stillman have been played. These are "Glorious Betsy" and "Lilac Time." Allen pictures and Publix Shows will be shown at the State when the change takes place, and the State combination policy will be the policy at the Park. William Haynes, former manager of the Allen, has been made assistant general manager of the Loew circuit in Cleveland. Fred Desberg continues at the helm of the organization. No other changes in personnel are announced at this time.

Keith theatres and Loew theatres in Cleveland will split the Paramount and the First National program fifty-fifty for the coming season, according to the announcement given out by Frank A. Hines, manager of Keith's Palace theatre. The big stars will show an equal number of pictures on both circuits for the first time in local history. Keith has also closed for the entire Fox output for 1928-9 for Cleveland. This puts at rest definitely all rumors that Fox will build a first-run house in Cleveland. With a 100 per cent first-run outlet ready at hand, there is no necessity for building a theatre of his own.

John F. Royal, manager of Keith's Palace theatre until his recent promotion as eastern general manager, was looted of $100 last Tuesday night, when a robber entered his home at 12711 Cedar Road, Cleveland Heights. The robber woke both Mr. and Mrs. Royal, pointed a gun at them, and demanded whatever spare cash was available. Royal gave him a $100 bill and he left without further trouble.

John Kalafat, of the Five Points theatre, and associated with the Ohio Amusement Company, is back from a four weeks visit with his family in Arizona.

Family and friends of Dave Polster of the Tivoli and Lyric theatres were surprised last week when they received a cable from Polster saying that while abroad he had acquired a wife and that he would bring her home as fast as the boat could travel.

Jack Soglovitz's father died last week after a long illness. Soglovitz is city salesman for Metro-Goldwyn-Mayer.

N. Liebeskind has been appointed special representative in this territory for Fox Movietone News and Entertainments. He covers Cleveland, Cincinnati, Detroit and Indianapolis, with headquarters in Cleveland.

B. Z. Levine and Ernest Schwartz last week took over the Norval theatre, 5310 Storer avenue, from J. Manak. Schwartz and Levine have the Broadvue, too.

The Crown theatre, North Baltimore, now called the Virginia, was purchased by R. E. Bishop from Mrs. William Gibson.

J. V. Wolcott and his associates last week sold the Standard, Pearl and Park theatres, Lorain, to the Interstate Theatres Company. Sam T. Reed is general manager of the company, which also owns and operates the Cozy theatre in Lorain.

Harry Charnas spent a week in town. Although president of the Standard Film Service Company, he now makes his headquarters in New York, where he is actively connected with the Vitaphone company.

The Ambassador theatre, at 288 Cuyahoga Falls Avenue, Akron, will be added to the list of new theatres after Labor Day. Work on construction is being hurried and the house will be completed early in September.

Jerry Steele has closed the Apolo theatre, Oberlin, for a few weeks in order to make necessary repairs and redecorate.

Seattle

CHARLES BEALE, new manager of the Columbia Exchange in this city, arrived last week from Portland, and was installed in office by District Manager Joe Goldberg. Mr. Beale's former position in Portland as manager of the Tiffany-Stahl Exchange, has been taken over by Sig Davis, formerly of Portland and Salt Lake. The Tiffany-Stahl Exchange in the Oregon city will be a sub-office under direction of Manager James Beale, of this city.

Caspar Fisher, head of the Washington Theatrical Enterprises, is reported to have made definite announcement that his company would open the new Mayflower Theatre in September. This is a modern 3,000-seat house at Seventh and Olive streets, that has been finished for several months but has been idle.

Ben Fish, manager of the Metro-Goldwyn-Mayer Exchange, presided last week over the sessions of the Seattle Arbitration Board, at which time several cases were reviewed and settled. Next meeting of the Board will not be held for about three weeks.

Tony Hartford, manager of the Universal Exchange in Salt Lake City, spent a short time in Tacoma last week for the burial of his wife, whose family are residents of that city. Mrs. Hartford died at El Paso, Tex.

Herschel Stuart, general manager of the West Coast Theatres, Inc., in the Pacific Northwest, has returned from a trip to the various Montana houses. He announced that beginning with early fall, the Fanchon-Marco stage presentations now used in Pacific Coast houses will also play the Parkway Theatre in Butte. The house is at present undergoing extensive remodeling to fit it for the new stage presentation policy.

Waldo Ives, exhibitor of Mt. Vernon and Anacortes, spent a few days here visiting his mother and father, who were painfully but not seriously injured last week in an automobile accident.

Sam Wineland, former orchestra director and musical director of radio and motion picture theatre fame, returned to this city recently as guest master of ceremonies at the Publix Seattle Theatre, and was accorded a hearty welcome from the local audiences. Mr. Wineland, recently musical director at Ray Grombacher's Liberty Theatre in Spokane, was previous to that time head of orchestras at the Coliseum and Strand Theatres in this city. He plans an extended vacation following his local appearance.

Heaton F. Randall, manager of the B. F. Shearer Company, theatre equipment specialists, offices in San Francisco, paid a short visit to his new headquarters in this city last week. After a brief conference with Mr. Shearer and an inspection of the new Music Box Theatre here he returned to the California territory.

Reports received on Film Row from Spokane indicated that the Rex Theatre had been sold by Will Starkey, exhibitor of that city and Tacoma. Confirmation of the report was not received.

Ed Dolan's new Seventh Street Theatre in Hoquiam, Wash., has been opened to the public, and the ceremonies were attended by several representatives of the various film exchanges in this city, who were loud in their praises of this new theatre.

Chauncey Smith, former assistant manager of the Columbia and Winter Garden Theatres for Universal, has been placed in charge of one of the "U" suburban theatres.

Robert Murray, for many years maintenance superintendent of the Coliseum and United Artists Theatres for Jensen-VonHerberg and West Coast circuits, announced his resignation with that company, following his appointment to the staff of Jahn Hamrick's new Music Box Theatre, which opens next week.

Mike Newman, manager of Universal theatre enterprises, was recently in this territory, and proudly announced that Mrs. Newman is temporarily in charge of Universal's Cameo Theatre in San Francisco. She will remain there for two or three months, according to "hubby" while difficulties are being ironed out for a newly-appointed manager.

Two Montana theatres last week closed their doors for the summer season, according to information received on Film Row. These were Joe Moore's Lyric Theatre at Havre and the Moore Theatre at Moore, owned by C. V. Stewart.

Information emanating from reliable sources in Portland indicate that the Hollywood Theatre in Salem, Ore., has been purchased from R. J. Nocal by the Salem Amusement Company. Vern McIntyre and George Guthrie are two of the parties said to be interested in the Salem company, and the house will be reopened immediately under the management of Mr. McIntyre's father, an exhibitor from North Dakota.

Jack Bain, singing master of ceremonies, who has been appearing for the last six weeks at the Seattle Theatre, concluded his contract with Publix Theatres, and is again contemplating orchestra and entertainment work in one of Seattle's dance resorts.

F. M. Dunham, exhibitor of Mt. Vernon, Wash., announced that he had purchased the interests of "Tex" Albright in the Hawthorne Theatre at Portland, Ore. The house has been closed for several weeks, but is being made ready for immediate reopening by Mr. Dunham.

San Francisco

CHARLES E. KURTZMAN, product of San Francisco's newspaper row and the Rialto, is back again after six months in Los Angeles theatres.

West Coast Theatres have set him back upon the managerial throne of the Granada Theatre, which he vacated to assume an identical position in the southern city. Upon the closing of the Million Dollar Theatre in Los Angeles, Kurtzman was transferred to the general office in a publicity capacity. He assumed the local post after the resignation of Charles Perry, who leaves for an Eastern assignment with Publix.

Kurtzman has been associated with the local Publix and West Coast Theatre unit from time to time during the past six years.

The Imperial Theatre, one of San Francisco's most famous amusement palaces, which has been dark for the last several weeks, during which time it has been completely renovated, refurnished and realtered, reopened July 27, with a policy of high-class vaudeville acts and first-run feature pictures.

Victor Mohl, for some time connected with the managerial reins of the Geary Theatre, will have complete charge of the new Imperial. Under his direction plans are being made to operate the house in an atmosphere of utmost luxury, and all the marts of the screen and stage will be scoured for the finest attractions.

Ellis Levy, for a long time connected with the movies, will be the publicity man.

Prices will be on a popular scale with the evening admission at 25 cents; Sunday matinees and holidays the same price; week-day matinees, 15 cents, and children 10 cents at any time.

M. H. Newman, manager of a circuit of 29 theatres in Carl Laemmle's Universal Chain, arrived in San Francisco recently from Seattle, en route to a conference with Laemmle at Universal City, Hollywood.

While here, Newman established Frank L. Pratt as manager of the Cameo, San Francisco's link in the chain.

The Granada will have its "talkie" debut next month. Richard Dix in "Warming Up" may serve as the opener. This picture was previewed at the St. Francis.

So far as known, the California is not at present planning to use speaking pictures, but upon its reopening, which may come next month, it will likely resume its former policy of presenting big pictures, several of which will be ready for use with the advent of the annual "Greater Movie Season."

Stamm & Beede, who are building a new 1500 seat modern theatre at Antioch, have placed an order for complete stage lighting equipment, including foot and border lights. Stamm & Beede have operated in Antioch for a long period, being among the very first exhibitors to enter the game.

John Spickett, an exhibitor from Juneau, Alaska, while in San Francisco recently on a visit, placed an order for reflecting lamp equipment for his Palace Theatre.

Edwards' Theatre, Reedsport, Oregon have installed new lamps.

Rodney Pantages purchased Preddey spot lamps for his new theatre now under construction in Fresno.

The Liberty Theatre at Bay Point has been completely remodeled. Mr. Van Winkle, the owner, a local merchant, has changed the name to The Angelus. The projection room has been equipped by Preddey and the stage by the American Studio.

Managers from all towns included in the Northern California division of West Coast Theatres, met here to discuss plans for Greater Movie Season, which West Coast will inaugurate August 18, and also to formulate other plans.

G. E. Rosenwald, West Coast District Manager for Universal, was in this city from Denver en route to Los Angeles.

Phil Phillips, press agent for the T. & D. and other West Coast houses in Oakland handled local publicity while Frank Whitbeck went East.

Thomas D. Van Osten, secretary-manager of Allied Amusement Industries, Inc., has been confined to his home having the "flu," and all his friends are glad to see him back at his desk.

Herbert Harris, manager of the Hippodrome Theatre, Oakland, and Joe Livingstone, musical conductor of the theatre, have organized three acts and sent them to Australia for a twenty weeks engagement with the Union Theatres, Ltd., of Australia.

New England

FIRE starting just after midnight back stage in the Metropolitan Theatre, Boston, last Saturday morning, resulted in damage to stage curtains and drops estimated at from $15,000 to $25,000. The fire interfered but little with the Saturday shows, however, although it was necessary to give the presentation with several scenes and drops not originally intended for the performance.

Only about a dozen employees were in the theatre when the fire broke out. They immediately started fighting the fire. The heat from the flames sounded the automatic alarm and firemen quickly responded. A spiral stairway was about the only means firemen had to reach the fire but quickly subdued the flames.

An emergency crew worked through the night and early morning cleaning up and preparing substitute drops for the show so that the theatre opened on time Saturday forenoon. The asbestos curtain prevented the fire from spreading into the auditorium.

The Metropolitan is Boston's largest and newest theatre and is a Publix theatre. The cause of the fire has not been determined.

The Publix circuit offices for New England, which have been at 1105 Commonwealth Ave., Boston for the past few years, have beeen removed to the Scollay Square building in Scollay Square, Boston. For some years the offices were located in the heart of the down-town shopping district and then were removed out beyond the automobile district to the Commonwealth Ave. address, from which they now return to the down-town section.

Phil Saletsky, one of the bookers for the Publix circuit, is confined to the Peter Bent Brigham hospital by illness.

William Buckley of the Colonial Theatre at Laconia, N. H., was a visitor to Boston last week.

The Movie Bookers Association of New England held its mid-summer outing to Little Neck, Ipswich, Saturday, making the trip by auto and bus. A luncheon was served on arrival followed by a program of sports, both water and land, and a dinner. Dancing concluded the outing, declared by all to have been the most enjoyable in the association's history. Prizes were awarded in all events. The committee consisted of Wm. Cuddy of Pathe, Miss Edna Crovo of American Feature Film, Mrs. E. V. Corbett of Warner Brothers and Phil Fox of Independent Films. Athletics were in charge of Elmer Turnquist and Johnny Howard, both of Paramount.

I. H. Rogovin, who covers Western Massachusetts for Independent Films, has been under treatment for eye trouble.

Norman W. Pyle, who is a brother of Cashier Harry Pyle of the Metro-Goldwyn-Mayer exchange at Boston, was a guest in Boston where he came in charge of Leo the Lion.

The New Haven Film Board of Trade held its annual outing last Thursday at Castle Inn, Saybrook, Conn.

Sam Moscow, sales manager of Independent Films, has returned from an extensive business trip through New Hampshire and northern New England.

Edward H. O'Connor of Hudson, Mass., who has been in Japan, is studying at the Boston exchange of Metro preparatory to acting as a foreign representative for that company.

Elizabeth G. Connors, cashier at Metro, is vacationing at Hampton Beach, N. H.

Joe Rothe of Consolidated Films has returned from an extensive trip on Cape Cod in the interest of Rhodes Consolidated Thirty.

Abe Barry, booker for the American Feature Film Exchange, Boston, is spending his vacation at Old Orchard, Me.

Managers of the theatres in Lowell, Mass. have organized a protective association.

Mrs. Samuel Torgan, prominent among exhibitors, gave her annual kiddies' party in Lowell last week when all of the youngsters of the city who cared to be, were her guests. They were entertained at the Strand Theatre, Lowell, and each was provided with ice cream, cake and a box of candy.

With the expiration of the lease by Loew interests of the Rialto Theatre in Lowell, rumors are prevalent that Loew will withdraw from that city.

The B. F. Keith Theatre in Lowell is being extensively redecorated and painted preparatory to reopening in the Fall.

Lowell, Mass., exhibitors are aroused over the municipal showing of films in the Lowell parks during the evenings. Five nights each week during July and August, the city provides free motion pictures at different parks in the city. The result is that attendance at the Lowell theatres during those five weeks falls flat.

The city does not show films on Sunday, which is the only day when any of the theatres can meet expenses during the eight week period. Exhibitors believe that they should have cooperation of the distributors in preventing this free showing of pictures.

Grace Harrington, telephone operator, and Miss Grace McDonald, contract clerk of the First National exchange, Boston, are on their vacations.

Jack Kenney and Ernest Warren, of Pathe are both driving new cars.

The Fox exchange at Boston is undergoing extensive redecorating.

It is understood that Goldstein Brothers, who operate a circuit in Western Massachusetts, are negotiating for the Steinberg Theatre in Worcester, one of the newest of the theatres in that city.

Katherine Clegg, assistant booker at the Fox exchange, Boston, has returned from a vacation tour through New England.

Sarah Woodmaster, assistant booker; Miss Rosamond Cohen, assistant contract clerk; Mattie Simons, shipper and Arthur Symonds, projectionist, all of the Fox exchange at Boston, are on their vacations.

"Dad" George McKeon, special representative of Fox handling Fox News, has left Boston for Albany after two weeks in the Bay State. From Albany he goes to Buffalo.

Abe Goodside of Springfield and Portland spent several days during the past week in New York City on business.

Sarah Lourie, bookkeeper of Independent Films, has returned from her vacation spent in Canada.

T. F. O'Toole, office manager of Independent Films, is on a two week's business trip through Maine.

Josephine Downey, an inspector at Independent Films, has returned from a vacation spent in New York City.

Portland

THE big topic the past week was the robbery suffered by the Portland Theatre, when a lone robber scooped up $1,000 in currency and made a clean get away. However, three days later the police picked up a suspicious character, who was unable to account for his whereabouts and was identified by Manager Blair and associates as the robber.

Mike Newman of the Universal reports that since Herb Royster has become manager of the Clemmer Theatre in Spokane, business has shown a nice increase.

Fred Mercy opened Movietone News at the Liberty, Walla Walla, Wash., and will show the Fox talker every week from now on. J. G. Williams, Vitaphone engineer superintended the installation.

Mike Newman was again a Portland visitor last week for conference with various exhibitors, including Russell Brown of the McDonald Theatre, Eugene, Ore., and Ernie Ludwig of the Whiteside, Corvallis, Ore.

The Northwest Independent Exhibitors Association announces a co-operative arrangement with Greater Features whereby this organization will distribute Gotham and Excellent attractions among their 130 odd members in the Oregon territory. To J. J. Fleming Portland secretary of the organization goes considerable credit for growth of this northwest organization.

Alfred W. Murnau, German film director, was expected to come to Spokane during August to direct a film dealing with the wheat harvest. It is reported, however, that he will be delayed on account of an attack of appendicitis and taken to hospital in Pasadena, Cal.

Managerial changes among the West Coast houses are the order of the day, and a number are announced by Richard Spier, Division Manager, controlling the Portland, Broadway, Liberty, Hollywood and State theatres here.

Eddie Hitchcock, who has been in charge of advertising and publicity for the Portland theatre, will move into the division office where he will have charge of the newly created publicity department for the entire Portland division, supervising the advertising and publicity for West Coast.

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Salt Lake City

A BEAUTIFUL loving cup was won by the Capitol theatre personnel here recently in the final game of the golf tournament played with the employees of the Pantages theatre.

Dave Good, who came to Salt Lake a short time ago to direct the Capitol theatre orchestra, has now left for an engagement at the Boulevard theatre of Los Angeles, and his place as master of ceremonies has been filled by Ralph Pollock.

Louis Marcus is at present enjoying a fishing trip in Colorado, after having returned recently from a business trip to California.

Dave Edwards, assistant manager at the Capitol, is taking a two weeks' vacation.

Manager Carl A. Porter of the Paramount Empress theatre of this city, on his return from a weekly trip to the Provo Paramount theatre, stated this house experienced a fire in the projection room, seriously burning the operator, and damaging two thousand feet of film. No commotion was caused as fortunately the audience was not aware of the combustion and the performances were continued throughout the week with but slight delay.

It is announced at the local Paramount Famous-Laskey exchange that Jack Curry, who has charge of the Western Ad-sales Departments, arrived here and will remain for about one week, according to present expectations.

Frank Hallow, who has charge of the ad-sales department, recently tore the ligaments of his leg while playing baseball, but is recovering nicely. The local Paramount Famous-Lasky salesmen are all out in the territory at this time.

Clarence Key, assistant manager at the Paramount, will leave this coming week for a fishing trip. Gladys Beckwith, cashier, has returned from her vacation.

Manager Fred Gage of the Salt Lake office for United Artists, is busy in the Montana territory and will not be back on film row here for another week. Sales representative Milton Cohn, after spending nearly two months in Montana, is now working his way down through Idaho into the local office. Able Davis is also busy in the territory at present writing.

Manager Fred Lind of the Salt Lake FBO office was in Denver conferring with District Manager Sid Weisbaum.

Salesman T. J. Walsh of this organization is making Eastern Montana very successfully and George Jensen is making his Southern Utah territory. Salesman Barney Shooker has recently resigned and returned to Denver.

Dave Farquhar, local manager for the Columbia Pictures Corporation, made a trip into Nevada last week. "Rick" Warren is covering Montana and F. E. Decker, newly appointed salesman for this corporation, is covering Idaho on his way here from Portland.

John Rugar, well known exhibitor of Park City, Utah, was seen limping along film row recently. Rugar has recently redecorated the theatres of Park City, especially the Egyptian, which has had the foyer and lobby decorated in beautiful Egyptian fashion. A new drinking fountain of the latest sanitary type has also been installed at the Egyptian.

Manager W. F. Gordon is back from a swing into the territory with his First National productions.

L. C. Wingham, salesmanager here for Metro-Goldwyn-Mayer, is making the key points of Montana.

Salesman A. A. Bruce of the Metro-Goldwyn-Mayer Corporation, is worknig in the Idaho branch at this time. "Buck" Wade and C. J. Severson have been covering Montana and Severson has just been transferred to the Utah territory.

Manager Al O'Keefe of the Pathe office is in the Montana territory on an extensive sales trip.

Salesman George Hayes is working Idaho this week; Jack Connors is making the Utah territory and Los Hoss is in the Cache Valley section of Utah.

The local Warner Bros. salesmen were in the city last week for the purpose of attending a sales conference held by Manager Wayne R. Ball, who left shortly after for the territory.

Among exhibitor visitors who have spent some time conferring with local branch managers this past week are: A. L. Stallings of a circuit of theatres at Richfield, Utah; Charles Whipple, of the Electric theatre at St. George, Utah; J. H. Miller of the Cameo theatre at American Fork, Utah; T. M. Chesler of Bingham, Utah; E. Ostlund of the Rivoli at Springville, Utah; S. H. Rich of the Rich theatre at Montpelier, Idaho; J. W. Nixon of the Bonita theatre at Provo, Utah; Mrs. W. J. Hughes of the Ritz at Payett, Idaho; R. L. Wicker of the Delta theatre at Delta, Utah; Ray Sutton of Provo, Utah; George Lindsey of Eureka, Utah; Elmer Teitjen of Santaquin, Utah.

The National Theatre Supply Company reports the sale of a new Blizzard Cooling System to C. C. Voeller of the Ramona theatre at Bula, Idaho.

The Amusement Hall at Standardville, Utah, has had a new screen installed by the local branch of National Theatre Supply.

Exhibitor Littlejohn of the Star and Lyric theatres at Price, Utah, has just purchased from the National here a Bell & Howell Eyemo Motion Picture camera for the purpose of filming local affairs to present at his theatres.

Milwaukee

THE safe of the Merrill theatre was cracked by professionals and relieved of $3,000 last Monday night. Entrance to the theatre was gained by jimmying a door on the Second Street side and then forcing open the door to the manager's office. After the robbery the doors were again locked. Arnold Saxe, manager of the theatre, visited his office at 12:30 A. M., but found everything all right. Cleaners discovered the robbery at 7:30 the next morning.

Frank Cook of Sheboygan was in the city last week with Arthur Lugg who recently purchased the Gem theatre from Mr. Cook.

Art Desormeaux of the Strand theatre at Madison was also a recent visitor at the exchanges.

Charles Koehler, booker at Celebrated office, is taking his first vacation in seventeen years. He is making it cover a long period of time by taking it in small doses.

Fred Knispel, district representative for Pathe, spent a few days in Milwaukee, recently.

The M-G-M Efficiency club enjoyed its annual picnic at Cedar Lake last Sunday. About forty-five members and their friends were present.

Rose M. Browder, cashier of the Des Moines Pathe exchange visited the Milwaukee branch while in the city recently.

A. L. Merritt, manager of the Princess theatre at Oconto was in Milwaukee this past week.

Owen McKivett, former manager of the Orpheum at Racine, has just returned from an extended visit in California.

Peter Gottsacker's new theatre at Sheboygan, the Star, will be opened in about thirty days. The Star is being built near the Uptown which Mr. Gottsacker formerly managed. The Uptown has been closed for some time.

Tom North, special representative for Pathe is reported to have left Milwaukee.

Out of town exhibitors seen along film row included E. Berth of the Pastime theatre at Kiel, and Neil Duffy of the Elite theatre at Appleton.

Kansas City

AFTER August 11 the stage shows at Loew's Midland, first run downtown house, will be discontinued, according to a report which the management declines to verify or deny. The Midland will resort to a straight picture policy, it is said. Although that theatre's business has been larger in proportion to many of the other downtown houses this summer, the attendance has not justified the large expense involved in the stage presentations, it is said.

The old Crystal theatre, St. Joseph, Mo., is being remodeled and will be re-opened again about August 16. It is to be operated by the new Crystal Amusement Company and managed by William Howard.

The Orpheum theatre, first run motion picture and vaudeville house is up against a perplexing problem when it opens for the season next fall. The management—Fred Spear—is undecided whether or not the theatre-going public of Kansas City desire a reserved seat policy at the house or not. Last season the theatre tried out the policy of reserving seats on Saturdays, Sundays and holidays only. Therefore, through stories in daily newspapers, Mr. Spear has requested that the public send letters to the management and express a desire concerning the question. The majority will determine the policy of the theatre, Mr. Spear said.

One day last week a cattle train was wrecked in the railroad yards of Kansas City. Many hundred head of cattle were soon running in Kansas City. With such circumstances prevailing it remained for a large, shaggy bull to stampede down through Kansas City's movie row. It was there the bull was captured.

3 Theatres in Zanesville, Ohio, Pass into Control of Brown Co.

In a transfer of properties recently, the entire theatrical holdings of the Imperial Theatre Company of Ohio became a part of the theatre chain controlled by the Brown Theatrical Company. The theatres involved in the transaction are the Imperial, Quimby and the Schultz, all in Zanesville. With the possession of them, the Brown circuit is increased to six houses. Actual transfer takes place on September 2.

While the consideration involved in the purchase has not been made public, it is believed that the investment is in the neighborhood of $600,000. In each instance, the leases on the properties included in the transaction run for a period of 25 years.

Sam E. Lind, president of the Imperial Theatre Company, is retiring from the theatrical business. He expects to devote his time to the management of his many interests in Zanesville. Al C. White, with whom he entered the motion picture business in 1914, goes with the Brown company and will be actively identified with the management of the merged theatres. Caldwell H. Brown is general manager of the Brown company, and Frank M. Ransbottom is president. The Liberty, Weller and Grand are the other Brown houses.

ing and other changes. Altogether $30,000 will be spent on this theatre and the Grand. Extensive remodeling of the Schultz will also be undertaken in the near future. Definite plans for the operation of the theatres are not yet determined.

Building of Comerford House Moves Rapidly

With work rapidly progressing toward the completion of the new $600,000 Capitol theatre, which the Comerford Amusement Company, of Scranton, is erecting on the site of the old Sterling Hotel, Williamstown, Pa., which was destroyed by fire several years ago, some new details of the construction plans have been disclosed.

These show that the theatre will have a seating capacity of 2,700—1,500 in the main auditorium and 1,200 in the balcony—or only 300 less than in the new Fox theatre in Philadelphia.

Mr. Ryan, the construction superintendent, has announced the brick work has been completed together with the roof, and that with the building thus entirely enclosed the interior work is being rushed rapidly ahead by a force of 80 workers. The steel girders are all in place and the steel lathe men have begun their work, to be followed immediately by the plasterers.

A feature of the construction is a tunnel about 6 feet tall being laid all around the theatre to contain all the wires, water and heating pipes used by the theatre, and it also will provide a means of going entirely around the building without entering the auditorium.

Placing of the organ will not be started until the plasterers have completed their work.

Ben Ali, Lexington, Ky., Opens After Remodeling

Redecorated and re-equipped, the Ben Ali Theatre in Lexington, Ky., constructed originally at a cost of $500,000, was formally opened for the summer and fall season recently. Owned by the Phoenix Amusement Company, the theatre was built by the late James B. Haggin in 1913 and is regarded as one of the finest houses in the South catering to motion picture entertainment. All the contracts for the extensive remodeling, estimated to have cost $35,000, were given to Lexington firms.

Stanley Philly House Now Being Re-equipped

The Metropolitan Opera House, Broad and Poplar Streets, Philadelphia, Pa., which has been leased by the Stanley Company of America, is now occupied by a small army of carpenters, painters, upholsterers, electricians and other workmen who are busy converting the house into a thoroughly modern and elaborately equipped theatre to be devoted to motion and sound pictures as well as stage features.

The Stanley Company is expending $100,000 for alterations and improvement, including the installation of a magnificent orchestral organ. These improvements, which will make the house one of the finest in the city, will be completed the latter part of August.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavaller-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavaller	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavaller	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife'e Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Runaway Girls	Mason-Rankin		
Scarlet Woman, The	De Putti-Alvarado		
Submarine	Holt-Revier-Graves		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Alwaya a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 28
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collne	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arab'antice	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 28
Felix the Cat In Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bunglea	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tica	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat In the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Soringtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life'e Crossroade	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Inre	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 28'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25

Title	Star	Rel.	Date	Length	Reviewed
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 foot	
Devil's Trade Mark, The	Bonnott-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Drivin' Sands	Bob Steele	Jan.	1	4770 feet	
Fa ers of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 18
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4897 feet	Dec. 23
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4698 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah, Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Battling Buckaroo, The	Tyler-Clair		
Captain Careless	Bob Steele		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Danger Street	Baxter-Sleeper	Aug. 26	
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Gang War	Borden-Pickford	6337 feet	
Eagle's Talons, The	Tom Tyler		
Fury of the Wild	Ranger (dog)		
Headin' for Danger	Steele-Mendez		
His Last Haul	Seena Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet Aug. 4
Lightning Speed	Bob Steele	Aug. 26	
Orphan of the Sage	Buzz Barton		
Perfect Crime, The	Rich-Brook-McConnell	Aug. 19	6331 feet
Rough Ridin' Red	Buzz Barton		
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Singapore Mutiny, The	Gardner James		
Sinners in Love			
Son of the Golden West	Tom Mix		
Stocks and Blondes	Logan-Gallagher		
Taxi 13	Conklin-Sleeper-Trevor		
Terror Mountain	Tom Tyler	Aug. 19	
Trail of the Horse Thieves, The			

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5760 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	8333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Sept.	2		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 18
Burning Daylight	Sills-Konyon	Mar.	11	6500 feet	April 28
Camillo	Talmadge-Roland	Sept.	4	8692 feet	May 8, '27
Canyon of Advonture	Maynard-Faire	April	22	8730 feet	May 19
Chasor, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	18	8386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Ellers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	8	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Balan-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15		
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26		
Out of the Ruins	Barthelmess-Nixon	Aug.	19		
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Konyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Watertront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5		
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 30	
Divine Lady, The (sound device)	Griffith-Varconi		
Do Your Duty	Charlie Murray		
Glorious Trail, The	Maynard-McConnell	Oct. 28	
Hard Rock	Sills-Todd	Oct. 14	
Haunted House, The	Jack Mulhall		
Heart Trouble	Harry Langdon	July 29	
Lilac Time (sound device)	Moore-Cooper	8967 feet	Mar. 24
Night Watch, The	Dove-Reed	Sept. 9	
Outcast	Corinne Griffith		
Phantom City, The	Maynard-Gilbert		
Scarlet Seas	Richard Barthelmess		
Show Girl	White-Delaney	Sept. 00	
Whip, The	Mackaill-Nilsson-Forbes	Oct. 7	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct.	15		
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July	8		
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
No Other Woman	Del Rio-Alvarado	June	10	5071 feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
Red Dance, The	Del Rio-Farrell-Revier	Dec.	3	9250 feet	June 30
Road House	Barrymore-Alba	July	22	4991 feet	Aug. 4
Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31

Title	Star	Rel.	Date	Length	Reviewed
Street Angel, The	Gaynor-Farrell	Aug.	19	9221 feet	July 28
Sunrise	Gaynor-O'Brien	Nov.	5	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T. Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Aides, The	Variety	Aug.	5	1 reel	
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love Is Blonde	Rollens-Ellis	Feb.	26	2 reels	
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
None But the Brave	Phipps-Morton-Knapp	June	24		
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	19		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Dec.	17		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell				
Homesick	Sammy Cohen				
Joy Street	Barrymore-Alba	Dec.	10		
Making the Grade	Moran-Lowe	Nov.	26		
Me, Gangster	Collyer-Terry	Oct.	8		
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept.	24		
None But the Brave	Morton-Phipps-Lynn				
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Oct.	1		
Prep and Pep	Rollens-Drexel	Nov.	12		
Riley the Cop	Macdonald-Drexel	Jan.	7, '29		
River Pirate, The	McLaglen-Moran	Aug.	26		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	17	5337 feet	

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Greves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Feire-Weshburn	April	1	8200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Midnight Life	Bushman-Olmstead	July	15		
River Woman, The	Logan-L. Barrymore	July	30		
Thru the Breakers		Aug.			
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dene	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
Ben Hur	Noverro-McAvoy	Oct.	8	11693 feet	Jan. 18, '28
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moren	Mar.	17	8344 feet	June 2
Buttons	Coogan-L. Henson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar.	31	5651 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane Arthur	June	9	5842 feet	
Diamond Handcuffs	Boardman-Gray-Negel	May	5		
Divine Woman The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	16		July 28
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 16
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Perls, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Cheney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Egeels	Nov.	19	6280 feet	June 2
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	19		
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Dew	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept.	15	1 reel	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 28
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug.	18	1 reel	
Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Imagine My Embarrassment	Charley Chase			2 reels	July 28
Is Everybody Happy?	Charley Chase			2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov.	10	1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept.	1	1 reel	
Murder	Ufa Oddities	Sept.	29	1 reel	
Nature's Wizardry	Ufe Oddities	July	28	1 reel	
Ol' Gray Moss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 28
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufe Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufe Oddities	April	21	1 reel	
Rainy Days	"Our Gang"	Feb.	11	2 reels	
Sanctuary	Ufa Oddities	May	5	1 reel	July 21
School Begins	"Our Gang"			2 reels	
Secrets of the Sea	Ufe Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	28	2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 26
Tokens of Manhood	Ufa Oddities	June	8	1 reel	May 26
Virgin Queen, The	Stanley-Dwan-Menning	May	12	2 reels	May 19
Wicked Kashmir, The	Ufa Oddities	April	7	1 reel	
Wives for Sale	Ufa Oddities	Oct.	27	1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
World's Playgrounds	Ufa Oddities	Oct.	13	1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Ster	Length	Reviewed
Adventurer, The	McCoy-Sebastien	4709 feet	
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	6037 feet	Aug. 4
Bellamy Trial, The	Joy-Bronson		
Beyond the Sierras	Tim McCoy		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorreine-Grey		
Excess Baggage	Haines-Cortez		
Four Walls	Gilbert-Crawford	Aug. 4	July 21
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Loves of Casanove, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		

Title	Star	Rel.	Date	Length	Reviewed
Mysterious Lady, The	Garbo-Nagel				
Napoleon	Special Cast				
Our Dancing Daughters	Crawford-Brown-Sebastian				
Show People	Davies-Haines				
Spies	Special Cast				
Tide of Empire	Adoree-Murray				
Trail of '98, The	Del Rio-Forbes			11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore				
While the City Sleeps	Chaney-Page				
White Shadows in the South Seas	Blue-Torres			7968 feet	
Wind, The	Gish-Hanson				

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 26
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	16	6263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July	14		July 28
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
Magnificent Flirt, The	Florence Vidor	June	2	6440 feet	June 30
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mar. 10
Partners In Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Dec.	24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Spacial Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blana	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice In Movieland	Novelty	June	23	2 reels	
Baby Feud	Krazy Kat Cartoon	Aug.	18	1 reel	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct.	27	2 reels	
Dizzy Diver, The (Christie)	Billy Dooley	Aug.	11	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
First Kiss, The	Wray-Cooper	Aug.	18		
Forgotten Faces	Brian-Brook	Aug.	11		
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec.	1	2 reels	
Hot Scotch (Christie)	Jack Duffy	Aug.	18	2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug.	25	1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug.	11	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Loves of An Actress, The	Negri-Cooper	Aug.	18	7459 feet	Aug. 4
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
News Reeling	Krazy Kat Cartoon	Aug.	4	1 reel	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Picture My Astonishment (Christie)	Frances Lee			2 reels	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Sawdust Paradise, The	Ralston-Howes	Aug.	25		
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kat Cartoon	Jan.	28	1 reel	
Skating Home (Christie)	Frances Lee			2 reels	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	18	2 reels	
Stage Coached	Krazy Kat Cartoon	June	18	1 reel	
Stop Kidding	Bobby Vernon	Aug.	25	2 reels	
Sweetles (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post	Sept.	8	2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Tell Tales	Madge Kennedy	Aug.	4	2 reels	
Warming Up	Richard Dix	Aug.	4	6509 feet	July 21
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Beggars of Life	Beery-Arlen-Brooks		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
Fleet's In, The	Bow-Hall		
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Kit Carson	Thomson-Lane		
Mating Call, The	Meighan-Brent-Adoree		
Moran of the Marines	Dix-Elder		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct. 6	9819 feet
Quick Lunch	Fields-Conklin		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Take Me Home	Daniels-Hamilton		
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Strohein-Wray		
Wings	Bow-Rogers	12 reels	Aug. 26 '27
Woman From Moscow, The	Negri-Kerry		

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FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	20	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.	1	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Maria Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marlon	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Campus Carmen, The	Sennett Girls	Sept.	9	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	
Caught in the Kitchen	Billy Bevan			2 reels	
Chicken, The		Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Dumb Waiter, A	Johnny Burke			2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supper Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tall Waggers	Sportlight	April	1	1 reel	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette		
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Godless Girl, The	Basquette-Prevost		10720 feet
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan		
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
Power	Boyd-Logan	Oct. 21	
Red Mark, The	von Seyffertitz-Quartaro	Aug. 26	7937 feet
Sal of Singapore	Phyllis Haver		
Show Folks			
Sin Town	Allen-Fair	Jan. 20	
Yellow Contraband	Leo Maloney	Oct. 29	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	28	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			
Undressed	Bryant Washburn		

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Ameranglo			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Walker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Lookout Girl, The		Quality Dist.	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino		6000 feet	
Poet and Czar	Special Cast	Amkino		8775 feet	
Thundor God	Cornelius Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chokhov	Amkino		7000 feet	
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Lendls	Feb.	1	5510 feet	May 28
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Green Grass Widows	Hagon-Herron-Olmstod	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scerface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Cavalier, The	Bedford-R. Talmadge	Sept.			
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Aug.	30		
Ghetto, The	George Jessel	Aug.	1		
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Gun Runner, The	Cortez-Lane				
Naughty Duchess, The	Warner-Southern	Aug.	10		
Power of Silence, The	Belle Bennett	Aug.	20		
Toilers, The	Ralston-Fairbanks, Jr.	Aug.			
Tomorrow	Miller-Gray	Oct.			

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Pulti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 efet	May 12
Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	23		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	8170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Shield of Honor, The	Lowis-Gullivor-Hamilton	Feh.	19	8172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 28
Sky Hand Saunders	Al Wilson	Nov.	8	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	8	8218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Tod Wells	Oct.	18	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Horsholt-Joyce	April	8	6274 feet	Feh. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Porrin	Nov.	18	4616 feet	
Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	8	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	18	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feh. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out		Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner end Dog	June	27	2 reels	May 28
Buster's Big Chance	Trimble, Turner end Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan. 30 '29		2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Danger Trail, The	Newton House	Sept.	1	2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Diamond Master, The		April 8, '29		10 episodes	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 28
Frame-Up Man, The	Bob Curwood	May	26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhail	June	13	2 reels	May 19
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Gelaway Kid, The	Bob Curwood	Aug.	18	2 reels	
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July	25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept.	19	2 reels	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept.	10	1 reel	
Horns and Orange Blossome	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan.	4	2 reels	Dec. 16
Hot Dogs	Oswald Cartoon	Aug.	20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug.	27	1 reel	
Husbands Won't Tell		Aug.	29	2 reels	
Indoor Golf	Long-Adams-Layman-McPhaill	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 26
Jackson Comes Home	Bob Curwood			2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept.	3	2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
King of Shebas	Arthur Lake	Aug.	13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick end Dog	Jan. 9 '29		2 reels	
Look Pleasant	Sid Saylor	Nov.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhaill	Aug.	8	2 reels	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue				
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 16
Newlyweds' Anniversary	Snookums	Aug.	6	2 reels	
Newlyweds' Anniversary		Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	
Newlyweds' Imagination, The	Snookums-Bartlelt-McPhaill	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29.		2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb.	6	2 reels	Feb. 4

Title	Star	Length	Reviewed
Newlyweds Success, The	Snookums-Bartlett-McPhalll	Mar. 5 2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3 2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21 2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6 1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23 1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20 2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30 1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar. 31 2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11 1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13 2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11 2 reels	
Reel Life	Long-Adams-Layman-McPhalll	July 4 2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 16 1 reel	Mar. 24
Ride For Help, The	Newton House	July 7 2 reels	
Riders of the Sierras	Edmund Cobb	2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15 2 reels	
Riding Gold	Newton House	Jan. 21 2 reels	
Ring Leader, The	Jack Perrin	April 7 2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26 1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar. 5 1 reel	April 7
Ropin' Romance	Newton House	Aug. 4 2 reels	
Rubber Necks	Sid Saylor	Sept. 12 2 reels	
Ruse, The	Jack Perrin	Aug. 25 2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April 2 1 reel	May 5
Sailor George	Sid Saylor	May 9 2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29. 2 reels	
Sandwiches and Tea	Arthur Lake	July 16 1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3 10 episodes	
Sealed Orders	Jack Perrin	Feb. 11 2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22 2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24 2 reels	
Sky Scrapper	Oswald Cartoon	Sept. 3 1 reel	
Sleigh Bells	Oswald Cartoon	July 23 1 reel	
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16 2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12 1 reel	
Some Babies	Charles Puffy	Mar. 26 2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2 1 reel	Dec. 14
Son of the Frontier, A	Newton House	April 14 2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan. 16 1 reel	Dec. 30
Special Edition	Ben Hall	April 9 1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8 2 reels	
Speed Sheik, The	Arthur Lake	June 18 1 reel	May 20
Start Something	Long-Adams-Laymon-McPhalll	Feb. 1 2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21 1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5 1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18 2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9 1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12 12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14 2 reels	
That's That	Trimble-Turner and Dog	April 11 2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21 2 reels	
Trackless Trolley, The	Ben Hall	July 30 1 reel	
ricky Trickster, The	Ben Hall	June 4 1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25 2 reels	Jan. 28
Untamed, The	Newton House	May 12 2 reels	Aprl. 14
Valiant Rider, The (Western)	Bob Curwood	June 23 2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16 10 episodes	
Watch George	Sid Saylor	Mar. 28 2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12 2 reels	
What a Party	C. King-C. Doherty	Feb. 22 2 reels	Feb. 4
When George Hops	Sid Saylor	April 25 2 reels	Mar. 31
When George Meets George	Sid Saylor	June 20 2 reels	May 19
Whose Wife	King-Doherty	June 6 2 reels	May 12
Winged Hoofs	Newton House	Mar. 17 2 reels	Feb.25
Winning Five, The	Lewis-Gulliver-Phillips	Sept. 26 2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2 2 reels	
Wolves of the Range	Fred Gilman	Jan. 28 2 reels	
Woman Chasers	C. King-C. Doherty	May 16 2 reels	
Yukon Gold	Jack Perrin	July 28 2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9 6243 feet	
Beauty and Bullets	Ted Wells	Oct. 14	
Brides Will Be Brides	Laura La Plante		
Born to the Saddle	Ted Wells		
Broadway			
Clear the Decks	Reginald Denny	Dec. 23	
Clearning the Trail	Gibson-Culliver	Oct. 7	
Cloud Dodger, The	Al Wilson	Sept. 30 4227 feet	
Cohens and Kellys in Atlantic City	George Sidney		
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, Th3	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibosn	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Eues of the Underworld	William Cody		
Fallen Angels	Kerry-Starke		
Gate Crasher, The	Glenn Tryon		
Girl on the Barge, The	Hersholt-O'Neil-McGregor		
Give and Take	Sidney-Hersholt	Dec. 2	
Grit Wins	Wells-Collins		
Hero of the Circus	Special Cast	Feb. 24	
Home, James	La Plante-Delaney	Sept. 2 6307 feet	
Hoofbeats of Vegeance	Rex (horse)-Perrin	June 16	
Honeymoon Flats	Lewis-Gulliver	Oct. 14 5591 feet	
It Can Be Done	Tryon-Carol		
Kid's Clever, The	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
Last Warning, The	Laura LaPlante		
Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Phantom Fingers	Cody-Thompson	June 2	
Play Goes On	Veidt-Philbin		
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4	
Port of Dreams, The	Mary Philbin		
Red Hot Speed	Denny-Day		
Red Lips	Nixon-Rogers	6947 feet	
Riding for Fame	Hoot Gibson	Aug. 19 5424 feet	
Shakedown, The	Murray-Kent		
Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, The	Al Wilson	Jan. 13	
Taranga	Special Cast		
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan. 7	6400 feet	Jan. 14
College	Buster Keaton	July 29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov. 19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan. 7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar 31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb. 4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan. 1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug. 14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec. 2	6460 feet	Dec.
Ramona	Del Rio-Baxter	Feb. 11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan. 7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec. 2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April	7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.	9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept. 23	7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug.	8500 feet	April 28

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Awakening, The	Banky-Byron			
Battle of the Sexes, The	Bennett-Hersholt-O'Neill			
Hell's Angels	Lyon-Hall-Nissen	(about)	7 reels	
Love Song, The	Boyd-Velez-Goudal			
Man With the Iron Mask, The	Douglas Fairbanks			
Revenge	Dolores Del Rio			
Woman Disputed, The	Talmadge-Roland			

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb. 25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan. 14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec. 3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr	Oct. 15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April 7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct. 29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar. 24	5164 feet	
First Auto, The	Miller-Oldfield	Sept. 18	6767 feet	July 8, '27
Five and Ten Cent Annie	Fazenda-Cook	May 26	4914 feet	
Fortune Hunter, The	Chaplin-Costello	Nov. 7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov. 26	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov. 5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov. 12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec. 24	5613 feet	
Husbands For Rent	Moore-Costello	Dec. 31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec. 17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept. 10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb. 4	7077 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb. 11	5331 feet	
Missing Link, The	Syd Chaplin	Aug. 7	6485 feet	May 20, '27
One-Round Hogan	Blue-Hyams	Sept. 17	6357 feet	Oct. 7
Old San Francisco	D. Costello-Oland	Sept. 4	7961 feet	July 8, '27
Pay As You Enter	Cook-Fazenda	May 12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar. 10	6185 feet	
Race For Life ,A	Rin-Tin-Tin-Nye-Faire	Jan. 28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct. 22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April 21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct. 8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept. 24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov. 19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept. 3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug. 21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Caught In the Fog	McAvoy-Nagle			
Conquest (Vita.)	Blue-Warner-Wilson			
Glorious Betsy (Vita.)	D. Costello-Nagle		6800 feet	May 5
Home Towners, the (Vita.)	Bennett-Kenyon-Brockwell			
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams			
Lights of New York, The (Vita.)	Costello-Landis-Brockwell		5267 feet	
Lights of New York, The (Vita.)	Coctello-Landis-Brockwell			
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr			May 26
Little Wild Cat, The	Ferris-Hall-Dawson			
Midnight Taxi, The	Moreno-Costello			
My Man (Vita)	Fanny Brice			
Noah's Ark (Vita.)	D. Costello-O'Brien			
No Questions Asked	Ferris-Collier, Jr.			
Redeeming Sin, The (Vita.)	D. Costello-Nagel			
Singing Fool, The (Vita.)	Jolson-Bronson			
State Street Sadie	Loy-Nagle			
Tenderloin (Vita.)	D. Costello-Nagle		6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton			
Women They Talk About	I. Rich-Ferris-Collier, Jr.			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Book Worm, The	Harry J. Conley			July 7
Celeste Aida (Aida)	Giovanni Martinelll		1 reel	July 7
Cougat & Company	Violin, Songs & Dances			June 16
Florence Moore	Song Program			June 23
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Ingenues, The	Jozz Band			June 23
Lash, The	Crane-Davidson-Tucker			June 16
Man of Peace, A	Hobart Bosworth			June 23
Miss Information	Wilson-Horton		2 reels	June 30
Morrissey & Miller	Night Club Revue			June 16
Myers & Hanford	Songs & Danoes			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Realization	Herbert-Pam			June 16
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinolli			June 23

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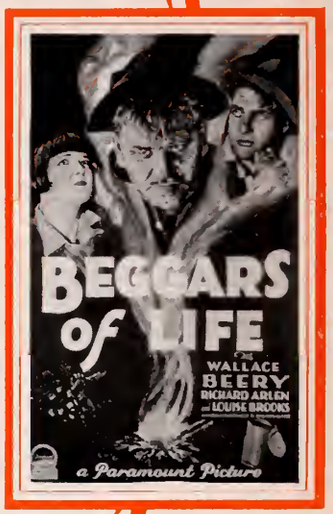
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August 18, 1928

Motion Picture News

Reg. U. S. Patent Office

SOUND!

1. **M-G-M** takes over Cosmopolitan Studios, N.Y., for sound production. Nearest of all to talent sources of Broadway.
2. **M-G-M** completes sound Studio in Culver City, California, largest in world.
3. **M-G-M** opens "White Shadows in the South Seas" in sound at $2 at Astor Theatre on Broadway. Absolute sell-out.
4. **M-G-M** opens "White Shadows in the South Seas" in sound at $2 at Grauman's Chinese Theatre, Los Angeles. Absolute sell-out.
5. **M-G-M** gets prize stage property "The Trial of Mary Dugan" and will bring to theatres with complete dialogue this current Broadway stage hit.
6. **M-G-M** contracts for amazing stage talent for short subject sound numbers.
7. **M-G-M** short comedies in sound with Hal Roach Studios sound-equipped.
8. **M-G-M** announces that Milt Gross' "Nize Baby" will have talking sequences.
9. **M-G-M** announces the M-G-M Movietone News.
10. **M-G-M** announces that the majority of its features and shorts will be synchronized.

Vol. XXXVIII No. 7

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y. under act of March 3, 1879

PRICE 20 CENTS

Published Weekly—$3.00 a Year

Los Angeles *New York* *Chicago*

"THE MIRACLE MAN" was GREAT

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Is Greater

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EAST — WEST — NORTH — SOUTH

"'The Racket' makes a motion picture play of really worthwhile proportions, and I advise the film patrons of this town to go without delay and see a motion picture actor playing sensibly and with fine, dignified control in a story which seems almost to fit him in every detail. It is a pity that so able a performer as Mr. Meighan does not find more often the opportunity to show what he can do."

—*Quinn Martin in the New York World*

* *

"Mr. Meighan does his best work in several years in 'The Racket,' and proves again that he is a realistic actor without a rival."

—*John S. Cohen, Jr., in New York Sun.*

* *

"The high mark for melodramatic aspirants to shoot at."

—*New York Times.*

"'The Racket' is one of the best of the crook films."

—*Harrison Carroll in Los Angeles Herald.*

* *

"'The Racket' is Thomas Meighan's best film in many a day."

—*Cleveland News.*

* *

"A corker. Mark it down as one of the best of the underworld films that are flooding the market. A Class A attraction."

—*Film Daily.*

* *

"A good story plus good direction plus a great cast is responsible for another great underworld film. Thomas Meighan has his best role in years."

—*Variety.*

"Thomas Meighan has regained his pristine halo due to his wonderful showing in 'The Racket.'"

—*Duluth Herald.*

* *

"Thomas Meighan is presented in the most logical and picturesque role of his screen career in 'The Racket.'"

—*Bangor, Me., Commercial.*

* *

"One of the outstanding stories of the year."

—*New York Evening Post.*

* *

"Splendidly entertaining. Keen, acrid, truthful, speedy."

—*New York American.*

* *

"Lines three deep in front of the Paramount Theatre on hottest day of year!"

—*Harrison's Reports.*

"There's a great picture. 'The Racket,' at Loew's State this week."

—*New Orleans States.*

* *

"Out of the maelstrom of underworld pictures there has come one splendid picture, 'The Racket.'"

—*Louisville Times.*

* *

"Best picture that ever played Paramount Theatre since it opened. One of best pictures of year!"

—*New York Journal.*

* *

"For sheer entertainment, gripping and absorbing, this picture may be heartily recommended."

—*New York Mid-Week Pictorial.*

* *

"More genuine than 'Underworld.' Best Meighan in five years."

—*New York World.*



PARAMOUNT Policy, 1928-9

• • •

A Statement to Exhibitors

by S. R. KENT

•

¶ Paramount's leadership of this industry for 17 years has depended upon supplying the best quality product in the largest volume to *all* classes of theatres at right prices.

¶ We are keeping that fact in mind for the present season.

¶ A good show makes good money in any season. "Warming Up," sound or silent, is cleaning up for theatres. Silent productions like "Forgotten Faces," "The Racket" and "Speedy" are clicking big everywhere.

¶ First and foremost, between now and next August, Paramount will release 70 great feature pictures. In stories, stars, casts, showmanship and production values they constitute Paramount's finest line-up since this company has been in business. These include "Wings,"

PARAMOUNT POLICY 1928-29

"The Wedding March" and "The Patriot," all available in the next three months.

¶ Fifty or more of these features will be synchronized, most of them with talking sequences.

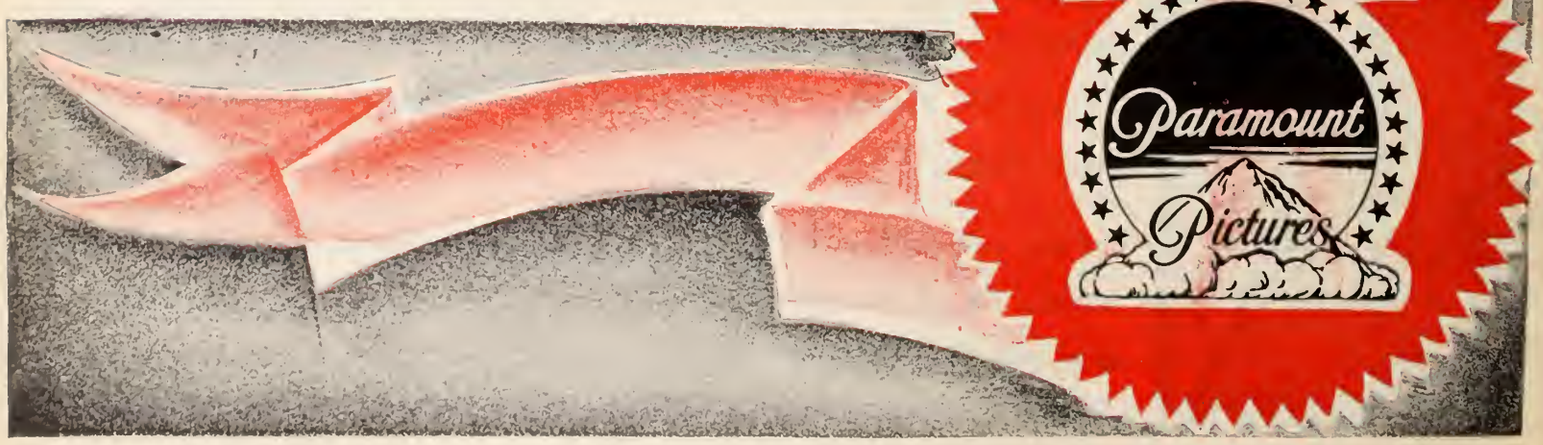
¶ Both silent and sound prints will be available on all 50. Each individual attraction is being produced to sell profitably to the public either silent or in sound. In either form they are Paramount box-office quality to the last foot.

¶ The Christie Comedies output of 32 class short features can be played either silent or in sound. Paramount News will soon appear in a sound edition. But Paramount News in its present form, which in a year has become the industry's leading news reel, will continue to be available to all houses. Additional shorts, silent and sound, will be announced.

¶ Paramount guarantees to the 19,000 theatres not now equipped with sound as well as to those with installations a continuous flow of the best pictures this company has ever released.

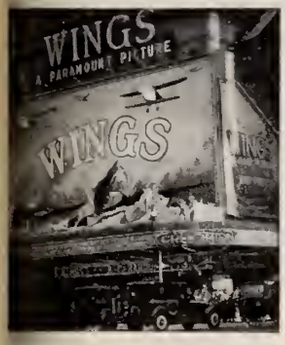
¶ Whether you need sound or silent pictures, or both, Paramount is your one backbone service, your one main reliance, in 1928-9.





"WINGS"

a Paramount Picture



celebrates this week ONE SOLID YEAR OF CAPACITY BUSINESS AT $2 at the Criterion Theatre, New York. * * * *





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JANNINGS - LUBITSCH
"THE PATRIOT"

September

"WINGS"

October

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"THE
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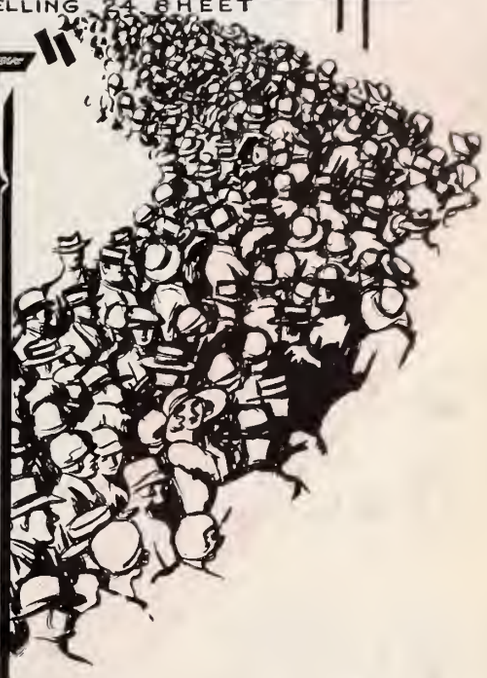
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CAUGHT IN THE FOG
THE MIDNIGHT TAXI
LAND OF THE SILVER FOX
BEWARE OF BACHELORS
KID GLOVES
FROM HEADQUARTERS
STOLEN KISSES
HARD BOILED ROSE
THE LITTLE WILDCAT
ONE STOLEN NIGHT
THE MILLION DOLLAR COLLAR
NO DEFENSE
FANCY BAGGAGE
THE GREYHOUND LIMITED
KING OF THE WILDERNESS
SHE KNEW MEN

Coming! "NOAH'S ARK" Made to top any picture ever made!

Coming! AL JOLSON in "THE SINGING FOOL"

MEMBER MOTION PICTURE PRODUCERS AND DISTRIBUTORS OF AMERICA, INC.



Coming:
FBO's
SECOND
TALKER
SMASH!

William *Le* Baron
presents

New Novelty Sensation with Music . . Effects . . Dialogue and a Roaring Musical Comedy Flash Sequence in Sound!

HIT OF THE



Joe BROWN

Broadway star of "Twinkle Twinkle" and Greenwich Village Follies.

GERTRUDE OLMSTED
GERTRUDE ASTOR
Dancing and singing chorus of Broadway beauties.

RALPH INCE
PRODUCTION

Already a hit in silent form at Roxy, N. Y., United Artists, Detroit and elsewhere.
Again FBO Urges:
DON'T BE PANICKED BY SOUND

SHOW

THIRD SELL

FBO TALKER PILES UP STAGGERING GROSSES AT N. Y. RIVOLI.

PERFECT CRI

ENGAGEMENT EXTENDED A THIRD WEEK TO ACCOMMODATE RIVOLI THRONGS!

(B'way Class House Jammed All Shows)

Heat and Competitive Attractions Melt Before Its Upward Swing to Sensational Box-Office Figures!

BIG TRIAL SCENE IN DIALOGUE NEW YORK'S GREATEST THRILL!

OUT WEEK!

ME

Clive
BROOK
Irene
RICH

TULLY MARSHALL
EDMUND BREESE

Story by WM. LE BARON *from*
ISRAEL ZANGWILL'S *novel*

DIRECTED BY
BERT
GLENNON

NOT AN UNDERWORLD PICTURE!

FBO JUMPS TALKER FIELD BUT URGES SHOWMEN NOT TO BE PANICKED BY SOUND.

FBO is prepared to supply the showmen of the world with the GREATEST LINE OF SILENT ATTRACTIONS IN THE HISTORY OF THIS COMPANY.

Sound or silent, "Perfect Crime" is a PROVEN SMASH HIT . . . its tremendous success in *SILENT* form at United Artists Theatres, Detroit and Los Angeles, all but matching its towering draw at N. Y. Rivoli in *SOUND!*

MORE NET PROFITS WITH FBO PICTURES

Victor Hugo's *The M*

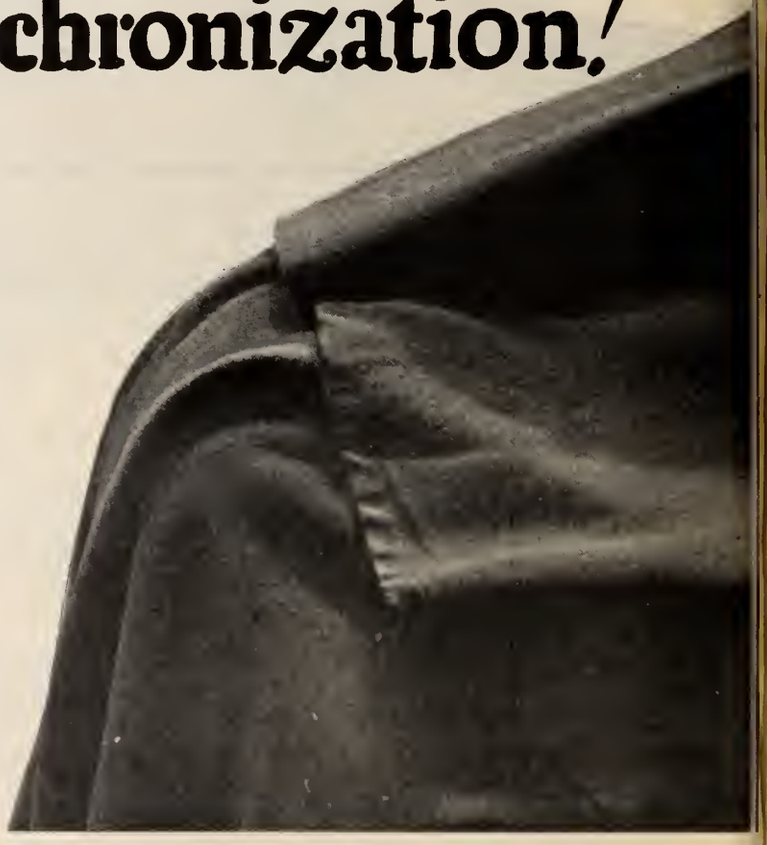
Who Laugh

A Marvelous Attraction in its Silent Form,

TREMENDOU

with

Movietone Synchronization!



A Laemmle Super Production

Incomparable without sound—words cannot tell of its greatness *with* movietone! The senses are staggered. The thrills are doubled by adding hearing to sight!

Starring

CONRAD VEIDT and MARY PHILBIN

with Olga Baclanova, Caesar Gravina, Brandon Hurst, George Siegmann, Sam De Grasse, and Stewart Holmes.

A PAUL LENI PRODUCTION

(Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President)

an
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and now

S



"Admirable work is done . . . by Olga Baclanova."
—N. Y. Eve. Sun

" . . . the fascinating Olga Baclanova particularly is brilliant as the Duchess."
—N. Y. Herald-Tribune

"In the playing of Olga Baclanova, an unfamiliar blonde of distinct gifts, there is a suggestion of extraordinary ability."
—N. Y. World

Scores Hit at Mark Strand N.Y.



Hot, July weather—the period of vacations—

Against these odds, Rod LaRocque in "Hold 'Em Yale" breezed through a week at the Strand, packing 'em in, standing 'em up in the lobby, lining 'em up in the street and sending them away from the theatre as happy as a Yale crowd after a Yale victory on the gridiron.

"Hold 'Em Yale" has everything. The critics laud it in the language of the box-office—

coming- **Rod La Rocque** *IN*

Rod La Rocque IN "HOLD 'EM YALE"!

with
JEANETTE LOFF, TOM KENNEDY, JOSEPH CAWTHORN and HUGH ALLAN

A HECTOR TURNBULL PRODUCTION
ADAPTED BY GEORGE DROMGOLD FROM "AT YALE" BY OWEN DAVIS

Directed by EDWARD H. GRIFFITH
DeMILLE STUDIO PRODUCTION

Bland Johaneson in the New York Mirror.

"Rod is a riot in 'Hold 'Em Yale.' Harold Lloyd, Harry Langdon, all the big-time comedy boys, can take some lessons from LaRocque, erstwhile romantic actor, who plays some of the funniest comedy which has hit the screen . . . . The picture opens with a laugh, closes with a laugh, and is drenched in laugh all through the middle."

Mark Barron in New York Herald-Tribune

"A humorous, whimsical romance of college life."

New York Evening Graphic

"Should be a box-office success for Pathe . . Packed with excitement, carries a pleasing love story."

Regina Cannon in the New York American

"'Hold 'Em Yale' is the most entertaining of the new pictures on Broadway . . Has its quota of thrills, laughs and love interest."

New York Telegraph

"Saturday night they were standing six deep waiting for seats . . and the crowd that the picture attracted thoroughly enjoyed it . . The trade-mark rooster has something to crow about."

This Is Pathe's Year—Hit After Hit Right Through The Seasons

WATCH FOR AMAZING NEW R. C. A. PHOTOPHONE MUSICAL AND EFFECT ACCOMPANIMENT ON CERTAIN FORTHCOMING PATHE FEATURE PRODUCTIONS SEASON 1928—1929



Pathé

"Love Over Night"

with JEANETTE LOFF, TOM KENNEDY—MARY CARR
A Hector Turnbull Production
Original story and adaptation by George Dromgold & Sanford Hewitt
Directed by Edward H. Griffith
Produced by Pathe Studios, Inc.

MACK SENNETT

With new champions for the

HERE THEY ARE

Now ready-first release in each



TIRED BUSINESS MAN SERIES

"CAUGHT *in the* KITCHEN"

Featuring

BILLY BEVAN

the barrel-shaped beau brummel comedian

with

Natalie Joyce, Irving Bacon and Alice Ward

Directed by Phil Whitman



HANDY ANDY SERIES

"A DUMB WAITER"

Featuring

JOHNNY BURKE

famous vaudeville star

with

Vernon Dent, Ethel Gray Terry and Connie Lamont

Directed by Harry Edwards

THEY'LL BE THE TALK OF

CLICKS AGAIN
season's laugh marathon...

SHOWMEN!
scintillating series



DAN THE TAXI MAN SERIES

"TAXI *for* TWO"

Featuring

JACK COOPER

creator of a sensational new character role

with

Andy Clyde, Virginia Vance and Otto Fries

Directed by Del Lord

Glamourous, glittering two-reelers fresh from the Capital of Comedy, the new and up-to-the-minute Mack Sennett Studios. 18 fast ones, 6 each—"THE TIRED BUSINESS MAN", "DAN THE TAXI-MAN", "HANDY ANDY". Beauts for the box-office. Laughs and lassies in the Sennett style.

Pathé
Comedies

THE TOWN OVERNIGHT



Fosdick & Hilmer
Cincinnati
Designing and Consulting Engrs.

Interiors by
Joseph Urban, Archt.
New York

The Hotel Gibson Roof, where Manufactured Weather makes "Every day a good day"*



Ralph Hitz

MANUFACTURED WEATHER* *on the Hotel Gibson Roof*

"Increases the Average Check, Builds Good Will"

Ralph Hitz, General Manager

People are flocking to the roof atop Cincinnati's very popular Hotel Gibson, not in spite of, but rather *because of,* the sweltering weather. They know that they will find at all times a cool, fresh atmosphere where they may dine, dance and be entertained in perfect comfort. They have learned to feel for themselves and to recognize *Manufactured Weather.**

Mr. Ralph Hitz, General Manager of the Gibson, known to hotel men and the traveling public throughout the country, attributes directly to Manufactured Weather* the immediate popularity of the Gibson Roof.

This is the same system of air conditioning, including Carrier Centrifugal Refrigeration, which provides Manufactured Weather* in such great theatres as the Roxy and Paramount in New York, in the new Stanley in Jersey City, and in an ever widening circle ot progressive theatres and public buildings in which the health and comfort of the occupants assumes a place of first importance. *Watch the popularity of the Carrier Conditioned Theatre.*

With the desire to acquaint everyone with Manufactured Weather* and its applications we have prepared a very interesting Bulletin, No. TS-58, which we shall be pleased to send on request. We shall also be pleased to have you, without obligation, describe your theatres and ask for a visit from one of our engineers.

OFFICE OF THE MANAGER
HOTEL GIBSON
CINCINNATI, O

RALPH HITZ

June 21, 1928

Mr. D. C. Lindsey,
Carrier Engineering Corp.,
750 Frelinghuysen Ave.,
Newark, N. J.

Dear Sir:

Mr. Dahl, Service Manager of the Ahrens Publishing Company of New York, publishers of Hotel Management Magazine and Restaurant Management, has asked me to write to you about our experiences with the Carrier ventilation equipment which you installed in our Roof Garden.

I am very glad to do this because we find that it is satisfactory in every way. It not only increases the average check, but builds a great deal of Good Will.

My experience in several of the leading hotels of the country proves that the reason people eat less during the summer months is because of the heat and foul air in the average dining room. When such dining rooms are well ventilated there is always a larger check average and consequently more profit.

I shall be very glad to recommend the services of your organization at every opportunity, because I am sure it can increase business for others just as it is doing for us.

Very truly yours,

Ralph Hitz
General Manager

RH
ms

*** It Isn't Manufactured Weather unless it's a Carrier System.**

Carrier Engineering Corporation

Offices and Laboratories
NEWARK, NEW JERSEY

New York · Philadelphia · Boston · Chicago · Cleveland · Washington · Kansas City · Los Angeles

Zippy Peppy Racy

A great new comedy series with a fast rising star

IDEAL COMEDIES

with JERRY DREW



Motion Picture News says: "This dapper comedian, cut out in sartorial splendor, with the polite manners and individual technique, is mighty effective. He *is* a comer, beyond a doubt, and he gives every assurance that his new series, the Ideal Comedies, will swing the laugh pendulum vigorously."

One of the screen's most promising young comedy stars .... snappy stories.... beautiful girls, and plenty of them! A most welcome addition to Educational's championship line-up of Short Features is the Ideal Comedy series. You'll agree when you see the first one—

"Girlies Behave"

Educational Pictures
"THE SPICE OF THE PROGRAM"

MEMBER, MOTION PICTURE PRODUCERS AND DISTRIBUTORS OF AMERICA, Inc.
Will H. Hays, President

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons
President

TIFFANY-STAHL
presents

THE CAY

Suggested
by the novel
"The BLACK RIDER"
Directed by IRVIN WILLAT
With an extraordinary cast of players
including
RICHARD TALMADGE
BARBARA BEDFORD
DAVID TORRENCE



A MONEY MAKER

TIFFANY-STAHL PRODUCTIONS INC.
The Better Entertainment

TIFFANY-STAHL PRODUCTIONS INC.

1540 BROADWAY NEW YORK CITY


CAVALIER
FOR EVERY KIND OF THEATRE
EDITORIAL COMMENT
THE EXHIBITORS DAILY REVIEW
"There isn't a doubt about the picture making money in most of the first and second run theatres."
FILM DAILY
"Tiffany-Stahl is indulging in lusty shouts over it. It is one of the company's specials for next season. "The Cavalier" is fast moving, straight-away melodrama."
JACK SAVAGE
TIFFANY-STAHL PRODUCTIONS INC.
1540 BROADWAY
NEW YORK CITY

COLUMBIA PICTURES' SCREEN

"The SCARLET LADY"

Goes Into the EMBASSY THEATRE, N.Y., AUGUST 14th, for BIG BROADWAY RUN at $2 TOP





SENSATION *of the* SEASON!

featuring

LYA de PUTTI
DON ALVARADO
WARNER OLAND

An ALAN CROSLAND
PRODUCTION







COMING!

"SUBMARINE"

A MIGHTY DRAMA OF THE SEA

ANOTHER COLUMBIA BOX-OFFICE TRIUMPH!

Starring JACK HOLT *with*
DOROTHY REVIER, RALPH GRAVES

Directed by FRANK CAPRA

COLUMBIA PICTURES

Make it comfortable for the summer fans

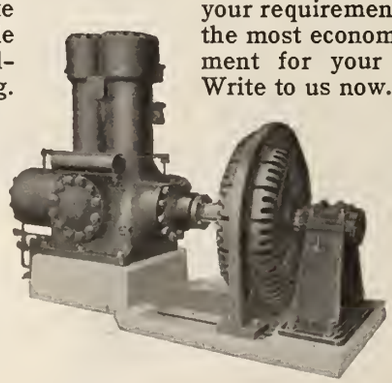


THE ranks of Fandom are diminished by the summer exodus. The movie has considerably fewer potential patrons. The theatre owner must use extraordinary means to attract the largest possible percentage of the available fans.

There is no better way to summer profits than to make your house comfortable with adequate air-cooling and air-conditioning.

YORK air-cooling and air-conditioning equipment represents many years of engineering experience in the theatre field. It is economical to install, is most efficient and can be depended upon to keep your theatre comfortable in the hottest weather, and with the minimum of attention.

Let a YORK engineer analyze your requirements and recommend the most economical type of equipment for your particular needs. Write to us now.



YORK
ICE MACHINERY CORPORATION
YORK PENNA

"THE DIVINE LADY"



25 *reasons YOU CAN BREAK RECORDS with* "THE DIVINE LADY"

1 Because it is a million-dollar production.

2 Because it is from a famous best-selling novel.

3 Because it is by one of the most popular of modern authors.

4 Because it has Corinne Griffith as the star.

5 Because it has four famous players in the supporting cast—H. B. Warner, Victor Varconi, Ian Keith, Marie Dressler.

6 Because it was directed by Frank Lloyd, famous for "The Sea Hawk."

7 Because it tells the story of one of the most famous love-affairs in history.

8 Because it will have synchronized sound accompaniment.

9 Because it will show for the first time on the screen the famous Battle of Trafalgar.

10 Because it introduces for the first time in films many famous historical characters, including Lord Nelson.

11 Because its battle scenes were produced on a spectacular scale.

12 Because there are thousands in the cast.

13 Because no expense was spared on elaborate costumes and settings for the many magnificent court scenes.

14 Because its tremendously appealing love story will bring the women.

15 Because its stirring battle scenes will draw the men.

16 Because schools, libraries and other educational institutions are sure to give you support.

17 Because it will be roadshowed on Broadway at $2 top.

18 Because it will be advertised in leading magazines reaching millions of readers.

19 Because First National will get behind it with exceptional exploitation and publicity.

20 Because it is a perfect rags-to-riches story.

21 Because it is the story of one of the greatest sirens of history.

22 Because it is a story of tremendous sacrifice.

23 Because it is packed with dramatic situations.

24 Because it is Corinne Griffith's greatest role.

25 Because it is one of the greatest First National Pictures ever made!

First National Pictures

RICHARD A. ROWLAND presents

CORINNE GRIFFITH in "THE DIVINE LADY"

with H. B. WARNER and VICTOR VARCONI — a FRANK LLOYD Production

A FIRST NATIONAL PICTURE

Motion Picture News

Volume XXXVIII NEW YORK CITY, AUGUST 18, 1928 No. 7

Highlights of the Week

Brief Comment on Important Topics

By William A. Johnston

LUNCHING with J. D. Williams the other day brought out some new angles on the sound picture revolution. . . Jaydee, keen as ever to grasp the essentials, pointed out that the talkies would bring, inevitably, greater individuality in production. . . . The public, he said, had naturally got tired of the standardized picture. . . . They knew before reel one was over what the finish would be. . . . But in the talkies the standardization thing is out. . . . It comes down to a matter of brains . . . on the part of everybody concerned. . . . No chance here for factory methods. . . . If quality is to be achieved. . . . And it will have to be. . . . The human voice is capable of infinite variety . . . and the use of it requires mentality. . . . The talkie takes brains . . . in every department of production. . . . And out in front of the screen it'll take more mentality to respond to the talkie. . . . Which is a good thing all around. . . . Moreover, the field of physical action is very limited and always was. . . . Did you ever try to make a list of all the physical things through which actors can be put in the course of a picture? . . . Try it, and it won't be long before you have exhausted the possibilities. . . But the voice, and what it can be made to say, has no limitations. . . Words, spoken and written, have made, unmade and remade the world for thousands of years. . . The number of things people may say to each other dramatically is infinite. . . Such is the talkie. . . Not as it is now, but as it will be. . .

* * * *

But there should be no forgetting the fact that the silent picture will be the chief entertainment of the public for months to come. . . We asked Western Electric this week how many installations had been made to date in theatres. . . The figure they gave is 445 . . . with a total of 1,000 to be made before the end of the year. . . It is plain enough that the great bulk of the public will not be seeing and hearing sound pictures for a long time. . . So it's up to the producers to guide their studios, and up to the distributors to guide their sales, accordingly. . . And it is up to the exhibitors not to be panicked one way or the other. . . Let's all take a large view of our big job which is serving the public with the best entertainment.

* * * *

One of the major developments of the present appears to be the end of the roadshow. . . At least the customary heralding of roadshows in the announcements is notably absent this year. . . Pictures are now going more and more into picture theatres Who would have predicted this a few years ago?. . . Still, we wouldn't be surprised to see somebody come along with a big sound production which will be to this era what "The Birth of a Nation" was to 1914. . . That may be a long time off, and again it may not. . . Let's see: "Street Angel", at the Roxy grossed $479,000 plus in four weeks, breaking two records—length of run for the house and gross. . .Yes, fine pictures do the trick. . . Sound or silent. . . It doesn't matter which. . . We shall keep on repeating that simple fact. . . Because it's vital right at this moment. . . .

Extra Arbitrator is Present But Does Not Vote in Cleveland Case

FOR the first time since the Cleveland board of arbitration has been in operation, a case was heard last week before a seventh arbitrator and award made by the board without a vote by the arbitrator. It has always been the practice in Cleveland to submit the evidence of a tie case to the arbitrator and let him render an award. In the case which was heard on Monday, the evidence previously submitted was reviewed in the presence of the arbitrator together with new evidence. The board sat in judgment before this evidence and made an award in favor of the exhibitor. The arbitrator was on hand, however, to break any deadlock that might ensue.

Judge Thomas E. Green was the arbitrator. The procedure followed was according to his direction.

The case was entered by Metro-Goldwyn-Mayer against L. W. Lundren of the Globe theatre, Columbiana, claiming damages to the amount of $352.00 for alleged breach of contract.

The board gave the award unconditionally to Lundgren stating that the action of M.G.M. was a breach of contract. The award called for cancellation of the contract with Lundgren, and for reimbursement to Lundgren for his expenses in defending the case.

Lundgren, in a subsequent case, asked $500 from M.G.M. for damages caused him by their breach of contract. A cash damage settlement was not awarded, but Lundgren was given the right to choose gratis the unplayed outstanding pictures in the contract under controversy.

The Reader Has His Say

Los Angeles, Aug. 9, 1928.

Mr. William A. Johnston
Motion Picture News
729 Seventh Ave.,
New York City, N. Y.

My dear Bill:

Have been looking over the *Motion Picture News* of the last issue, and enjoyed going through it. I am particularly pleased to note that the *News* is right in the front with the attention it is giving to sound synchronization.

I read with interest the article by Victor A. Rigaumont, architect, who has an idea of sound stations throughout the theatre. While in theory this might look good, I am inclined to think that it would break the illusion. By having the voices come from the screen, it gives the effect of the characters speaking. But can you imagine watching the screen talk and having the noise come from above you? It seems to me that this will not work out at all.

Every one in this part of the country is hopped up over sound synchronization and there is no doubt that the pictures that have talking sequences have a lot of value at the box office, although our experience would indicate that pictures with score synchronization alone or sound effects, do not mean much.

We are reopening the Criterion Theatre, after having it thoroughly equipped and renovated, with "The Street Angel," to be followed by "Wings," "St. Petersburg," "The Wedding March," "The Patriot" and others of a like character.

In addition, we are finishing up new theatres at San Bernardino, Oakland, Portland, Riverside, Whittier Boulevard, Los Angeles, Redlands and Redondo, so you can see that this keeps us quite busy. And together with greater movie season, which starts next week, this is a handful, but results are beginning to come through because of all this effort.

Kindest regards,

Sincerely,
HAROLD B. FRANKLIN,
President, West Coast Theatres, Inc.

An Exhibitor Protests

Tulsa, Okla., August 1, 1928.

Dear Mr. Johnston:

A serious situation is developing in this business caused by the great number of underworld, gang war, Limehouse, Chinatown, hobo, circus roughneck, and carnival tough guy type of picture now flooding the release sheets. Apparently, there is no relief in sight, as all the companies are announcing one or more of this type picture for release this fall.

The public has been remonstrating rather gently for months against this ridiculous number of rough and raw melodramas. Within the past few weeks, judging from our ushers' reports and my personal contact with a great number of patrons, Mr. and Mrs. General Public is getting darn sore.

Yours very truly,
RALPH TALBOT,
President, Ritz Theatre, Inc.

Shall the Public Know?

Burlington, Iowa, August 6, 1928.

Dear Mr. Lewis:

I would like to see a discussion in your Round Table on the advisability of acquainting the public with the details of sound pictures. That is, should the public be acquainted with the mechanism, the how and the why of it, or should it be left a mystery, for them to puzzle over, discuss and figure out as best they can.

To the many who are now planning their sound campaigns for fall opening, this discussion should be enlightening. No doubt those that are now running the sound pictures have opinions in regard to this.

Yours very truly,
HAROLD D. BARNES,
Rialto Theatre, Burlington, Iowa.

[*Editor's Note.—Our own view is that the giving away of production and technical secrets to the public is a grave mistake. We shall be glad to have our readers' views on this important subject.*]

$1,000 Reward Posted for Theatre Bomber

A reward of $1,000 for the apprehension of the person or persons responsible for the throwing of a "stink bomb" in the Brentwood Theatre, Garriek, Pittsburgh, on the evening of August 9, was authorized August 10 by the M. P. T. O. of W. Pa. at a special meeting.

The bombing is believed to have been the outeome of a dispute regarding the hiring of a union miner as a projeetionist instead of an operators' union man.

The theatre was threatened with further bombings, but these did not materialize, probably due to the eordons of police on guard.

Northwest Unit Represents 120 Oregon Houses

J. J. Fleming, seeretary and treasurer of the Northwest Independent Exhibitors reeently made an outstanding record in perfeeting an organization of showmen whieh boasts some sixty-four exhibitors representing some 120 houses in various parts of Oregon. The assoeiation now plans on taking in members in Washington, Montana, Idaho and Northern California, and in addition to Oregon where the exhibitors have pledged themselves to support the exehange in using Exeellent produets, whieh will be distributed through Greater Feature exchanges in Portland, Seattle and Butte.

Paramount Declares Regular Quarterly Dividend

At a meeting held during the week the Board of Direetors of Paramount Famous Lasky Corporation declared the regular quarterly dividend of $2.00 per share on the eommon stock, payable October 1st, 1928, to stoekholders of record at the elose of business on September 7th, 1928. The books will not close.

F. V. Luporini Signs for Ufa Eastern Output

The distribution rights for the new Ufa releases in the territories of Mexieo, Central Amerieа, Panama, Columbia, Venezuela, Cuba and Porto Rieo have been obtained by Ferdinand V. Luporini.

200 Sound Pictures Definitely Planned for 1928-29

Also 75 All-Talkie Two Reel Comedies, According to News Survey; Number Will Probably Be Increased

APPROXIMATELY 200 feature productions for release during the 1928-29 season will include either musical synchronization, sound effects, dialogue, incidental songs or other musical effects, or a combination of several, according to information obtained this week by MOTION PICTURE NEWS. In addition, there will be at the very least 75 all-talkie two-reel comedies and many other vocalized short features.

The above figures will undoubtedly be considerably increased during the coming season, but these, as they now stand, and the following listings have been given out by the several producers as definitely scheduled and MOTION PICTURE NEWS, in presenting them to its readers, is doing so with the idea of giving them, in concrete form, what sound pictures they may expect, according to the producers' present plans.

Paramount

Paramount, in an announcement this week, states that out of 70 features to be released between now and next August, more than 50 of them will have talking sequences. For the first quarter of the 1928-29 season, 11 out of 17 features scheduled will include synchronized effects. These are as follows: "Warming Up," "Loves of an Actress," "The Sawdust Paradise," "The Patriot," "Beggars of Life," "Varsity," "The Wedding March," "The Fleet's In," "Docks of New York," "Moran of the Marines," and "The Carnation Kid."

In addition to the Paramount features listed above, there will be five two-reel short features available for the first quarter of 1928-29. These include "Dizzy Diver," "Hot Scotch," "Stop Kidding," "Skating Home," and "The Sock Exchange."

Warner Bros.

All Warner Bros. pictures for 1928-29 will be produced with two negatives—one for Vitaphone and one without Vitaphone. Thirty-four are listed at the present and include "The Jazz Singer," "Tenderloin," "The Lion and the Mouse," "Glorious Betsy," "Lights of New York," "The Terror," "The Singing Fool," "My Man," "The Desert Song," "Conquest," "The Redeeming Sin," "The Home Towners," "Madonna of Avenue A," "Stark Mad," a third Dolores Costello picture not titled at present, "State Street Sadie," "Women They Talk About," "Caught in the Fog," "The Midnight Taxi," "Land of the Silver Fox," "Beware of Bachelors," "Kid Gloves," "From "Headquarters," "Stolen Kisses," "Hard-boiled Rose," "The Little Wildcat," "One Stolen Night," "The Million Dollar Collar," "She Knew Men," "No Defense," "Fancy Baggage," "The Greyhound, Limited," and "King of the Wilderness." Rin-Tin-Tin features are included among the foregoing.

M-G-M

Metro-Goldwyn-Mayer announces that almost all of the more important of forthcoming releases will be synchronized with musical and sound effects. No complete list is available at present, but definite synchronizing plans are announced for "Dancing Daughters," "Excess Baggage," "While the City Sleeps," "The Bellamy Trial," and "Nize Baby." M-G-M's debut in the sound picture field, "White Shadows of the South Seas" is now showing in New York City and other points.

"The Trial of Mary Dugan" will be M-G-M's first all-talkie.

Short features tentatively announced for synchronization include "Imagine My Embarrassment," "Early to Bed," "The Ol' Gray Horse," an Our Gang Comedy "School Begins," another Our Gang and probably thirty more comedies from the Hal Roach studios. All Great Events series will be produced with sound, and all the Oddities will also be handled with sound accompaniments and effects.

Vocalized short features, handled by the film method of producing sounds, will include a special variety program, with selections from the following: Mary Eaton and Oscar Shaw, Louise Groody and Eddie Allen, Keller Sisters and Lynch. Mabel Wayne (composer of "Ramona") Colonial Sextette, Lucas Sisters, Sunshine Sammy, Walter Roesner and the Capitolians, Paul Tieson's string orchestra, Arnaut Brothers (musical clowns), Elsa Ersi and Nat Ayer, Miller and Lyle, as well as many others.

The M-G-M News will also be produced in connection with movietone.

First National

The first sound picture to be released by First National is "Lilac Time," which had to be given its New York premiere without its synchronized musical score owing to a dispute among the electrical workers. This picture has opened in Los Angeles with its regular score, and the dispute is said to have been settled. Approximately 30 others are planned for the present year's program.

The first dialogue picture from First National will be "Changeling," going into production during August at the West Coast studios, where necessary equipment is now being installed.

Other First National product being prepared for the new process will include three Colleen Moore specials in addition to "Lilac Time," "The Divine Lady," reproducing the Battle of Trafalgar in sound; "The Barker," with sounds and dialogue of a carnival; "The Whip," with Dorothy Mackail, and a Billie Dove special; "The Good Bye Kiss," "The Squall," from the Broadway play; Corinne Griffith in "Outcast," "Paid For," "Saturday's Children," and another as yet untitled; "Scarlet Seas," "Diversion," and two others with Barthelmess; Billie Dove in "The Night Watch," "The Heart of a Princess," "The Other Tomorrow," and "Pleasure Bound"; "Hard Rock, "The Spotter," "The Eagle's Trail," and "Captain of the Strong," all with Milton Sills; "The Show Girl," with Alice White," and three mystery dramas, "The Haunted House," "Seven Footprints to Satan," and "Sh! The Octopus."

Universal

Eighteen of Universal's productions for 1928-29 will be "Sound" pictures, some synchronized with music and sound effects only, some with talking sequences also, others as all-talking pictures. Definite information on fourteen of these is given below.

Music and sound effects: "Uncle Tom's Cabin," "The Man Who Laughs," "The Last Warning," "The Girl on the Barge," "Man, Woman and Wife," and "Give and Take."

Music and sound, plus talking sequences: "Lonesome," Paul Fejos production, starring Glenn Tryon and Barbara Kent.

All talking picture: "Red Hot Speed," Reginald Denny starred.

Talking sequences only: "The Cohens and Kellys in Atlantic City."

Also "East Side," a novelty two-reeler with sound; "The College Hero," a screen musical comedy; "The Minstrel Man," a screen minstrel; "Broadway" and "Show Boat."

There will also be a one-reel all-talkie made by Bill Bailey, vaudeville star, of Bailey & Barnum. W. K. vaudeville team.

Universal's schedule of silents will include 26 regular feature productions, 8 Hoot Gibsons, 7 western dramas, and 7 other melodramas, 6 Rex-Jack Perrin productions and 2 aviation pictures.

F B O

FBO's sound picture schedule at the present appears confined solely to a group of six pictures classed as specials. They are: "The Perfect Crime," now showing at the Rivoli Theatre, New York City; "Taxi 13," "The Hit of the Show," "The Circus Kid," "Gang War," and "Blockade. These specials will have synchronized music, sound and several talking sequences. FBO's entire 1928-29 schedule calls for 60 features and 5 series of short subjects. Thus it will be seen that there will be 54 features from this company without sound unless future changes occur.

Gotham

Sam Sax, president of Gotham Pictures, left this week for the Coast, and while

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Mike Simmons, Gotham's Wizard of Press Agentry, Devotes These Fair Summer Nights to the Radio. Recently He Interviewed Virginia Lee Corbin Over the Air. Above Are Arthur E. Schwartz, Attorney for Miss Corbin; the Young Lady Herself, the WPCH announcer, and Mike



Al St. John, One of the Veteran Comedians of the Screen, Who Has Been Signed by Educational



Besides Showing for the First Time Paramount's New Soundproof Stage, the Above Shows Roy J. Pomeroy and His Crew of Co-workers on the Synchronized Buddy Rogers Vehicle. Left to Right, Standing, Wells Root, Rogers, Phillip R. Holmes, Chester Conklin; and seated, Robert Milton and Pomeroy



J. L. Warner Recently Entertained Will Hays When the Latter Recently Visited the Vitaphone Stages at th Warner Bros.' Studio



One of the Most Intelligent Dogs Anywhere Is Pete, the Tige of the Buster Brown Comedies Produced by the Sterns for Release Through Universal. To Prove He's Versatile, Pete Renders a Sax Solo to Chase the Doggone Blues Away



FBO Has Something Out of the Ordinary in' 'The Perfect Crime," a Sound Special Starring Irene Rich and Clive Brooks



Between Scenes of "Sinners in Love," Which He Is Directing for FBO, George Melford Rests in His Director's Chair and Poses While He Fills His Meerschaum and Incidentally Displays His Brand New Beret



A Serial Wherein More Attention Is Paid to Detail and Atmosphere Than Is Generally the Case Is Universal's "Tarzan the Mighty"



E. J. Smith, Tiffany-Stahl General Sales Manager, Is the Object of a Testimonial Drive on the Part of His Sales Force



Not to Be Outdone in the Greater Movie Season Parade, But to Start It Off, Frances Lee and Billy Dooley, Paramount-Christie Stars, Make a Bid for Attention

Wesco Seattle Theatres Change Policies

The change of policies in the Seattle and Fifth Avenue Theatres, Wesco's houses in Seattle, were put into effect last week when Herschel Stuart, general manager of the Pacific Northwest division of theatres for West Coast, instituted the new stage entertainments at the Seattle and the new policy of pictures at the Fifth Avenue. Theatre screens and press notices widely heralded the change to the public.

Under the new plans, the Fanchon-Marco acts will replace the Publix acts at the Seattle. Gene Morgan becomes master of ceremonies. The leading releases, with the exception of roadshow and special releases from the programs of the various companies, will be played on the Seattle screen.

The Fifth Avenue will book the roadshows and specials under a positive "one-week only" plan. In features and shorts, the Movietone will be used extensively, it is said. Hermie King and the Fifth Avenue orchestra will remain as a musical attraction for each show. Admission prices remain 50c and 60c with loges 75c.

Publix Will Again Enter K. C. Theatre Field

The Newman and Royal theatres in Kansas City will again be operated by Publix. Milton Feld, the Publix district manager recently was in the Missouri city in connection with his company's plan to again place the two houses under its wing.

The Newman and Royal were taken over by Loew's last season, following the opening of the Midland, a Loew house. Since passing into the control of Loew's the Newman has been dark. Now Publix plans to wire it for Western Electric sound projection. No decision has been reached on the Royal.

Father of Claude H. MacGowan Dies

The father of Claude H. MacGowan, general manager of Columbia Pictures, died at his home at Springdale, Conn., last week The elder McGowan, a Civil War veteran, had reached the age of 84. He is survived by his widow, Mrs. Adela Coykendall and several children, grand-children and great-grand children.

Eli F. MacGowan was for 32 years a civil engineer in the municipal government of New York City, and for 22 years was superintendent of the East River Ferry Company, Brooklyn. He was a member of the U. S. Grant Post of the G. A. R. and was a prominent Mason.

3 Companies Incorporate at Albany, N. Y.

Motion picture companies incorporating in New York State at Albany during the past week included the following: Helm Pictures, Inc., $125,000, Henry E. Mulier, Edward Muller, Henry C. Herse, New York City; Arlington Pictures, Inc., $100,000, Leonard W. Horton, Joseph Graziano, Charles Brooke, New York City; The China Star Film Production Co., Inc., $25,000, William M. Shacknow, Lillian Grossman, Brooklyn; Benjamin R. Tulupman, New York City.

Kennedy Signs Five Year Contract with First National

UNDER the terms of a contract signed this week, Joseph P. Kennedy will direct the affairs of First National for a period of five years. The operations of the company will be in charge of E. B. Derr, secretary and treasurer of FBO.

It is understood that Mr. Kennedy has an option to buy 25 per cent interest in First National any time within the five year period.

The signing of the contract took place at the meeting of the First National Board of Directors, which also heard an outline by Mr. Kennedy of plans to effect 40 per cent reduction in negative costs. Mr. Kennedy also told the Board that the Pathe production activities will be moved to the First National studios at Burbank.

It is understood that he has reduced the studio overhead about $20,000 per week and further economies are under way.

Al Rocket is in charge of production for First National.

Woodhull Urges Presence

Meeting of M. P. T. O. A. in Toronto Will Grapple with Perplexing Problems, Says Exhibitor Head

MEMBERS of the Motion Picture Theatre Owners of America were urged by their president, R. F. Woodhull, in a recent speech, to attend in force the convention of the national organization which will be held in Toronto, Canada, on October 16, 17 and 18. In his message to theatre owners, Mr. Woodhull pointed out that the several perplexing problems now confronting the industry, which he named the talking picture situation, the labor situation and general changed economic conditions, can best be solved by the majority stating their opinions and threshing out the many aspects of the questions. So he urges a large attendance at the forthcoming meeting.

"Some elements seem inclined to rush blindly on without considering these changed conditions," said Mr. Woodhull. He asked who can tell just what the talking picture will bring about in the future and what radical changes it will create in production and exhibition.

The labor situation in the motion picture business was given prominence in the speech. "There are five applicants for every four jobs," said the exhibitor leader, in speaking of the present economic conditions of the country which he declared were due to labor saving devices and widespread efficiency.

"Labor cannot logically demand more than it has and those of its members engaged in and about our business must yield to the economic pressure of the new condition," it was asserted by Mr. Woodhull. The present economic situation in the industry cannot, he said, be laid at the doors of either labor or the theatre owners. "The reasonable thing to do is to face this problem of natural progress honestly and arrive at conclusions of mutual benefit."

A warning was sounded that the theatre owners who carelessly increase their overhead or the labor organizations who demand more than the traffic will bear will be forced out of the picture.

"If you have any new ideas on Music Tax legislation, general over seating or other situations, come along with your plans," Mr. Woodhull said. "We can settle things best by pleasing the greater number. To do this the greater number must state their position."

500 Under French Quota

Number of Films to Be Admitted During Period Is Comparatively Small; New Regulations to Apply

DURING the first period under France's new quota law extending from March 1 last to September 30, 1929, but 500 pictures will be admitted to France. During this period, also, the new quota regulations will apply.

The following rules must be observed before a picture can be regarded by the French as a French picture and therefore classified in the first category:

Author of the story must be French. Director and scenarist must be Frenchmen, as also must be assistants, cameramen, and operators. Interiors must have been taken in France, and French material used for the scenery. Seventy-five per cent of the artists must be Frenchmen. For pictures of the second category the above rules are modified, and only fifty per cent of the personnel above enumerated are required to be French.

Every French film listed in the first and second category will be licensed for exploitation in France and the French colonies. A producer of a picture of the first category will receive licenses to exploit seven foreign pictures in France. All companies selling their pictures for showing in a foreign country will receive two additional licenses.

Foreign features will need licenses before they may be screened in France.

"The Patriot"

Reviewed by Edwin Schallert

Editor of the Los Angeles Times Preview and Special Correspondent of Motion Picture News

LOS ANGELES, August 15.—Probably no motion picture this season will mean more to intelligent audiences than "The Patriot." It is a great accomplishment of directing and acting. With Ernst Lubitsch as director, and Emil Jannings as star, it presents one of the most striking combinations of artistic talent that films can offer. Excellent performances are given by Lewis Stone and Florence Vidor. Miss Vidor reveals a new personality, and does the best portrayal of her career. Lubitsch hasn't had a release in nearly a year. The last was "The Student Prince," but between that romance, and the realism of "The Patriot" there is a huge chasm.

The fact that "The Patriot" is laid more than a hundred years ago doesn't mean anything. Its emotions are modern and one step ahead of that. Smart audiences will see a lot behind the screen in many situations. And even an audience that can't solve all subleties is bound to be caught by the drama and portrayals. Appeal to the intelligent will, however, be greatest.

Jannings as the Czar Paul of Russia gives the greatest interpretation since coming to this country. He is a symbol of intense tragedy—a half mad monarch, enmeshed in a web of conspiracy. Stone is the main instigator of the plot, while Miss Vidor is the decoy. The climax of the Czar's death is one of the best moments ever screened for sheer power. In many ways, this picture is Lubitsch hitting at his old stride, with perhaps less glamor and glitter, but with full dramatic force. Even some weakness of story can be overlooked in the general effect, because there are so many high spots of interest. And the story itself is exceptional from screen standpoint.

Closing scenes of the picture go to Stone and Miss Vidor in the dramatic death episode. The acting of these two principles in this and other scenes is amazing. Production has quality in settings and photography.

Film Article of Commerce

Texas Court in Important Decision Declares Status of Film in Interstate Dispute

THE renting of films by a Colorado corporation to a theatre in Texas constitutes interstate commerce was a recent important decision regarding the status of film. In the case of Alexander Film Co. v. Lazeras and Morfesy, 7 S. W. 2nd, 599, the Court of Appeals in Texas ruled, in brief, that the Colorado film company, which had not obtained a license in Texas, could recover from the Texas company for unpaid rental although the Colorado company did not have authority to do business in Texas.

The Texas company contended that the Colorado company could not sue in Texas because it did not possess a license to do business in that state as required by statute. The court, however, overruled the contention, holding that the film company was entitled to recover as payment had not been made the Colorado company on the films shipped to the Texas firm for many months. The court said that the only question was whether this was a transaction in interstate commerce. If it were so, he declared, then it would be necessary for the film company to show that it had obtained a permit to do business in Texas. The court concluded that the transaction, as evidenced by the contract and the facts, was one of interstate commerce and that since the transaction was of such a nature the film company might recover therein, even if it was doing business in Texas contrary to the laws of the Lone Star State.

The Colorado film company was incorporated and had its principal place of business in Denver. It had not obtained a license to do business in Texas. It was represented by a special salesman who worked on a commission basis. The salesman negotiated with theatre owners in El Paso, obtained their signatures to a contract whereby the film company agreed to supply to the theatre a series of advertising films for a continuous period of 12 months at an agreed rental charge. In substance the contract provided that the Colorado film company would ship films to the Texas theatre at the rate of one every two weeks, provided each film was returned at the end of its screening period of two weeks. The rental charge was $15 per month. The contract provided that it should not be binding until countersigned by the film company at Denver, Colo. This was done. The company supplied films pursuant to its agreement, but payment was not made for some months. The suit followed.

British Film Quota Disliked by New Zealand Houses

Proposed enforcement by legislation of the screening of a quota of British films at every picture theatre in New Zealand is reported being condemned by leaders in the picture industry in New Zealand. Objections were made to the proposed quota on the grounds that it was against all principles of ordinary trade, and that it savoured far too strongly of Government interference in perfectly legitimate private enterprise.

British films have already received assistance from the Government, being admitted free, whereas a duty of 1 pence per foot was imposed on all foreign films. This duty was equivalent to 20 per cent and for every large American "special" three or four copies were released.

A representative of British films in New Zealand advocates the adoption of the bill on the grounds of allowing British film producers to regain the ground lost during the war.

Texas Unit Declines to Consider Producer's Claim

The M. P. T. O. of Texas members declined to consider a claim of Tiffany-Stahl against Marvin Woolridg, Altus, Okla., for selling his Altus theatre without having the purchaser assume the contracts. The reason given for this procedure was that the M. P. T. O. of Oklahoma has always demanded the right to hear the arbitration claims of its members discussed in Oklahoma.

J. K. Emmet Made General Manager N. Y. Capitol

Joseph K. Emmet has been appointed general manager of the Capitol Theatre in New York by Major Edward Bowes. At one time, Mr. Emmet figured on the stage as a star but for the past five years he has been manager of the State Theatre. His father was the famous "Fritz" Emmet, yodeler and comedian who entertained the older generation.

First Publix Musical Play at Paramount Theatre

The usual Publix policy of stage shows and ensemble entertainments will be deviated from next week at the Paramount Theatre in New York where "Wonderful Girl," called by Publix "a pocket edition of a legitimate musical comedy with book, lyrics and score," will be presented.

The production has been conceived and staged by Joseph Santley, former legitimate stage player who recently joined the Publix unit. Santley composed the score in collaboration with Harry Ruskin. Paul Ash and his orchestra will be featured and others in the footlight cast will include Helone Heller, George Riley, Al and Ray Samuels, the Paragon Quartet, Willard Hall, Marie Pauli and Dave Gould's troupe of dancers.

Violation of Quebec Law Brings Stern Punishment

Drastic action was taken by the authorities at Quebec City, capital of the Province of Quebec, on August 10 when the license of the Arlequin Theatre, a neighborhood house, was cancelled and theatre closed after the proprietor had pleaded guilty to the charge of permitting the admission of children under 16 years of age to the theatre in contravention of the new Provincial law.

Proceedings were instituted against this theatre by the Quebec Government as a test case. In addition to the cancellation of the license, a fine of $10 was imposed by Hon. Judge Lachance who presided at the hearing.

Utah T. O. Change Name of State Organization

The name of the Motion Picture Theatre owners organization of Utah has been changed to "The Intermountain Theatre's Association" in order that they can have as members all the theatre owners served by the Salt Lake exchanges. This change was agreed upon at the regular monthly meeting held in Salt Lake City a few days ago. It was further decided that the arbitrators appointed by the exhibitor's organization should not sit on a case by or against an exhibitor who is not a member of the organization, according to Holmgren, Anderson and Russell, attorneys for the association here.

Blank Retaining His Interests in F. N.

ALTHOUGH A. H. Blank will sell out completely to Publix, he will retain his interests in First National, of which he has been director over a length of years. It is understood that he has already sold his interest in his Iowa chain to the Publix shows. He sold a half interest in half of his theatres some time ago. It is understood that Harry David, who returned from New York to Des Moines last week, will be district manager of the Des Moines territory for Publix, succeeding Mr. Blank. Milton Feld and L. E. Schneider, two of the Publix officials, were in Des Moines last week negotiating with Mr. Blank.

Distributor, Electric Group Forming Production Unit, May Join Theatres

THE newest development in the plan to amalgamate unattached theatres in the New York territory was heard in theatre circles this week when the story gained credence that a large electrical group and an important distributor had been approached with the proposition to join forces with 200 independent New York theatres. The principal factors in the plan are reported to be B. S. Moss, Aaron Sapiro and Herbert A. Ebenstein. Their plan is to use the electrical companies and the distribution corporation as a nucleus of a producing, distributing and exhibiting organization which is to be later expanded to national proportions.

Approximately $25,000,000 per year represents the box office intake of the theatre interests which wield a film buying power of about $4,000,000 annually.

Several years ago operators frowned on suggestions that they submerge their individual identities to become housed with one consolidation of theatres. Now they are reported to be favorably inclined towards such suggestions. Meetings of different organizing companies are being held daily. If the merger does go through, the houses in the pool will become known as Moss theatres, the idea being to build up a circuit name which will represent goodwill and buying strength. The producing unit is proposed to operate as a separate unit under the suggested holding company.

It is not known at the present time in what manner the Sapiro unit, the M. P. Exhibitors' Association, Inc., will play a part in the plan. The buying power of the consolidation, if the latter be perfected, would naturally make the present scope of the Sapiro unit largely unnecessary. It is also possible that absorption of the I. M. P. E. A. by the larger unit will be the ultimate result, but this is not strongly advanced by those who are familiar with the situation. But if these moves of absorption are developed, the purposes of the Sapiro association will have been accomplished it is said.

The work of organization and promotion will continue, but it is not thought that the production end of the plan will be worked out for this season.

Neighborhoods Hard Hit

Baltimore Operators of Residential Theatres Confronted by Complicated Product Availability Question

THE recent move whereby the Stanley became a part of the Loew chain in Baltimore has changed the aspect of the theatre field of the Maryland city, in so far as the availability of product is concerned. The operators of residential houses are concerned over the question, as the length of availability on pictures has been tightened, it is said. To mention but one case, the Parkway, a second-run Loew house, ordinarily follows the Century and Valencia theatres, both first runs, but will now, it is said, be forced to follow the Stanley in additon to the other two. It is believed that no definite play dates will be available for the house, which heretofore has played pictures somewhere within 30 days after their first-run showings. Neighborhood theatre operators are of the opinion that there is no way of ascertaining how soon after the first run a picture will become available.

The product of United Artists, M-G-M, Paramount and First National are the pictures involved. The question has been taken up by the Maryland M. P. T. O., and a committee will probably be appointed shortly to solve the question.

When the new policy came along the Valencia lowered its admission prices, and the same scale of prices soon became available also at the Parkway, which, like the Valencia, adopted the new policy. It is claimed by the Maryland M. P. T. O. that the Valencia's announcement that the elimination of orchestral forces and installation of sound apparatus has enabled it to reduce its prices will give the public the impression that the identical condition will prevail at the other residential houses.

Exhibitors explain that the prevailing admission prices of 20 cents will have to be increased to 25 cents to meet the additional expenditure in neighborhood theatres for the installation of sound devices and the booking of sound films.

Scottsbluff in Favor of Sunday Movies

Scottsbluff, Nebraska, voted in favor of Sunday motion picture entertainment, at a special election held July 26th, by a ballot of 717 for and 135 against such entertainment. The new ordinance became effective at once, and Wm. Ostenberg, Jr., owner and manager of the Orpheum in that city, held the first Sunday show in years on July 29th following the election. This vote speaks highly for Mr. Ostenberg as a theatre manager who furnishes entertainment of the highest class.

FBO Films 75% Finished

Production Pace Maintained by Kennedy Organization Leaves But Quarter of Program to Film

FBO PICTURES CORPORATION is now in the position of having 75 per cent of its feature pictures for the season of 1928-29 completed. The last quarter is confidently expected to be completed by the first of the year. Six of these productions are specials, one of which has already been synchronized with sound effects while the remaining four of the completed specials are having or will have sound effects added to them.

The five finished specials are "The Perfect Crime," now playing at the Rivoli in New York with a complete synchronization of music and sound; "Hit of the Show," now being synchronized; "The Circus Kid" and "Gang War," both of which will have sound effects added. These sound specials are available, FBO says, both with and without the synchronizations.

Other of the completed productions are "Danger Street," "Stocks and Blondes," "Charge of the Gauchos," "Singapore Mutiny," "Sally's Shoulders," and "Sinners in Love." Finished Gold Bond releases are "Son of the Golden West," "Dog Law," "Fury of the Wild," "Terror Mountain," "The Avenging Rider," "Tyrant of Red Gulch," "Trail of the Horse Thieves," "Gun Law," "Idaho Red," "Heading for Danger," "Captain Careless," "Lightning Speed,' "The Young Whirlwind," "Rough Ridin' Red," "Orphans of the Sage" and "The Vagabond Cub."

Now in production are "The Air Legion," a story of the air mail; "Stolen Love," which Lynn Shores is directing; "His Last Haul," a story of crooks and the influence of the Salvation Army; a new Tom Mix vehicle in which the setting is Araby; "Come and Get It," a story of the prize ring; "The Freckled Rascal," under the direction of Louis King, and "Tracked," a new dog vehicle which Jerome Storm is making.

SLATED TO HEAD A. M. P. A.



George W. Harvey, nominated to succeed Bruce Gallup as President of A. M. P. A. for next term, beginning in September

Allied Amusement Elects New Officers

The Allied Amusement Industries of California held their annual election of officers for the fiscal year on July 17. The officers and the Board of Governors named to serve for 1928-29 were: A. M. Bowles, divisional manager for West Coast Theatres, chairman of the board of governors; I. C. Ackerman, T. M. Newman, C. Work, Rodney Pantages, R. Marshall, J. C. McCann, A. E. Aruks, Sol Lewis, L. R. Greenfield, S. Levin, and Joe Blumenfield, all members of the board of governors.

Ackerman was chosen vice-chairman, Greenfield was chosen trustee-treasurer and Thomas D. Van Osten was chosen secretary-manager.

The organization members have been advised that the Standard Exhibition Contract, which was adopted May 21, 1928, and originally provided that members of the San Francisco Film Board of Trade should have 20 days in which to approve applications for contracts taken in San Francisco, has been referred to the joint Contract Committee for recommendation and it was unanimously agreed upon a change.

New Canadian Firm Granted Charter

The Gaumont-British Corporation of Canada, Ltd., has been granted a charter of incorporation by the Canadian Federal government which empowers it to produce, distribute and present films throughout Canada, as well as buying or building theatres. The company will have its head offices at Toronto and will also have branch offices to be opened at St. John, Montreal, Winnipeg, Calgary and Vancouver. The company will each year release from 24 to 30 features, to be chosen not only from the program of Gaumont Company, Ltd., of England but other English companies.

President of the new firm is Lieutenant-Colonel A. C. Bromhead, C. B. E., who is chairman of the board of directors of the Gaumont-British Picture Corporation, Ltd., of London. Arthur A. Lee, president of the Ameranglo Corporation of New York, is vice-president. Reginald C. Bromhead, F. C. A., is treasurer of the new company. Edward Auger is managing director and William F. Barrett is secretary.

Producer and Exchange Erase Differences

A tentative agreement ending all controversy is rapidly ironing out the differences between Columbia Exchanges of Salt Lake City and Columbia Pictures Corporation. Last week J. T. Sheffield, representing the exchange, and Robert McKain, representing the producing company, agreed to a settlement whereby the complaint filed against the producing company will be withdrawn. The dispute started when Mr. Sheffield requested that Columbia Pictures be restrained from using the name "Columbia" in the distribution of films in the Denver and Salt Lake territories.

The agreement provides for an immediate transfer by Sheffield of all unplayed contracts on Columbia pictures to the newly opened Columbia Pictures exchanges in Denver and Salt Lake for which it is said Mr. Sheffield is receiving a substantial consideration. After the transaction has been completed, the exchanges operated by Mr. Sheffield will be re-named, it is said.

Norman, Okla., Decides on Sunday Shows

As the result of an election held last Tuesday in Norman, Oklahoma, Sunday shows will again make their entranee into the lives of the townsfolk. This question, voted on at an election early last spring and defeated then by a small margin, was favorably decided at the election last Tuesday, the "ayes" winning by a good majority.

Norman, being the seat of the state university, has long debated the subject of Sunday shows. In the spring election students demanded the right to vote on the question, but the local authorities denied them the privilege. The election last Tuesday was for citizens only. Local newspapers took no part in the campaign so the results can rightfully be said to clearly express the wishes of the people.

Large Theatre in Sydney, Australia, Planned

It is reported that the De Luxe theatre in Sydney, Australia, will be torn down soon to make way for the erection of another large city theatre by the Hoyts organization. The area in question should give sufficient room for a 2,500 or 3,000 house, and definite action on the proposal to erect the cinema will come within the next three months, according to report. It is not known yet whether the atmospheric idea will be developed in this theatre.

Bernard Sholtz Sales Head Of European Producers

Bernard Sholtz is acting as sales manager for Affiliated European Producers, an amalgamation of 12 European companies whose product will be distributed in the United States.

Title Changes

"Out of the Depths" (Columbia) to "Submarine."

"Salvage" (Universal) to "The Port of Dreams."

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

200 Sound Pictures Already Scheduled

Survey Indicates Much Activity on Sound Pictures

(*Continued from Page* 527)

en route will make a number of stops to feel the pulse of exhibitor opinion. The plans of Gotham's executives will be predicated on the reaction Mr. Sax receives. A specific statement will be forthcoming shortly, Sax states, and adds that negotiations for synchronizing Gotham pictures have been practically completed. How many and what the titles of these are to be could not be learned from Gotham this week.

Fox

Fox Film Corporation, in their 1928-29 schedule announce from August 19 to January 6, 1929, 20 features for release. Of these one is definitely to have dialogue and fifteen others to include sound or musical synchronization or incidental songs. Thirty all-talkie two-reel comedies are also definitely scheduled, and three of these are available right now for release. Fox also has other synchronized shorts available.

Columbia and Tiffany

Columbia Pictures Corporation is not ready at the present time to make any announcement of its plans as regards talking or sound pictures, and neither is Tiffany-Stahl, according to telephone conversation between a NEWS representative and the publicity offices of these companies.

Pathe

Pathe, in offering sound pictures for the coming season, is keeping in pace with latest developments, according to Colvin W. Brown, executive vice-president. The RCA Photophone process is being used, and the line-up of pictures for sound recording includes "The King of Kings," "The Godless Girl," eight special features, Mack Sennett Comedies, Aesop's Film Fables, and Pathe News.

"The King of Kings" has already been shown with special sound and synchronized musical effects at the Rivoli Theatre in New York.

"The Godless Girl" will have a complete musical synchronization, and in addition there will be certain dialogue sequences that lend themselves to this vehicle for presentation.

The eight special features selected for sound accompaniment are "Show Folks," "The Spieler," "Annapolis," "Ned McCobb's Daughter," "Noisy Neighbors," "The Leatherneck," "Square Shoulders," and "Listen, Baby." In the case of these features, musical synchronization is either under way or set for early recording.

Short product will also be given sound presentation by Pathe and used wherever practicable to improve the entertainment value of the films.

Mack Sennett, producer of numerous series of Pathe Comedies, has announced that he considers that talking and sound mark the greatest advance in short subjects since he made the first two-reel comedy. Sennett's new studio at Studio City already has sound stages. Just what way and in what comedies Sennett will use sound and talking he is keeping as a surprise.

Editor Ray Hall, of Pathe News, is very enthusiastic over the use of sound for news films. He recently expressed his views in these words: "The news reel will be the best, the most effective, of all phases of sound reproduction." It is understood that the Pathe News technical staff has solved most of the difficulties to be overcome in presenting the best in the way of sound news reels.

Pathe pioneers in offering the world's first animated cartoon in sound. President Amedee J. Van Beuren, of the Van Beuren Enterprises, has announced that Aesop's Film Fables in sound will be available to all theatres equipped with sound projection.

United Artists

All the 18 United Artists features for 1928-29 will have synchronization or sound effects and in some of them dialogue will be used. Hugo Riesenfeld will do all the scoring and Irving Berlin has been engaged to write original songs.

In "Queen Kelly," Gloria Swanson and Walter Byron will talk, and in "Rescue," there will be dialogue by Ronald Colman and Lili Damita.

Lupe Velez will sing an original song by Irving Berlin in "The Love Song," a D. W. Griffith production and in others there will be the use of the voice.

"Nightstick" will probably be an all-talkie, but this has not been definitely decided. In "Awakening," Berlin's songs will be sung by the different characters in the picture.

445 Sound Installations Completed by W. E.; 1,000 by End of 1928

UP to the present time Western Electric has completed 445 installations of sound projection equipment in various parts of this country and the company's schedule calls for a total of 1,000 by the end of 1928, according to reliable information obtained this week.

From an authorative source it was further learned that the controversy over the installation of sound projection equipment has at last been amicably settled with the electrical unions and it is now believed that Western Electric will be able to speed up any installations which have been held up owing to a difference of opinion as to whether the unions or others should do certain work.

Electricians are said to have returned to the deserted jobs in New York, Chicago, Boston and other points and it is more than probable that First National's "Lilac Time," which was to have opened with sound accompaniment, will soon dispense with the regular orchestra the management was forced to engage on account of the delay in wiring the theatre.

Warner Bros. Sets Dates on Four Features

Four Warner Bros. feature productions have been scheduled for release during August, September and October.

"State Street Sadie," with Conrad Nagel and Myrna Loy, will be released on August 25. "Women They Talk About," with Irene Rich and William Collier, Jr., will be issued on September 8. "Caught in the Fog," co-starring May McAvoy and Nagel, will arrive on September 22. "The Midnight Taxi," featuring Antonio Moreno, Helene Costello and Miss Loy, is set for October 6.

More Sound Installations for Cleveland

More installations for sound movies have been announced in Cleveland territory. The Cameo, a Loew house, is being equipped with Vitaphone, and will be ready to offer talking movies by September 1st. J. J. Harwood has installed a Phototone instrument in the Lexington, and the Liberty, Akron is getting a Phototone, also. This is made by the Platter Cabinet Company of North Vernon, Indiana.

Talkie Here to Stay, Says Jack Warner

Novelty of Silent Film Has Passed He Declares

By EDWIN SCHALLERT

(Editor of Los Angeles Times Preview and Special Correspondent of Motion Picture News)

LOS ANGELES, August 12.—"It is not the novelty of the talking picture that will wear out; it is the novelty of the silent picture that has worn out."

Thus Jack L. Warner, vice-president and director of production at Warner Brothers studio, defined to me the status of the sound film, basing the statement on a year's observation of developments in this new field. Already financially and speculatively a center of interest, the Warner company is launching on a large new program of talking features. Some pretentious pictures are either already completed or being completed for fall release, one or two all dialogue. Forty, in whole or in part talkie, will be finished by the end of the year, including all films with spoken word made to date.

This is the first word regarding certain new activities of the organization that has pioneered in the sound field, and the highlights as told me by Mr. Warner are as follows:

Pauline Frederick will appear in an all-talkie version of Elmer Rice's stage play, "On Trial," one of the theatrical sensations of a few years ago. This will be Miss Frederick's first talkie engagement.

John Barrymore will make not one, but a series of pictures for the organization. He will be on their regular Vitaphone program.

The Al Jolson and Fannie Brice productions are completed. Al was doing the final Vitaphone scene the day that I was at the studio. He will have six or seven new songs in the picture. One of these is a theme song that will be repeated. It is a pathetic number, reflecting his love for a son, who dies during the plot unfoldment.

Jolson will go right ahead making other pictures for the organization, it is understood, probably very shortly. The next may be an all-talkie. I did not learn this fact from Mr. Warner personally, but it is virtually certain.

Monte Blue's film, "Conquest," will be all dialogue and sound effects, with the dialogue practically continuous. Telling as it does of a South Polar airplane flight, this picture promises to be unique. "Stark Mad" another film of adventure, laid in South and Central America, will be all talkie. Warner informs me that this will be an unusual thriller.

"Noah's Ark" is to have no dialogue in the five reel biblical story, but effects will be used consistently. The modern story in seven reels will be dialogued.

The company is completing its first steel and concrete stage—twice the size of any of the three wooden stages now in operation. Another steel and concrete stage, a duplicate of the new one, will be built soon.

At the present time developments at the Warner studio are probably the most positive barometer to the talking picture situation in Hollywood. Looked at in this light, their scope is amazing. All that I have said in no way reflects the entire activities of the company. They are constantly making pictures that I have not named, that are in part dialogue. They are also producing an endless succession of short subjects.

These facts speak strongly, but some of the new technical advances outlined to me in conversation by Mr. Warner speak even more forcibly. Chief among these he pointed out the fact that Vitaphone is rapidly becoming a more flexible medium. The stilted poses of the actors will in the future be more and more eliminated.

"I might say that we can do anything today with Vitaphone," he declared. "We can erase and add to the records. We can synchronize the voices of the players at one time, and the musical accompaniment at another. We can adjust the microphone to fit almost any condition. We are beginning to use the traveling microphone, just as we already have a traveling camera. This will enable us to follow the players about in their changes of position in a scene, which we do not wish to cut, just as is now done in the silent drama. I might say that any scene that can be enacted in

(*Continued on Page 536*)

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Sound Pictures Versus Vaudeville

Vaudeville Agents Show Deep Concern Over Talking Film

By CHARLES E. LEWIS
Editor of The Round Table Club

THAT sound pictures have cut deeply into theatres formerly running vaudeville and that agents for this type of entertainment are deeply worried over this new form of competition, was emphatically brought out at the convention of Gus Sun managers, attended by about forty Indiana, W. Va., Pennsylvania and Ohio exhibitors and held August 7th and 8th at the Breakers Hotel, Cedar Point, Ohio.

This invasion of the "talkies" into the vaudeville field prompted a series of expressions in the various speeches that unquestionably aired the views of every vaudeville agent in the country. But while it was noticeable that they could not talk the majority of the managers out of Sound Pictures at this time, the feeling of the convention was that talkies were only a novelty and would be played out in less than two years.

Gus Sun's Speech

Gus Sun, veteran theatrical man in the vaudeville field made quite an unusual speech, in that he attacked the sound pictures from an entertainment standpoint and then ended up by recommending apparatus made by one of the leading manufacturers to the managers at the convention, if they felt they must have sound devices. He told the meeting that talkies are not here to stay. People would soon tire of them and in his opinion two years would see the craze relegated to history and everything back to normal in the business. But where managers feel they must have sound pictures he recommended, first, the equipment mentioned above, and second that they only run them one half a week, devoting the other half to the old established policy of vaudeville and pictures. He was very optimistic, in spite of the present business depression, and told the convention that without a doubt business in general would become much better immediately after the presidential election. Another point of Mr. Sun's speech was the plea that exhibitors get together with their opposition, either by buying them out or by pooling their interests, thereby controlling the towns in which their theatres are located, for their mutual interests and profit.

Billy Diamond

The next speaker was Billy Diamond a vaudeville agent from Chicago, who told the convention that talkies could only be taken as a novelty and cited several theatres that he knew of who were sorry they had installed talkies and hoped that they would get their money back. He quoted Milwaukee and the first all-talkie "Lights of New York" and went on to tell how ridiculous the picture was but had to admit that it was doing a terrific business. He recommended that managers should use talkie acts, if they felt they had to have them, but suggested that such acts be booked by their vaudeville bookers in conjunction with regular vaudeville acts, thereby making up a diversified program giving the public a little of everything. He said that for the present time such a combination program would solve the problem for managers who had, or were going to get, talking plants. He emphasized the necessity of the talkie acts being booked properly and pointed out that his suggestion, if followed, would require that the talkie and "real" acts be booked by one and the same booker so that variety and entertainment factors would be looked after.

This suggestion created quite a bit of discussion after the meeting and many thought it a splendid idea. They felt that their patrons wanted to see "live" acts as well as "talkies" and in this way they could give both. Diamond quoted Joseph P. Kennedy and called attention to the fact that vaudeville was NOT dying out because Kennedy had ordered his vaudeville bookers to secure the finest talent available and would revive the former two-a-day policy in many cities.

Earl Meyers, theatre manager from Chillicothe, Ohio warned the meeting of the danger of buying Vitaphone from anyone but the Electrical Research Co. and told of his own experience when he bought through another source, contracted for "Jazz Singer" and several other synchronized pictures, started his advance advertising and then, four weeks after signing the contract he was notified that he could not get his installation for six months. This, he said, put him back just that time and left him with these expensive pictures which would be worthless by the time he ran them with Vitaphone and certainly would be if he ran them without.

Mr. Wood

P. J. Wood, Business Manager of the Ohio M. P. T. O. spoke about legalizing Sunday shows in Ohio and read letters sent and received from the various candidates for Governor. "Pete" also surprised the meeting by recommending increased admission prices where talking pictures are being added to regular shows—Which was a distinct upheaval as most exhibitors realize the necessity of keeping the scale down to where it will not drive business away.

William James, a prominent figure in Ohio exhibitor circles (but who not so long ago sold his interests to the Loew Co.) and president of the Gus Sun Manager's Association, and O. M. P. T. O., pleaded that vaudeville be kept as clean as the pictures are at present, emphasizing the fact that the picture industry was clean and that pictures are produced on a clean scale.

He insisted, and told his hearers that he was speaking from experience, that sound pictures are in the experimental stage and called attention to such pictures as "Don Juan" and "The Better 'Ole" as being two of the finest synchronized productions made; after these two, James said, they started to become inferior, with only the sound angle making them desirable. And then came Al Jolson in "The Jazz Singer" and the entire industry went into a hysteria.

Mr. James outlined the history of the Motion Picture Industry from its inception, the history of theatres from ages back, and insisted that talking pictures were now in the same stages of development. Perhaps they would be so improved, and the class of productions so good that they would eventually become the popular form of amusement now enjoyed by pictures, but all this he doubted and looked upon the entire excitement as a craze that would wear off in about two years, after which the public would come back to it's first love, "A good picture."

Advice from Mr. James

His advice was, "Let the other fellow experiment, let your opposition put it in for the present." He urged his hearers to sit back and wait until they could see what was going to happen after the first noise was over. He warned the exhibitors that once they signed for a plant they were at the mercy of the distributors and they would "get you coming and going."

Over 40 exhibitors from Ohio, Pennsylvania, West Virginia and Indiana were present at this convention and to me it was amusing to note the many diversified opinions as regarding the sound picture question. One fact seemed apparent, both at this meeting and along the line of my trip. Those exhibitors who have had the sound device installed for any great length of time (Toledo excepted) were suffering from a "slump of interest" in their equipment, while those who have had it for only a short time are both enthused as to the idea and the business.

This is caused by the fact that the earlier installations suffered for want of features to present on their plants, while those who recently installed them have plenty of material to select and can consistently (for the time being) offer full synchronized shows with many more due this coming season.

After the meeting a dinner was served and on Wednesday the entire party, ladies included sailed across Lake Erie to several Canadian Islands.

This meeting, and the very pleasant time I had, was a delightful diversion to this trip and I could not close this article without expressing, through this medium, my sincere thanks to Gus Sun and all the others who made the entire affair so pleasant for me. I am sure that Mr. Johnston joins me in expressing our appreciation for their courteous attention to the representative of the MOTION PICTURE NEWS.

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Talkies May Be Reason for Decline in Film Incorporations

WHETHER the situation regarding talking pictures is influencing business in the department of state at Albany, N. Y., in so far as the incorporation of companies is concerned, is a question that has been asked by the secretary of state during the past few weeks, when it became noticeable that a marked falling off had occurred in the incorporation of producing companies as well as concerns incorporating to conduct motion picture theatres in New York State. There is no question but that exhibitors planning to erect theatres are hesitant these days as to whether or not they should install the necessary equipment for the talkie. Wherever exhibitors gather these days in central and northern New York, the one subject of conversation is the future of the talking picture. Although many exhibitors are talking of installing the necessary equipment, there is up to the present time no action along this line.

The fact remains that the talking picture has been able to attract crowds in Albany and Troy during weather conditions that left other houses practically stranded. Motion picture companies incorporating in New York State these days are few in number as compared to a year or so ago when each week saw the incorporation of a dozen or more companies, the majority of which had substantial capitalization.

Musicians' Wrangle Involves Missouri Governor

GOVERNOR SAM BAKER of Missouri and his Police Board in St. Louis were accused of breaking faith with organized labor by Stephen J. Butler, business agent for Musicians Union No. 2 at a meeting of the St. Louis Trades and Labor Union at Unity Hall, St. Louis, Sunday, August 12.

Butler made his attack on the governor and police commissioners during a debate on a resolution against "canned music" in motion picture houses, theatres and other amusement places and against the advance in admission prices contemplated by some theatres in St. Louis.

The Central Trades and Labor Union reiterated its previous stand against the use of mechanical music in amusement places and delegates to the body were instructed to agitate through the membership of the unions they represent to agitate for a lowering of admission prices to neighborhood theatres.

The resolution finally adopted also demanded that Governor Baker instruct his St. Louis Police Board to issue orders to the police to observe strict neutrality in strikes and other labor disputes, and to restrain them from arresting union men for attempting to proclaim their grievances in a strictly constitutional manner by distributing handbills or cards.

Replying to a story printed in a St. Louis Sunday newspaper that the management of the Missouri and Ambassador theatres are contemplating raising their admission price from 65 to 75 cents because stage hands have presented demands for an increase in pay ranging up to some 25 per cent and that the musicians are preparing to do likewise, Butler declared that the Musicians Union has not only postponed the adoption of a new salary schedule but had volunteered to permit some neighborhood shows to employ musicians at $13 a week less than heretofore.

On motion of Mary Ryder, delegate of Typographical Union No. 8 and official of the Woman's Auxiliary Board of the Central Trades again pledges itself to fight against the use of mechanical music in theatres, etc.

Florida Reports Fifteen Sound Installations

Western Electric Company equipment (Vitaphone and Movietone) is being installed in approximately fifteen theatres over the state. "Sound pictures" are gaining more favor each day and all of Florida's leading theatres will soon be offering them to patrons.

Signs Well Known Players for Talkie Contracts

Leo Morrison has signed Van and Schenck with Metro-Goldwyn-Mayer to make four Movietone pictures. He has also contracted for a number of other stars before leaving for Los Angeles. He has been commissioned to negotiate for a number of prominent stars and authors, and is on his way to California to consummate dealings for them which are now pending. Also leaving for Los Angeles on the Century is Miss Sylvia Field, who is under a long-term contract to make Fox Movietone pictures.

Clark and McCullough, famous musical comedy comedians are leaving August 19th to fulfill a long-term contract with Fox Movietone. Both of the above contracts were arranged by Leo Morrison.

Before leaving, Mr. Morrison is taking larger office space, and during his absence Maxwell Arnow and Ansel Wright will take active charge of the artists that he represents for talking motion pictures.

Talking Pictures Here to Stay, Says Warner

(*Continued from Page* 534)

the silent form can be, or will soon be done in the talkie form. If necessary we can arrange the shooting of exteriors with Vitaphone. But this necessity will not arise very often.

"Sound picture results have improved 100 per cent in a year, though that is a purely arbitrary figure. They will improve perhaps even more than that in another year. There is no way to estimate them. We will be a huge step ahead of anything we have previously accomplished, for example, when we start operations on our new stage. It represents the fulfilment of our study of the sound picture situation since we have started.

"The talking picture is going to require the utmost of the actor. It is going to demand constant and careful study of this new art. My personal belief is that about 80 per cent of the players will survive the change. I think that about 20 per cent will leave, because of their lack of adaptability. The fact that 80 per cent will stay does not mean that we will not develop new personalities. There will be many changes. However, it is the player who knuckles down and takes the talkies seriously that will win out. They require a new type of effort, and it isn't something to be shouldered lightly. Our experience has shown that."

Rin-Tin-Tin Will Bark for Vitaphoned Picture

Not to be outdone by other celebrities, Rin-Tin-Tin, Warner Bros. star, is soon to be heard on the Vitaphone. He will be the first canine player to be starred in sound pictures.

The Warner Studio has announced that two Rin-Tin-Tin pictures with Vitaphone are already finished. They are "Land of the Silver Fox" and "The Million Dollar Collar." In both of these Rinty will say it with barks and there will be other sound effects on the Vitaphone to supplement the action of the stories.

Indiana Circuit Will Be Equipped for Talkies

Murl B. Hornbeck, secretary-treasurer of the Hornbeck Amusement Company of Logansport, Ind., has announced that his company's theatres in that city all will be equipped shortly with Movietone and Vitaphone.

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Roxy Gives Views on Sound Pictures

Will Never Entirely Displace Stage and Music Acts, He Thinks

By THOMAS C. KENNEDY

S. L. ROTHAFEL, guiding genius of the Roxy Theatre, and a pioneer in presenting sound pictures, does not believe that the new invention ever will entirely displace from the programs of the big metropolitan theatres the diversified entertainments composed of musical renditions and stage features.

As the originator of the "unit program," which in various forms is the standard entertainment in the bigger motion picture theatres, and one who has offered both Vitaphone and Movietone pictures on several occasions since the opening of his "Cathedral of the Motion Picture" a year and a half ago, Roxy is perhaps the best qualified authority on the relation of synchronized pictures to existing forms of film presentations and the reaction of the public to the new device.

Asked if he could say whether his presentation of sound pictures has thus far been productive of any tangible evidence that the public is more interested in sound pictures than the silent ones, Roxy said that he could not state that there has been any such evidence.

The Amusement Seeker

"The amusement seekers," he said, "don't know what they want, beyond their desire for entertainment, relaxation and emotional stimulation of a kind lacking in their usual environment. They do not specify in their own minds the precise character their favorite form of amusement will take."

There is no immediate danger of the Broadway stage dominating the picture industry if Roxy is right in his contention that talking pictures—that is films which depend upon dialogue for their dramatic effect—in their present form do not realize the full potentialities of the new invention and in the main are an imitation of the speaking stage and lacking in the qualities that make for lasting appeal.

The use of sound as a complement to the illusion of the picture is another matter. In this application, Roxy believes, the synchronized sound brings one of the greatest single advances ever developed for pictures, and brings films closer to the place they eventually will occupy as important factors in stage presentations, replacing with projected scenes the present type of stage setting for the drama.

Boon to Small House

The sound picture, he says, is a boon to the small theatre as well as the large one. The big metropolitan houses probably never will run their programs with an entirely mechanical show, but the smaller theatres possibly will. This, Roxy says, will not rob the theatre of its individuality, which the showman will preserve in his house by means of his service and possibly musical programs by orchestra or organ.

"I welcome the invention with as great enthusiasm as any man, in or out of the industry," he said. "Indeed, I was an advocate of the illusion of sound in film presentations, long before there were any sound pictures, and for many of my presentations produced sound effects to harmonize with screen action by means of orchestral, organ and mechanical 'effects.'

"Synchronized sound immeasurably heightens the power of the motion picture as a creator of illusion. It is a development harmonious with the ideals sought in motion pictures as an entertainment and an art. It gives the creative forces another dimension in which to work the magic of emotional stimulation. The great success of the motion picture is due to the fact that pictures are the world's greatest playground for the imagination. The spectator experiences an emotional reaction proportionate to his or her capacity for emotion. The illusion of sound properly employed to heighten the illusion on the screen gives added scope to motion pictures.

New Strata Added

"A new strata is added to the structure. To the work of the writer, the director and the actor is added another potent illusion force—illusion for the ear as well as the eye, an atmospheric background giving more realism to the impressions made upon the spectator and auditor.

"The resources of the orchestra, playing a synchronized score, are increased by the manifold 'effects' it is now possible to bring into the 'picture.' I am preparing to score a picture, 'The River Pirate,' with orchestral and sound accompaniment. The locale is the river front and it will be my business to make the auditor receive a true and convincing impression of sounds which characterize that locale. The shrieks of the tug boat whistle, the rumble of railway and motor traffic on the bridge nearby, the full-throated blast from the whistles of huge passenger ships, the hissing of steam escaping from valves of derricks and winches, and a miscellany of other sounds which make up the composite.

"The 'sound director' now supplements the work of the scene director and increases the power of his productions. These same effects will have as great value as a setting for presentations on the speaking stage as they have for the screen. Imagine the value to the stage production of a realistic background projected in colors and with sound effects. Thunder and lightning storms, tornadoes and other effects which for the most part are now attempted with pathetic results on the stage, despite the use of all the resources of stagecraft, will have the power to really grip the imagination and create a real illusion. We frequently have used pictures in conjunction with stage scenes at this theatre."

Regarding Dialogue

Regarding the use of dialogue with pictures, Roxy said he has his ideas of what will eventually develop, but for the present the use of dialogue he believes makes the motion picture a type of entertainment which currently appeals more because of its novelty than its artistic qualities. He indicated that he has not yet seen a talking picture or a talking sequence that he considers worthwhile.

Before the new medium of sound pictures is developed to a point where speech will add definite power and bring a new force to the motion picture there will have to be an entirely new technique, to which not only the writer and director will contribute their specialized talents but as well the technician and the engineer, possibly bringing ultimate changes which will affect the present standard of method and apparatus for making and projecting motion pictures.

Rivoli Booking Sheds Further Light on Interchangeability Issue

CONSIDERABLE interest has centered upon the premiere and three weeks' showing of "The Perfect Crime" (FBO) at the Rivoli theatre New York City, in as much that it has shed further light on the interchangeability issue on sound projection apparatus, and is also credited with possessing some novel points.

It is evident that interchangeability can be achieved in view of the fact that this FBO sound picture was synchronized by the RCA-Photophone method and is being run off on a Movietone machine. RCA-Photophone method is also being used on five other FBO sound pictures.

William Le Baron adapted "The Perfect Crime" from a story, "The Big Bow Mystery," by Zangwill, and the picture is said to contain the first court room scene to be reproduced in dialogue. Other sound effects are the groan and rush of wind, mystery effects and the crack of lightning and thunder.

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Wall Street Muddled Over Sound Pictures

WALL STREET is having a difficult time keeping up with the rapid developments in the motion picture field with the almost chaotic conditions recently caused by the industry's wholesale interest in talking pictures. Talk of new mergers, new companies and new inventions is becoming so involved that some of the banking companies interested in this field are rather up in the air.

To quote from "The Wall Street Journal":

"Undoubtedly, a lineup of new organizations gradually will evolve from the mixed situation with small companies going into larger ones and a gradual elimination of the poorer equipment and inventions as the new industry develops."

Reports on Talking Picture Situation in Canada

AN important pronouncement has been made by O. R. Harvey, manager of the Research Products Bureau of the Northern Electric Company, Montreal, regarding the talking picture situation in Canada. The Northern Electric is the Canadian affiliation of the Western Electric Company of the United States and the Canadian organization is busily engaged in the production of audible film equipment for theatres in the Dominion.

Mr. Harvey announces that the first wire installation for Famous Players Canadian Corp., will be in the Palace Theatre, Montreal, which is now closed for extensive stage and street front alterations. This theatre is having a full-size stage installed for special presentations and bands at the same time that facilities are being constructed for sound pictures.

According to Mr. Harvey, the important theatres in the large centres of Canada will be wired before the end of 1928 while it is expected that many theatres in all cities and towns of the Dominion will be equipped by the end of 1929. Ten theatres of the Famous Players Canadian Corp., had already been licensed for the use of sound film equipment. Before the end of next year, Mr. Harvey believed that talking pictures would be quite universal in Canada.

Major film producers of the United States had been licensed to make audible pictures under Western Electric patents and these patent rights would be controlled by the Northern Electric Company in the Dominion. There was little or no danger of a shortage of sound films.

All Christie Comedies Will Include Sound and Music

AN important announcement, made by Paramount this week in connection with the two reel comedy field, states that all Christie comedies from this date on will include talking parts as well as synchronized musical and sound effects. Production has been stopped in the Christie studios on all pictures which do not include actual dialogue sequences.

The Victor Talking Machine Company, in connection with Paramount's music department, have created specially designed records synchronized with the film for the reproduction of sound effects and music for the comedies produced during the first part of the production season.

For Christie's own Hollywood studios, sound production equipment is being shipped at once from the East and work on sound-proof stages is proceeding at a satisfactory rate. While installations are being made, all two reel comedy production will be stopped, so that as much of the product as possible can be recorded with original dialogues and other sound effects. It is expected that the actual start of production on talking comedies will begin by October 1.

It is thought that this brief shutdown of the studios will make unnecessary the usual early-Spring shutdown. No changes in Paramount-Christie product line-up are anticipated, but announcements will be made soon of the material which will be filmed in talkies for release by Paramount during the coming season.

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Nancy Carroll's Voice in Paramount Picture

Nancy Carroll's voice will be heard in two songs written especially for her by Victor Schertzinger as a part of the new Paramount sound picture of New York stage life in which she is being co-featured with Richard Arlen.

This announcement was made at the Paramount studios in Hollywood following the completion of the songs by the composer of "Marcheta," "Just An Old Love Song" and other now famous ballads.

The songs written for Miss Carroll are "Gotta Be Good" and "Another Kiss." Schertzinger recently completed "Rose of Erin," which he wrote for John McCormack at the great Irish tenor's request and which will be part of McCormack's fall concert program.

Talkies Make Debut at South Bend, Ind.

The new Colfax theatre in South Bend, Ind., got away to an auspicious start and incidentally showed that city the first talking pictures. The Paramount theatre, New York orchestra, was secured for the opening under the direction of Nathaniel Finston. "Loves of an Actress" was the film used for opening.

The theatre will show two shows each evening. The theatre was built by the H. G. Christman Company and is operated by the Publix organization. The house is equipped for Vitaphone and Movietone. Maurice A. Baker will be managing director. He goes to South Bend from Richmond, Va., where he had charge of the Mosque theatre. Previously he had been manager of a theatre in Miami, Fla.

Large Cast Selected for W. B.'s "Stark Mad"

"Stark Mad," the story by Jerome Kingston which the Warner Bros. studio is about to convert into a Vitaphone special, will have a large cast of players portraying its important roles. Thus far, H. B. Warner, Louise Fazenda and Jacqueline Logan will have the more important roles while assisting players will include Henry B. Walthall, Claude Gillingwater, Warner Richmond, Andre Beranger, John Miljan and Lionel Belmore. The picture will be an "all-talkie" and will be launched into filming work just as soon as Director Lloyd Bacon has received the script from Harvey Gates.

Two U. A. Sound Pictures for Early Release

August 25th synchronized prints on "Tempest," the John Barrymore film for United Artists, will be available to exhibitors. Hugo Reisenfeld has completed the score and sound effect synchronization, which will be heard for the first time when the picture is shown at popular prices at the Rivoli, New York, August 18th.

September 7th synchronized prints on "Two Lovers," final Colman-Banky picture, will be available. Dr. Reisenfeld has also scored this Samuel Goldwyn picture, hitherto exhibited only in one theatre, the Embassy, New York, at $2.

Exhibitors Service Bureau

"Lilac Time" Exploitation

Extensive Drive Typical of Los Angeles Premieres Heralds Opening at Miller's Carthay Circle

A NUMBER of circumstances peculiar to Los Angeles make that city a veritable playground for the exploiteer assigned to campaign for a motion picture premiere, and a place which contrasts greatly with the majority of cities in which showmen are called upon to turn on the high-pressure ballyhoo for photoplay shows. Among the advantages which L. A. holds over most places is the fact that the producer of the picture frequently takes the occasion of these premieres to demonstrate the exploitation angles of his production, and in so doing is liberal of his exploitation talent and his treasure.

But while the Los Angeles campaigns for these and other reasons among them, (its great out-door activity with consequent opportunity for display and the strongly developed advertising instinct of its merchants and business men, which means receptivity to tie-up proposals of the theatre man) the drives staged have their value in supplying general outlines upon which theatre men in other sections of the country can formulate their campaigns for a particular picture, or turn about and make adaptable to other attractions.

One of the most recent, and a campaign typical of Los Angeles for a premiere, was the drive staged for the opening of "Lilac Time" at Fred Miller's Carthay Circle. This exploitation covered a wide range of ideas, as will be seen from the highlights of the drive outlined in the following account.

Airplane Display

A wrecked airplane was placed in a wire enclosure in the forecourt of the Carthay Circle Theatre. The entire plane was of tan-colored linen, including wings, fusselage, etc. A signboard explained the wrecked airplane. Theatres having no forecourt can use the wrecked airplane on the marquee.

A de luxe teaser 28-sheet bill board with copy reading: "It will soon be LILAC TIME in Los Angeles" was used in various sections of the city. The poster had a lilac background, with black and white letters. Later a narrow strip was posted across the large letters of Lilac Time reading. "And then you'll hear Photophone."

The chain of 80 Owl Drug Stores in Los Angeles and suburbs gave displays of the Colleen Moore toilet articles which it merchandises together with stills, photo enlargements and special cards on the "Lilac Time" showing at the Carthay Circle. The window displays remained up for two weeks. The Owl Drug Stores also got up a special Colleen Moore vial of perfume. These vials were given away to ladies attending the matinee performance. A special sundae was also put out by the Owl people. A photograph of Colleen Moore eating one of the sundaes, with a description of how the sundae is made, were pasted on the store windows.

Prior to the opening, the theme song, "Jeannine, I Dream of Lilac Time," was broadcast over the radio. The first 500 persons who wrote in to the station regarding the reception of the song received a photograph of James Montgomery Flagg's new sketch of Miss Moore.

One of the most effective stunts that was put out was the lining, for two blocks, of the avenue between Wilshire Boulevard and the Carthay Circle Theatre, with Kheg lights, using a lilac tinted glass which gave a very beautiful effect.

A small enclosed truck, carrying a loud speaker set and a Brunswick Panatrope machine which played music as the truck proceeded about town was an effective street ballyhoo. A second truck followed the loud-speaker wagon, carrying an electric sign, with white lights on a lilac background, with the title "Lilac Time." This ballyhoo got a lot of attention.

The title of the picture was placed on all the sculptural advertising used by the theatre along the highways of Los Angeles and southern California. A small model of the Carthay Circle theatre is mounted on a cement pedestal, the whole being about ten or twelve feet high. The name of the theatre and "Now Playing" are lettered on the base, with a space between for inserting the title of such new attraction to play the theatre.

The Western Union Telegraph company placed a special telegraph office just outside the theatre to handle the volume of telegraph messages sent by guests at the premiere of the picture. "Telegraph your friends what you think of "Lilac Time'" was the sign painted on a board covering the front of the telegrapher's desk.

Subscribers Write Ending for Picture Story

Manager J. L. Cartwright used both a newspaper contest and a lobby stunt in advertising the "Wheel of Chance" at the Lyric Theatre, Jackson, Tenn.

The idea of the newspaper contest was to give the contestants in synopsis form the outline of the first six reels of the seven-reel picture and then to ask the contestants to furnish the synopsis of the seventh reel.

The psychology of this contest is that nearly everybody feels morally certain that he or she could write stories for the screen if given the opportunity. The story suggesting the contest reached this vanity by emphasizing that the picture ending was basically sound and the only really logical development, and has no trick ending, but required only that the contestant logically conclude the story.

Showmanship Briefs

IN common with many other theatre managers who have played "Happiness Ahead." Manager T. Y. Walker, of the Noble theatre, Anniston, Ala., found it profitable to use a taxi cab as a ballyhoo for his presentation. Walker engaged a taxi and decorated it in flashy fashion, featuring signs inserted between the drawn curtains and the windows of the car. These signs read "Just Married," "In for Life," etc. On the rear of the car was a large banner reading "Happiness Ahead," at the Noble theatre today. Several pieces of hand luggage were tied on top and the running boards, and tin cans and bells as well as baby slippers dangled from the fenders and bumpers to give added attraction value to the ballyhoo.

MANAGER J. S. MacNEILL, of the Olympia Theatre in New Bedford, Mass., obtained a good publicity tie-up for his campaign on "Harold Teen" through the use of the cartoon strips issued as an accessory on that production. The tie-up featured a contest, in which the entrants were to supply the gags, or jokes, to fill in the "balloons" in the cartoon strip. The contestants were required to supply conversation that was appropriate to the illustrations. Other points of excellence considered by the judges were the humor of the joke or story and neatness of execution.

A UNIQUE publicity tie-up was effected by Charles Baron, publicity director for United Artists, during the showing of "Steamboat Bill, Jr.," at the U. A. Theatre. He obtained 50,000 Life Savers from the manufacturers wrapped in paraffined packages, five to a package, each of which carried an illustration and caption concerning the engagement. These were distributed around to large industrial plants, clubs, stores, newspapers and other organizations.

A LARGE banner posted over the entrance to the local baseball park was one of the exploitation aces played by Manager W. H. Hemphill, of the Rialto theatre, in Macon, Ga., for his campaign on "If I Were Single." The sign gave the title of the picture, names of stars and the theatre and play dates. Hemphill also employed radio to announce this showing. Announcements over the local broadcasting station were made several days in advance.

MARSLINE K. MOORE, manager of the New Theatre, Fort Smith, Ark., featured "Ladies of the Mob" as the picture that presented Clara Bow in a new type of role in all of his advertising. He introduced his campaign well in advance with teaser ads, identifying the theatre at which "Ladies of the Mob" would play only on his opening day. The featured line in this newspaper advertising, as well as subsequent lobby displays and street billing, was "Clara Bow—The IT Girl in a New Role of Ladies of the Mob."

THE Hal Roach M-G-M "Our Gang" contest is being conducted with excellent results in a number of the Stanley theatres in Philadelphia. The Evening Public Ledger is cooperating with the theatre in exploiting the stunt to assemble a local cast to appear in an "Our Gang" comedy featuring Philadelphia youngsters in a film made in the home town and to be shown on the screens of the local theatres.

Game of Newspaper Terms Gets Page One Publicity for Theatre

MANAGER CHAS. H. AMOS of the Riviera Theatre, Knoxville, Tenn., and the Knoxville News-Sentinel, jointly sponsored a contest tying in with "Telling the World."

The newspaper article listed 19 questions pertaining to the newspaper game, some of which were: "What is the Iron Mike?" "What is a Lobster Shift?" "What is an assignment?" "What is a scoop?" and others.

For the 25 answers nearest correct and best worded, the winners received a pair of tickets each, to see the Haines' picture.

A tie-up with the Postal Telegraph Co., resulted in that company having its messenger boys deliver telegrams which were worded, "Wish to impress you with importance of not failing to see picture showing at Riviera Theatre, Thursday, Friday and Saturday of this week 'Telling the World,' and starring myself. Think it my greatest effort and real entertainment.—William Haines."

Entrants of All Ages Qualify in This Harmonica Contest

DUE to a novel arrangement in which four divisions or classes were introdueed in a harmonica eontest, the Star theatre in Deshler, Ohio, recently staged one of the most successful and widely appealing exploitation stunts accomplished in eonneetion with the Educational-Hohner Harmonica tie-up featuring Juvenile Comedies.

The opportunity for people of all ages to eompete in the events held at the Star proved a stimulus to the entire movie-going population of the town, those who did not participate being directly interested through their acquaintanee with those who did, a large number due to the fact that there were no "outsiders," so far as the eompetition was eoncerned.

The theatre launched the stunt as a "free for all" by eonducting four separate classes of contest.

The first contest was offered on "Juvenile Night." In this event any boy or girl under sixteen years of age was eligible to play a few tunes in demonstration of their musical ability with a harmonica.

The second contest was advertised as "Young People's Night," when any person over sixteen years of age could compete. In the third eontest the feature was "Old Timer's Night," when the older people were ehallenged to "show up the young folks." The "Free for All" contest went on last.

Winners of first and second plaees in the preliminary contests in all four elasses met in a grand final event in which were three eash prizes, in addition to a number of attractive harmonicas supplied by the Hohner Harmonica Manufacturing Company.

The Star ballyhooed the event with handbills, distributed throughout Deshler and with lobby display material.

Kenimer Makes Good Use of U.P. Stunt for "Telling the World"

MANAGER GUY A. KENIMER turned to the Jacksonville Journal, a United Press newspaper, to put over several valuable stunts that were instrumental in boosting "Telling the World" at the Florida theatre, Jacksonville, Fla.

Several days in advanee, a full-page truek broke in the paper with every merehant participating in the co-operative page—offering free tickets to their customers upon the purchase of a certain amount of their commodities. These tickets were good only when accompanied by a paid admission.

The full page ad also offered prizes in the form of tickets to children under 14 years of age for completing the synopsis of the picture. In every merchant's ad on the co-operative page appeared part of the synopsis of the picture and the contestants were asked to clip the part of the synopsis from each ad, paste together and supply the ending of the story. For the best endings submitted, five persons received prizes ranging from 5 passes each to 2 passes each.

Fifteen days previous to the showing of the picture, the Journal ran a serial story on the picture—"Telling the World." The story usually covered about three columns by a half page daily. And the heading of the story always would appear in picture form at the Florida theatre.

Another stunt that got more than the usual amount of attention was the printing in red ink across the front page a caption reading, "William Haines Captured in China in Telling the World—Florida Theatre."

Salt Lake House Giving Movie Party for Boys

The Paramount Empress Theatre, under the management of Carl A. Porter, is offering a free movie party on August 8 to every boy in Salt Lake City who is under the age of sixteen years, in conjunetion with a local newspaper, as a tieup. The pietnre to be presented is "Slide, Kelly, Slide" as well as other forms of entertainment.

Balloons Containing Passes Stir Throng's Interest

One hundred shoppers and others who thronged the downtown district of Indianapolis recently had an opportunity to see, without cost to them, Dick Powell's stage show, "Keep Cool," and also the picture "Hot News," at the Circle theatre. Powell released 500 balloons from an airplane over the downtown seetion. Of this number 100 contained passes to the theatre for the show during the entire following week.

The plane was distinguished by its blue coloring.

"Take a Chance Week" Tried Out in Ottawa

The first time that a "Take a Chanee Week" had been conducted at a vaudeville theatre in Ottawa, Ontario, was during the week of August 11 when Manager J. M. Franklin put across this form of stunt for B. F. Keith's Theatre, with exeellent results.

Philly "Our Gang" Contest Proves Business Aid

Filming of the Philadelphia "Our Gang" comedy, the six members of which were chosen during the week ended August 11th from among 3,000 contestants under the auspiees of the "Evening Public Ledger," the Hal Roach Studios in Hollywood and the Stanley Company, was started on August 13th. Motion picture paraphernalia, two eameramen and a director, Harry Smyth, arrived from Hollywood to supervise the making of the film and the first scene was "shot" at Roosevelt Boulevard Swimming Pool. Various other Philadelphia seenes lent realistie local background to a eomedy that will be shown later at various Stanley motion pieture theatres in Philadelphia and suburbs.

The Philadelphia Motor Corporation supplied a fleet of Chandler automobiles for the use of the Gang. The eontest proved a good business getter for the neighborhood houses which took part and particularly for the Stanley Company's Earle Theatre where the eliminations were held.

Slicker Slogans Feature "Harold Teen" Stunts

THE Circle Theatre, Indianapolis, tied up with the News of that city in a Harold Teen Slicker Slogan Contest.

Fifty-five dollars in prizes, with additional prizes of tickets to see "Harold Teen" at the Circle, were announced the week before the showing for the best slogans to be painted upon a college youth's slicker coat. The first prize was $25, the second $15, with third, fourth and fifth $5 each. The next fifteen adjudged best received a pair of tickets each to "Harold Teen."

The News published the conditions of the contest under a two-column head daily for six days, running a portrait of Alice White wearing Harold Teen's be-sloganed slicker, stills of Alice White and Arthur Lake and other members of the cast.



Reproductions of newspaper displays for "Warming Up" and showing a wide range of selling layout ideas employed by first run theatres to exploit the synchronized version of the Richard Dix starring vehicle. Ads illustrated were featured by the following theatres: Shea's Buffalo, Buffalo, N. Y.; Olympia, New Haven, Conn.; Des Moines, Des Moines, Ia.; Minnesota, Minneapolis, and Loew's Warfield, San Francisco.

Classified Ads

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situation Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

WANTED A POSITION as projectionist, thirteen years' experience. Reason for this advertisement, exhibitor cutting expenses, placing his son as projectionist. Wire best salary at once, ticket if very far away. David S. Mayo, Felder St., Americus, Ga.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

ATTENTION, THEATRE OWNERS IN WESTERN PENNSYLVANIA — Manager desires position in or around Pittsburgh, Pa. Eighteen years managing all type houses. Complete knowledge of advertising, exploitation, vaudeville and presentation. Now employed but due to sickness in family must get nearer Pittsburgh. Best of references as to character and ability. Strictly temperance, steady and reliable. If you are looking for one who can produce and show results, write or wire Box 380, care of Motion Picture News, 729 Seventh Ave., New York City.

THEATRE MANAGER —Country wide experience exploitation, publicity, public relations. Versatile writer and trained in practical management. Can stage presentations. Will book, buy and handle pictures, road shows, tab, vaudeville and special attractions. Open for proposition after September 1. Have big city and small town experience. Prefer city of 100,000 or under. Address Box 379, care of Motion Picture News, Hollywood, Calif.

OFFERS INVITED— Managing director of one of America's foremost theatres in the heart of a city over a million severs connections next Saturday. Experienced in presentation, two-a-day big time and combination houses. Contract and set programs. Shrewd buyer. Business Builder. Press and exploitation second to none. Address, Box 375, care Motion Picture News, 729 7th Ave., New York City.

Theatre For Sale

THEATRE FOR SALE— Any real Showman desiring to invest $25,000 for business bonded to show 40 per cent return for capable attention address P. O. Box 1306, Atlanta, Ga. Note—No competition, showing both colored-white. Drawing population 20,000.

Theatre to lease or trade— thousand seat, modern, fully equipped with stage. Population eighteen thousand — great opportunity for the right showman or will sell store, office and theatre building or trade for other improved property. Address, Box 377, care Motion Picture News, 729 Seventh Ave., New York City.

CHARTER MEMBERS OF THE MANAGER'S ROUND TABLE CLUB

The outstanding organization of exhibitors and managers whose present membership represents theatres located all over the country.

Harry Aumack, Strand Theatre, Clayton, N. Y.
Archie Aldman, Loew's Burland Theatre, New York City.
Harvey "Doc" Arlington, Rivoli Theatre, Muncie, Ind.
W. H. Bergman, Fremont Theatre, Freemont, Nebr.
J. T. Besler, Princess Theatre, Yorkton, Sask., Canada.
Maurice Bliss, Metro Theatre, New York City.
James H. Cochrane, Strand Theatre, Flint, Mich.
C. T. Chapin, Palace Theatre, Jacksonville, Fla.
Ralph Cokain, Lyric & Royal Grand, Marion, Ind.
George F. Evans, Palace Theatre, Kingston, Jamaica, B.W.I.
A. Z. Freedman, Marboro Theatre, Brooklyn, New York.
G. H. Foster, Marion & Grand Theatres, Marion, Ohio.
B. B. Friedman, Steinway Theatre, Astoria L. I., N. Y.
Lorenzo Gelabert, San Jose Theatre, San Juan, Porto Rico.
Geo. C. Geothals, Rialto Theatre, Detroit, Mich.
Samuel Goldblatt Biograph Theatre, Chicago, Ill.
F. C. Goldquist, Web Theatre, Savanna, Ill.
O. Fred Glass, Star Theatre, McCook, Nebr.
Frank P. Harpster, Alhambra Theatre, Pittsburgh, Pa.
Don W. Hoobler, Irvin & Castle Theatres, Bloomington, Ill.
Samuel G. Harris, Oasis Theatre, Brooklyn, N. Y.
S. A. Haymah, Lyda Theatre, Grand Island, Nebr.
Wm. L. Henricks, Capitol & Olympic, Steubenville, Ohio.
Randall J. Jerabek, Plaza Theatre, San Diego, Calif.
Douglas S. Kimberley, State Theatre, Portland, Ore.
Harry Kusel, State Theatre, Ozone Park, L. I., N. Y.
C. F. Lawrence, Schine's Ohio Theatre, Lima, Ohio.
M. J. Levinson, Broadway Theatre, Norwich, Conn.
Edwin Laighton, Grand Theatre, Middletown, Conn.
Byron R. Linn, Capitol Theatre, Bloomsburg, Pa.
J. D. Marpole, New Tokay Theatre, Tokay, Calif.
C. M. Maxfield, Palace Theatre, Norwich, Conn.
E. R. Medd, Marion Theatre, Clarksdale, Miss.
C. W. Nebel, Community Theatre, Milwaukee, Wis.
R. L. Nellis, Liberty Theatre, Washington, Ind.
Sydney Oshrin, Allerton Theatre, Bronx, N. Y.
Albert C. Oliver, Capitol Theatre, Arlington, Mass.
O. B. Olsen, Tivoli Theatre, Richmond, Ind.
Fred Putnam, Strand Theatre, Port Arthur, Tex.
Lew Preston, Republic Theatre, Brooklyn, N. Y.
Thomas Roberts, Ritz Theatre, Mansfield, Ohio.
"Tim" Roberts, Madison Theatre, Mansfield, Ohio.
R. J. Ryan, Circuit, Beechurst, L. I., N. Y.
George G. Steele, Trianon Theatre, Birmingham, Ala.
Montague Salmon, Boulevard Theatre, Los Angeles, Calif.
Jack Sanson, State Theatre, So. Manchester, Conn.
Lloyd M. Townsend, New Piedmont Theatre, Oakland, Calif.
W. H. Whyte, Rialto Theatre, Hartford, Conn.
J. C. Wodetsky, Oriental Theatre, Detroit, Mich.
Ed. T. Zadra, Lyric Theatre, Manistee, Mich.

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Note:—Those members whose applications have been sent in and whose names do not appear on this list will find their names on the next list to be published.

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION
By Charles E. Lewis



The Cruise of the "News"

WE cruised around the state of Indiana for quite a spell dropping anchor wherever we thought we could find things of interest and our progress was kind of slow for a few days. . . . Kokomo . . . Peru . . . Huntington . . . and then on into Fort Wayne which was in the grip of a heat wave and had them lying around gasping for breath and naturally the theatre business was hit hard. . . . Hearing lots about the Vita-Temple up Toledo way . . . prompted me to break into the itinerary to shoot up in that direction . . . and seeing is believing . . . so I must admit that I looked upon the first 100 per cent successful talkie theatre on the entire trip. . . . Jaek O'Connell is a pioneer and I had a peach of an interview with him whieh will be published in the near future . . . and everyone with a plant or eontemplating one, would do well to wateh for it . . . read it . . . and digest it carefully . . . for the present it solves the riddle . . . maybe the future will even alter that . . . but all I ean say is that I was impressed . . . and so would you. . . . Marion, Ohio rumblings were heard here and there . . . so naturally I sailed in that direction and was rewarded with a eorking conversation with Judge Foster. . . . Out aeross the wheat seas of Ohio into Mansfield and found "Tim" Roberts . . . and the first thing "Tim" said was "I don't want to buy a darned thing. . . . I have plenty of disinfeetant . . . if you are a film salesman I am NOT buying pictures yet . . . and whatever you sell I don't want." . . . and was all ready to kiek me out . . . when I finally got a word in and told him I was just an exhibitor . . . like himself . . . and then he gave me a warm greeting. . . . I met his son who runs the Ritz in that town . . . and a chip of the old block . . . "Tim" is running talkies and has for some time . . . business not bad for this time of the year. . . . Left him to run over to Ashland . . . then back to Mansfield where I pieked up "Tim" and headed north for Cedar Point and the eonvention of the Vaudeville Managers Assoeiation . . . and what a time I had . . . gosh, it was the first good break I had on my trip . . . and just think . . . Canada . . . damp???? . . . well no use getting you all worked up over it . . . too tired after getting back to Ameriean soil to go any further . . . so dropping anchor for the night and until next week. . .

Good Will and Mailing Lists

Killing two birds with one stone, and making a good job out of it is the accomplishment of Edward J. Hiehle of Newark, Ohio, who, when he took over the theatres in town decided that things needed pepping up considerably and proceeded to do it as follows: He engaged four girls, each possessed of a real personality and sent them on a house-to-house canvass of the best section of his city. They interviewed the families visited repaying them for the time they gave for the interview with a pass to the theatre. They asked questions as to the theatres they liked best to attend, what kind of music they preferred, kind of pictures they liked to see and other important things that would tend to guide Mr. Hiehle in his direction of the theatre. In this way they stirred up considerable interest and aside from the improvement in business they accumulated a mailing list of over 4,000 and Brother Hiehle agrees with the CLUB policy that a good mailing list is a real asset in any theatre. Today business at his theatres in Newark is fine and going along without struggling. In fact they have so pepped up the town that they are completing a beautiful new theatre of 1800 seats which will be one of the show-places of Ohio.

Although Mr. Hiehle is a recent member of the CLUB I am certain that he will be a regular contributor to the CLUB pages as he is completely sold on this great "get-together" idea in showmanship.

Ohio Exhibitor Okays Round Table

"I AM A MEMBER OF THE ROUND TABLE CLUB" —is all that Mr. Roberts in Mansfield, Ohio, would want to know when picking a manager for one of his theatres. Because, says Roberts, he then knows he is getting a manager who realizes the value of interchanging ideas both in theatre management and box office problems. And there are many other exhibitors like Mr. Roberts. Recognition of the CLUB as an important organization is country-wide and the pages of the CLUB are religiously read every week. Why? Because this is a department conducted by Exhibitors for Exhibitors. Use it.

Charles E. Lewis,
Chairman.

P. S.—If your application has not been sent in, DO SO AT ONCE. If possible enclose your own photo with the application and send it in care of the NEWS, 729 Seventh Ave., N. Y. C.

C. E. L.

Fred E. Johnson's "Peony Matinee"

Fred E. Johnson, veteran theatre manager of Cambridge, Ohio personally described to me a mighty fine idea in local showmanship, whieh we know will meet with plenty of interest from our members and readers. He engineered a "Peony Matinee" one slow afternoon in which all children were admitted free providing they brought a bouquet of peonies. You can just about pieture the result of this speeial stunt matinee and it took several autos to deliver the flowers to the various hospitals where they were received with plenty of appreeiation. The papers and in faet everyone in the town talked about this stunt and there is absolutely no question that it created plenty of good will for Mr. Johnson's theatre. Younger "bloods" in the managing field would do well to pay partieular attention to anything put aeross by so experieneed a man as Ed. Johnson and we look forward with considerable interest to hearing often and early from him again. We had a splendid opportunity of observing him at the Manager's Convention at Cedar Point, Ohio, and we will tell the world that he knows his, and the business.

Clean-UP Week and the Theatre

Combining a civic campaign with a theatre is always productive of free publicity and good showmanship and Manager C. F. Lawrence of Schine's Ohio Theatre in Lima, Ohio, displayed such ability recently when he tied up with the city authorities during their "Clean-Up" week by advertising a Tin Can Matinee. Every child who present themselves at the theatre with six tin cans tied together and dragged along the street would be admitted free. What a stunt. From observers on the spot I am told that over two thousand of them descended upon

(*Continued on Page* 550)

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Preparing for "Godless Girl" Coast Premiere

Vice-President John C. Flinn Arranging for Opening of De Mille Special at Biltmore Theatre on August 20

PATHE is preparing for the West Coast premiere of Cecil B. De Mille's special production, "The Godless Girl," at the Biltmore Theatre in Los Angeles on the evening of August 20. With the arrival of Vice-President John C. Flinn activities for the opening were speeded up.

This first night is promised as something different from the usual run of movie premieres as there will be no sun arcs nor star advertising. Of course, the folk of prominence in all fields of production will be represented at the premiere.

Cecil B. De Mille will be present at the advent of his new film in company with Jeanie Mac Pherson, who scenarized the story, and the members of the cast, including Lina Basquette, Eddie Quillan, George Duryea and Noah Beery. A 25-piece orchestra under the direction of Frederick Stahlburg will render the musical accompaniment to the film. Mr. Stahlburg directed the Salzburg festival of "The King of Kings" in Austria last year.

Schrock Cancels Passage

Raymond L. Schrock, former general manager of Universal, and more recently associate producer with the Tiffany-Stahl organization, has abandoned his European trip.

Carewe Grooming Prospect

Edwin Meyers, who is also known as Ezrir Mir, is a native of Calcutta and was formerly associated with the Madan Company there, but his very colorful career, since coming to America, has culminated in his having been another of Edwin Carewe's famous discoveries. The director-producer has placed this young scholar from India under contract to handle stories and treatments for Dolores Del Rio's future screen material.

Loses Secretary

Mary Duncan, Fox star, who is playing the feminine lead in Frank Borzage's production, "The River," is without her French secretary and companion for the first time in four years. Helene Girard, who filled that dual position, has gone to her native France to be married.

Belle Bennett Busy

Belle Bennett is starring in the first of a series of four productions, an original story written for her entitled "The Power of Silence." Meantime, she is also devoting much time after hours to added scenes in "The Battle of the Sexes."

Paul Bern Appointed Pathe Producer

PAUL BERN, for the last two years identified with M-G-M, was last week appointed a Pathe producer. He assumed his new duties on Wednesday, August 15.

He was first scenario editor in chief at M-G-M and more recently was supervisor of story production. Prior to his association with Metro, he was a producer for Paramount. Among recent productions whose stories he wrote were "The Dove" and "The Beloved Rogue."

Leonard Assigned "Mrs. Cheney"

To Robert Z. Leonard falls the directorial plum of the fall producing season, according to the announcement by M-G-M that he has been selected to direct Norma Shearer's new starring picture, "The Last of Mrs. Cheney," the story of English high life.

Carl Laemmle, Jr.

Carl Laemmle, Jr., is scheduled to supervise the making of several important productions for Universal, according to announcement from the studio. Young Laemmle's success with "The Collegians," and "Lonesome," brought this reward.

McGowan Directing "Gang"

Robert F. McGowan, veteran director of Hal Roach's rascals, "Our Gang," has put his youngsters at work on another M-G-M comedy which will feature Mary Ann Jackson, "Wheezer," and "Pete," the "Gang" bow-wow. McGowan is personally directing.

Miss Logan in Quality Film

Before starting on a co-starring role in "The Spieler," for Pathe-DeMille, Jacqueline Logan will have barely time enough to star in "The Lookout Girl" for which she has been signed by Quality Pictures, at the Tec-Art Studios. The new release is being made through Quality Distributing Corporation, formerly Carlos Productions.

Meighan Vacationing

Upon completing "The Mating Call," his second starring vehicle for Howard Hughes, Thomas Meighan left for the east and will spend some time at his Long Island home.

Mother Role

Louise Dresser has begun her role in "The Air Circus," Fox production based on commercial aviation and the avidity with which young America takes to the air and conquers it. Miss Dresser has the role of the mother of David Rollins, a youngster who tries to learn flying only to develop into an air coward.

Newmeyer a Free-Lancer

Following the completion of the direction of Glenn Tryon in "It Can Be Done," Fred Newmeyer will become a member of the free-lance field. Newmeyer recently directed Richard Dix in "Warming Up."

A Crinoline Belle

Sharon Lynn, red-headed screen actress who played the lead in Fox's "None But the Brave," is performing for the FBO cameras. Sharon has reverted from a 1928 Hollywood girl to a crinoline lady—playing opposite Tom Mix in "The Son of the Golden West." Her next appearance will be in support of Jean Hersholt in "Give and Take."

"Rodeo" New Gibson Western

Three private cars carried Hoot Gibson and his entourage to Chicago where his next picture "Rodeo," based on the annual Chicago roundup shortly to be held in the mid-western city will be filmed. Hoot and his company were officially welcomed by Mayor "Bill" Thompson and other civic dignitaries. Henry MacRae will direct "Rodeo."

Exodus

Dolores Del Rio, Inspiration star, left Hollywood recently for New York where she is to sail for a tour of Europe. She will be accompanied by Edwin Carewe, her director, and Harry D. Wilson, press representative. A farewell party to the press was given by Miss Del Rio at her home.

Vidors Return Home

King Vidor accompanied by his wife Eleanor Boardman, returned home recently after several months' sojourn in Europe.

Credit

Linton Wells, former newspaper man and globe trotter, wrote the story, "Moran of the Marines."

(*Continued on Page* 570)

Key City Reports

New York City

MIDSUMMER weather and vacation time meant nothing to Broadway theatres last week, as practically all houses did exceptional business for what is generally classed as an off season. Most of the big money makers were pictures which already had their premieres on the Street, testifying even more to their drawing power.

The Roxy finished its run of "Street Angel" (Fox) in a veritable blaze of glory, its four weeks' run relieving the citizens of New York City and other towns of almost a half million in real American dollars. That is going some, and is another record for the big house. "Four Sons," another Fox special, is in now and is threatening to make still another record. Let's Go!

Good business with "The Mysterious Lady" (M-G-M) prompted the Capitol management to hold this picture for another week, and down the Street at the Paramount "Forgotten Faces" (Par) brought the figures for the big Publix houses up to its regular profitable basis

At the Strand, "Glorious Betsy" (W. B.), after a two months' stay at Warner's theatre, was also held a second week after a very satisfactory Strand business. Vitaphone is still giving this theatre better business han it has had in a long time. Stand-up trade was reported for the first week.

FBO's "Perfect Crime" at the Rivoli is further evidence that a good picture plus sound effects can get by in good shape these hot days. Thispicture played its second week to excellent business and is being held a third.

So far, so good. The only bad news among the popular priced houses appears to come from the Rialto, where "Loves of an Actress," after a week's stay at the Paramount to average business, took something like a wallop in comparison to what the other houses were doing. The little Cameo, with a double bill of "A Woman of Paris" and "The Cabinet of Dr. Caligari," gave this revival house just mediocre trade.

Among the specials the Astor, with "White Shadows of the South Seas" (M-G-M), and the Central with First National's "Lilac Time," led the parade, with both making a fine showing. Incidentally, both of these, besides excellent attractions, include sound effects—again testifying to the popularity of the new process film. Good showmanship has been effectively used in connection with both "Lilac Time" and "White Shadows."

"Wings" (Par), the daddy of all the specials along Broadway, is celebrating its year's stay and is cashing in on the attending publicity. This popular aviation picture is likely to stick around here for some time to come. At the Embassy, "Tempest" (U. A.) finished a satisfactory three months' stay, and it is followed by "The Scarlet Lady" (Columbia), opening on Tuesday of the current week with Lya De Putti making a personal appearance. More about this one next week.

Warner's Theatre has let go of "The Lion and the Mouse" (W. B.) to make room for another talkie, "The Terror" (W. B.). The former has not made the same showing others have made at this talkie theatre, but did reasonably well during its stay. Neither the Gaiety with "Lost in the Arctic" (Fox), or the Globe with "Red Dance" (Fox) showed any strength for the week.

Seattle

LAST week was a mediocre one in Seattle theatres, due to the secondary attractions and warm weather competition.

The Fifth Avenue theatre probably checked up the largest gross for the week with Bessie Love in person on the stage in Fanchon-Marco's "Merry Ann" Idea. It was a feature that seemed to have plenty of box office appeal, particularly strong at the matinees. "Bringing Up Father" was a very weak screen feature that was not very popular with audiences. Business slightly below normal.

At the Seattle theatre, "Forbidden Hours" was the screen attraction, and drew the usual number of fans who like this type of film. Publix' "Sunshades" was the stage attraction, featuring Joe Jackson. It was the last Publix revue to play here, being superceded next week by the Fanchon-Marco acts. Sam Wineland, visiting master of ceremonies, was very well received upon his return to his former home town. Business fair only.

"Lights of New York" at the Blue Mouse theatre continued to play to very strong business in its second week, and remains on that screen for another seven days at least. It is not especially well liked, but has much interest as "the first all talkie" and is consequently doing a big business, backed up by a strong "sound" program of shorts.

"Life Savers" at Universal's Columbia theatre was a very mediocre attraction. Just a fair week.

"Man Crazy" at the United Artists theatre was another program release that did the usual business at 25c; nothing out of the ordinary.

"The Spotlight" at the Orpheum was considered the best film on that screen in many weeks, as program films go, but it was secondary to Jeanne Eagels, who pulled very big business in the headline spot.

"Road House" at Pantages was not particularly good, but also showed nice business, due to a better-than-average program of vaudeville.

"The Scarlet Dove" at the Embassy; "When Dangers Call" at the Palace Hip, and "Rich Men's Song" at the Winter Garden, were all average program films.

Cincinnati

CINCINNATI exhibitors are again wearing a human smile which was so long absent from their countenances when business was so far below par. The attendance records are improving daily, and it looks now like the summer slump is practically over.

"Forgotten Faces," at the Albee, together with the six-act vaudeville program, did a splendid business, the audience placing their stamp of approval on the bill in its entirety.

Keith's, with "A Ship Comes In," attracted a good crowd for the week. The picture was good, and the press did not hesitate to recommend it, which action, however, has not always been characteristic of the local scribes in reviewing summer pictures.

The Capitol with "Glorious Betsy," with Vitaphone, was the mecca of thousands of fans, the business at this house being about the largest of the present summer season.

The Lyric, presenting "The Cossacks," came in for a share of increased patronage, which left little to be desired.

"None But the Brave," at the Strand was well liked and well patronized, the gross going up very materially as the week progressed.

Cleveland

EITHER folks are getting used to the excessive heat, or the pictures are better than they used to be, or the theatres offer the only cool spots in the city, but whatever the reason, the theatres have done excellently well—the first-run houses, we mean—during a week that has become almost historic for its continued and uninterrupted high temperature. The cooling devices in the downtown first-run theatres are responsible for the continued good business during the summer.

"Glorious Betsy" played to big houses all week and is being held over. Dolores Costello's beauty, Conrad Nagel's charm, and the romantic tale set forth are all blended to make a most engaging film. It was well liked by almost everyone.

"Warming Up," Paramount's first sound picture, caused a big stir at the Allen last week. Interest in the novelty brought crowds to the theatre. While well liked as screen entertainment, there was considerable criticisms of the sound effects.

"Forgotten Faces" did very well at the State. The father love theme was one of universal interest, and the scenes of high life added spice.

"Hot News" proved a 100 per cent warm weather entertainment at Keith's Palace, where the ropes were called into action to keep the crowds in line until available seats were forthcoming. The verdict for this picture was "bright and frequently thrilling comedy."

"Way of the Strong," unusually fine underworld picture, drew large attendance at Keith's East 105th Street the first half of the week. Strong melodrama, plenty of action, is well balanced by the contrasting human note of the blind street violinist who is befriended by the underworld czar.

"Don't Marry," the Keith's East 105th Street attraction the last half of the week, was well attended. It entertains.

The Park theatre reports very satisfactory business for the week. The Park averaged a good week wih "The Cossacks" the first four days and "Beau Broadway" the last three days.

St. Louis

THE Ambassador theatre, Seventh and Locust streets, with the Movietone feature "Warming Up" on its screen, got away to a flying start on its new Sound Picture policy.

On Saturday, August 4, this house is said to have played to the largest first day's business in its history.

Lew Cody in "Beau Broadway" held forth at Loew's State and aided by the last stage presentation this theatre will have in some time to come had a satisfactory week. Loew's goes to sound pictures the week of August 11 and will eliminate its stage entertainment entirely.

The Missouri theatre with "Forgotten Faces," an old-fashioned silent movie, and Frank Fay's stage offerings obtained its share of the cash customers floating around the Grand and Olive amusement district.

The Grand Central repeats with "Lights of New York," the first complete talking picture to reach St. Louis, and continued to gross good returns. It was the fourth week of its run, attesting to its success.

The St. Louis theatre, Grand and Delmar boulevards, had on its screen "Tenth Avenue," a New York underworld picture. It had a good week.

Albany

ALTHOUGH the weather was of the mid-summer sort in Albany and Troy during the past week, business at the motion picture theatres in these two cities continued fairly satisfactory.

At the Mark Strand in Albany, "The Mysterious Lady," featuring Greta Garbo, did good business. The feature was coupled with two Vitaphone presentations.

At the Mark Ritz, "San Francisco Nights," well advertised, played to good crowds throughout all six days.

At the Leland, there was a split week, the first in some time, enabling C. H. Buckley, the owner of the house, to clear his decks of remaining pictures, in order that by the latter part of the month he will be in shape to begin showing the new product.

For the first half of the week, "The Missing Link" played to just ordinary business during the evenings, while the matiness fell off. The remainder of the week found "Lingerie" holding the boards as the feature attraction. This picture did fairly well.

At the Clinton Square in Albany, "The First Auto" and "The Tigress" played to paying business.

Probably the best bet of the entire week in Albany fell to Proctor's Grand, where Charles Ray appeared in person to crowds that packed the theatre afternoon and evening. Mr. Ray was greeted with more applause than any of the several screen stars that have recently appeared here in person.

Business at the neighborhood houses was rather spotty, some reporting satisfactory, while others were inclined to complain.

In the neighboring city of Troy, Clara Bow in "Ladies of the Mob" went over well and made money. The titian-haired beauty is a prime favorite not only with the flappers of the collar city, but others as well, and can always be banked on to draw crowds no matter what the weather may be or how strong the counter attractions.

The Lincoln used "Lingerie" for the first half of the week to fair business and "Turn Back the Hours" with "The News Parade" went over nicely.

Apparently residents of Troy have a keen desire to get their money's worth and double features appeal at practically all houses. Proctor's theatre in Troy used Charles Ray in person to great business during the last three days of the week. Not only did Mr. Ray make a personal appearance, but the house showed his picture, "The Count of Ten." During the first of the week the theatre used "Something Always Happens," the picture apparently pleasing.

Boston

BUSINESS was reported as very fair at the down town theatres during the past week with considerable improvement over the previous week. None of the theatres look for any marked increase in business during the next fortnight, but following Labor Day returns ought to again show marked improvement.

Summer tourists have brought considerable transient business to the larger down town houses, while the suburban theatres have enjoyed an average summer to date with fewer theatres closing for the vacation season this year than ever before.

Metropolitan theater reported improved business for the week with "Forgotten Faces" as the feature film.

"The Cossacks" at Loew's State was cordially received and the box office showed improvement over the past two or three weeks.

Loew's Orpheum, with "Topsy and Eva" showed a similar improvement for the week.

The double bill at the twin theatres of the NETCO, the Modern and Beacon, showed "Lingerie" and "If I Were Single" and the box office reported a very favorable showing for the week.

Other films shown last week were "The Actress" and "The Play Girl" for a double feature at the Bowdoin Square; "The Scarlet Dove" and "Hot Heels" at the Exeter; "Street Angel" at both the Fenway and Washington Street Olympia in keeping with the new plan of Publix in showing the same film simultaneously in these two down town theatres; "The Magnificent Flirt" at the Keith-Albee Boston; "Happiness Ahead" and "Riding for Fame" at the Lancaster and "Tenderloin" at the Scollay Square Olympia where, despite the former showings in Boston, it enjoyed a good week.

Suburban films reporting good business for the week include "Easy Come, Easy Go" and "The Vanishing Pioneer" at the University; "Hot News" and "The Wagon Show" at the Central Square; "Lonesome Ladies" and "The Cowboy Kid" at the Harvard Square; "Partners in Crime" at the Codman Square; "Laugh, Clown, Laugh" and "His Tiger Lady" at the Capitol and "The Actress" at the Embassy.

Salt Lake City

VERY satisfactory business has been enjoyed for the mid-summer season at the downtown first run theatres here this past week.

The weather has varied from pleasantly cool to very warm again, but some very selective picture programs have done their share toward good business.

The Capitol theatre presented as the feature picture "See You in Jail" in addition to a stage offering titled "Television Idea," both proving to be first class drawing cards, having played to fairly good sized houses.

The Pantages theatre enjoyed a very good week, the picture offering having been Ramon Novarro and Renee Adoree in "Forbidden Hours." A vaudeville bill is also offered here.

The comedy picture, "The Head Man," with Charlie Murray, Larry Kent and Lorena Kent, at the Paramount Empress theatre, drew fairly good sized houses.

Buster Keaton's latest release, "Steamboat Bill, Jr.," at the American had exceptionally heavy exploitation and drew above the average crowds at the American.

Dolores Costello and Conrad Nagel in "Glorious Betsy" at the Victory is breaking all previous records. This is in conjunction with Vitaphone.

Rudolph Schildkraut in "A Ship Comes In" did very well at the Gem.

Dolores Del Rio in the second showing of "Ramona" filled the houses throughout the week at the Rialto.

Kansas City

WITH the Newman closing the latter half of the week the first run patronage was distributed among one less house last week, the Newman closing for about two weeks for remodeling and wiring for Movietone and Vitaphone.

"Home James," starring Laura La Plante, played to a good week's attendance at the Uptown.

Greta Garbo in "The Mysterious Lady" also did well at Loew's Midland, playing to a bit better than fair attendance throughout the week.

At the Mainstreet "Hit of the Show" also drew well, although not above the average of the last few weeks.

"None But the Brave" played to a fair week's business at the Pantages.

"Just Married" at the Newman did a good business until that house closed temporarily. The Tunney-Heeney fight pictures, at 50 cents top, drew fairly well, although the attendance did not come up to expectations.

"Lights of New York," a Vitaphone picture, held up well all week at the Globe.

Baltimore

ANOTHER stifling week of heat and humidity confronted Baltimore beginning Monday, August 6, winding up on Saturday with a heavy rain, causing havoc all through Southern Maryland, which made the thermometer drop about fifteen to twenty degrees on Saturday.

In spite of the hot weather, however, several theatres did excellent business during the week.

Among them were Loew's Century, with "The Mysterious Lady," on the same bill with Harem-Scarem, a stage presentation act. Business was excellent at the refrigerated house throughout the week.

"The Perfect Crime" proved a very good attraction at the Rivoli with sound, dialogue and musical accompaniment and other talking films on the same bill. A high average of business was consistent during the week.

At the New theatre, "Street Angel" proved an excellent patron pulling attraction for the week following its opening on the previous Saturday. This had sound and musical accompaniment and business built up as the week went on.

"Forgotten Faces" was conceded to be one of the best underworld pictures that has been shown here. It did a good business at the Stanley. On the same bill was "In Jail," a stage presentation act.

Only a fair business was done at the Keith-Albee New Garden with "A Man's Past," featuring Conrad Veidt and Barbara Bedford, which was an excellent feature production. Six acts of Keith-Albee high class vaudeville were on the same bill.

Loew's Valencia had "Circus Rookies" feature attraction but while this was fairly funny it did not match up with the two reel Hal Roach comedy, featuring Max Davidson. Business was poor despite the lowering of prices to 25 cents for matinees and 35 at night. The musical accompaniment furnished by the non-synchronized device was poor, sounding like a ten dollar phonograph.

The Keith-Albee Hippodrome had "Sally of the Scandals," starring Bessie Love and there were five acts of Keith-Albee family time vaudeville on the same bill. Business was less than fair throughout the week, although the picture and acts were entertaining.

The Little theatre had a very hard week with "The Last Moment," but this was attributable to the hot weather rather than to the film, which was thought to be very good by those who saw it.

Milwaukee

MILWAUKEE has finished its third week of hot weather and poor theatre business, with a promise of cooler weather and better business for the next week. Things were pretty quiet in the local theatres when the thermometer hovered around 90, Milwaukee's idea of blistering heat.

"Lights of New York" ended an extended run at the Garden, drawing fairly good houses in its last week.

The Palace-Orpheum enjoyed good business with a strong bill, headed by "The Cops" as photoplay feature.

"Forgotten Faces" at the Wisconsin favored very slim houses.

"The Raider Emden" at the Merrill and "The Magnificent Flirt" at the Strand were accorded very poor business.

The Riverside drew fairly large houses. Here "U. S. Smith" was featured. The Alhambra is dark while it undergoes installation of Vitaphone and Movietone. It will be opened about the first of September.

Neighborhood theatres too were not over popular throughout the hot spell. The Uptown, Garfield, and Modjeska, although emphasizing "cool matinees daily" did not do very well with "Shepherd of the Hills."

The Oriental and Tower featured "The Street of Sin" with about the same results.

Harrisburg, Pa.

STRONG picture offerings attracted fair sized midsummer crowds to the Harrisburg theatres, despite excessive heat for the first five days of the week. A sudden change to delightfully cool weather stimulated business to a material extent on Saturday evening.

"Warming Up," starring Richard Dix, at the Victoria, had a strong appeal for baseball enthusiasts, and the newspaper reviewers also found in it a lot that was meritorious aside from its attraction for fans of the diamond. As an added attraction "Cruising Through the Arctic," a picture of the George Palmer Putnam Arctic exposition, brought a cool breath from the ice-bound regions that was acceptable to perspiring patrons.

Greta Garbo, in "The Mysterious Lady," supported by Conrad Nagel and a number of former members of the Russian nobility, made a very favorable impression on the patrons of Loew's Regent and held public interest throughout the week.

At the Colonial, where Rin-Tin-Tin, the canine star, was the main attraction in "A Race for Life," the attendance was large considering the hot season, and critics declared the dog actor lived fully up to his reputation for providing thrilling entertainment.

The film attraction at the State the first half of the week was Hobart Bosworth in "After the Storm," and the last three days the screen play was "None But the Brave," both of which received favorable comment.

"The Lone Eagle" at the Grand did good business, and William Haines in **"Telling the World,"** which several weeks before had made a big hit in Loew's Regent, continued to arouse interest when the picture was shown for a second run at the Russell. The author of the book on which this play is based—Dale Van Avery—is a former Harrisburg newspaperman, and this fact increased the local interest.

Dallas

A WEEK of unusually hot weather had the expected effect on the Dallas theatre business and business was off at all first run houses, but there were no losses incurred for the past seven days. In fact, business was all that could be expected under the circumstances and attendance was beyond expectations.

At the Melba "A Certain young Man" with Ramon Novarro proved to be an unusually good card and business was gratifying. Four Vitaphone shorts were included on the program and comment was very favorable. When the theatre going public of Dallas think of the "talkies" they think of the Melba first, as this theatre was the first down-town theatre to install Vitaphone, and from indications, this has meant a great deal to the Melba.

"Horsemen of the Plains" with Tom Mix checked off a good week for the Majestic, and business was much better than was expected. Mix still has a drawing power in Dallas, but is not considered an attraction of first rank at down town theatres. However, the Majestic has always made money on Mix's pictures, although attendance invariably drops below that of ordinary features when it is a Mix picture. A good Interstate vaudeville bill completed the program and pleased the patrons.

"The Mysterious Lady" with Greta Garbo and Conrad Nagel brought the Place an unusually good attendance, everything being considered. Through good publicity, the Palace has checked off two exceptionally good weeks in the face of adverse conditions and shows a very pleasing profit. The Publix stage show "Steps and Steppers," headed by Eddie Stanley, easily accounted for one-third of the business.

At the Capitol, "Husbands for Rent," with Owen Moore and Helene Costello and "Brass Knuckles" with Monte Blue and Betty Bronson, secured only a fair attendance and totals for the week were low.

"The Head Man," with Charlie Murray and Loretta Young, and "Three Sinners," starring Pola Negri, failed to account for more than the average week at the Old Mill and receipts were not big but maintained the fairly good average which has been established by this theatre for the past several weeks.

At the Arcadia, **"The Little Shepherd of Kingdom Come,"** with Richard Barthelmess; **"Wickedness Preferred,"** with Lew Cody and Aileen Pringle, and **"The Dragnet,"** featuring George Bancroft, Evelyn Brent and William Powell, **counted for a full house each evening and totals were exceptionally good.**

Los Angeles

PARAMOUNT'S first sound picture, "Warming Up," opened at the Metropolitan to capacity and is drawing better than any attraction in that theatre for some time. It is a baseball story, starring Richard Dix, and it appears that the combined popularity of the star and interest in the "talkies" has set a new speed for this down-town house.

At Loew's State business a shade above average is reported. The attraction, "The Red Dance," in which Charles Farrell and Dolores Del Rio hold forth in a Fox made offering.

Twice daily at the Carthay Circle, "Lilac Time" continues to show to capacity and as yet there is no perceptible falling off of business. This attraction, starring Colleen Moore in a First National offering is enjoying spendid business for four weeks.

"Lights of New York" continues at Warner Brothers theatre in Hollywood and is still going strong with the picture showing four times daily.

"The Man Who Laughs" succeeds "Tempest" at United Artists theatre and will have to do well to surpass the splendid business enjoyed by the Barrymore picture, which made a record.

"White Shadows of the South Seas" goes into its second week at Grauman's Chinese. Favorable reports on the picture seems to have promoted good business in general, although visiting population is no small consideration where the Chinese is concerned.

Altogether, amusement enterprises embracing motion pictures in this territory, are not curtailed for want of patronage. Give them a show and they pay.

Indianapolis

EXTREME hot weather continued to effect box office receipts in Indianapolis movies last week. None of the downtown houses did satisfactory business.

The Indiana theatre's attendance was bolstered by the talking picture policy which was adopted for the first time last week. "Four Sons," with an all-star cast, was the first sound picture at the Indiana. A synchronized newsreel and Stuart Barrie at the pipe organ were other attractions. The stage band policy was dropped temporarily during the absence of Charlie Davis' band on tour in the East.

Stuart Walker stock closed the season at Keith's last week, throwing some additional business to movies until the fall opening of the Keith house.

"Beau Broadway," with Lew Cody and Aileen Pringle, the film at the Palace, did fair business. Harry Fox, master of ceremonies, ends a six weeks engagement at the Loew house with "Hello Talkies" the coming week. Loew's will start talkies with "Detectives."

"Lights of New York" was held over for another week because of its popularity at the Apollo.

"The Foreign Legion" at the Circle did below average business.

Philadelphia

ANOTHER week of extreme heat with high humidity kept business at the moving picture theatres at a low ebb. There were no outstanding attractions and grosses were rather low at all the first run houses.

The Stanley with Richard Barthelmess in a dual role in the "Wheel of Chance" and an excellent stage presentation, "A Garden Party," featuring the Marie MacQuarrie Harp Ensemble, with Jack Kaufman acting as master of ceremonies, had a fair week. The first all talking pictures to be shown in Philadelphia, **"Lights of New York,"** will appear at the Stanley the week of August 20th.

Business at the Karlton, with Ramon Novarro and Renee Adoree in "Forbidden Hours," was better than the preceding week.

This was rather an off week at the Fox with "None But the Brave" on the screen. The only noteworthy point about this film was a good color sequence presenting a beauty contest. The stage presentation was fair and business was the same.

D. W. Griffith's "Drums of Love" at the Stanton did not draw as good crowds as "Cossacks," which preceded it at this house.

The Arcadia with "Lady Be Good" had a better week than the preceding one, though business was nothing to boast of.

The Forum had a fairly good week. The first half of the week **"Sailors' Wives"** on the screen and the Clowning Entertainers in a lively act "Behind the Wall," pleased the audience. The second half **"Burning Daylight"** with Milton Sills, and a complete stage show **drew fairly good evening crowds.**

The Carman, with "Hell Ship Bronson," on the screen and an entertaining stage show, "Flashes of Broadway," **played to fair business.**

The "Our Gang" contest proved a good business getter for the Stanley Company's Earle theatre, where the eliminations in the choice of six members of the local Gang comedy were held.

Portland

UNDER the new policies now in force at some of the leading theatres attendance has more than held its own at the first run houses. This was helped considerably by the 16th Annual Buyers' Week, which brought many from all parts of the Coast, including Alaska.

Mexico's Motorcycle Cossacks on a Good-Will tour of the United States was the headine act at Pantages. **On the screen "Roadhouse," starring Lionel Barrymore, brought out capacity houses.**

Our old favorite, Will King, was welcomed in Fanchon & Marco's idea "Theatrically Speaking," on the stage, who was ably assisted by Don and Iris Wilkins, the latter at the Wurlitzer. **"Forgotten Faces" was the screen attraction and drew fairly well.**

"Four Sons," beautifully photographed and admirably acted, swelled the attendance at the Broadway. Praiseworthy accompaniment, via Movietone. George Stoll rendered his usual number of violin solos, while on Monday Herman Kenin and his Multnomah Hotel orchestra held the stage.

"The Law and the Man," with Tom Santschi and Gladys Brockwell, brought in some nice business at the Cozy Capitol theatre.

All attendance records are being broken as "Lights of New York" goes into its third week at the Blue Mouse. In addition, three Vitaphone acts and Clark and McCullough providing Movietone entertainment.

Alice White, who may compare with Clara Bow, was the main attraction on the screen at Tebbett's Oriental in "Lingerie." Glen Shelly offered a number of musical novelties on the Wurlitzer, **and another good week was registered at the box office.**

At the leading suburban house Hollywood, Raquel Meller rendered a bouquet of songs and on the screen Ford Sterling **"Chicken a La King."**

Atlanta

"STREET ANGEL," with full Movietone accompaniment, brought the Howard theatre one of its biggest weeks. The Fox opus was easily the biggest box-office attraction in town last week, and despite sweltering heat it registered powerfully. It was, however, a conspicuous fact that of the three newspaper reviewers who essayed signed criticisms of the picture, only one showed an intelligent appreciation of the production. But the public seemed to sense the "Street Angel" was out of the ordinary, for the attendance surpassed the previous week when "Warming Up" wrote up a highly satisfactory business.

Keith's Georgia drew a larger box-office than average with "A Thief in the Dark" as the picture attraction, but major credit must go to the excellent vaudeville bill headed by Lasses White, and including as supporting acts Walter McNally, Irish baritone; and Harry J. Conley, in "Slick as Ever."

Remarkably enough the Capitol rode high with a Fox reissue, "Honor First," featuring John Gilbert and Renee Adoree. John Gilbert's tremendous popularity is responsible in large measure for corking business, though the stage presentation, a tabloid version of "Getting Gertie's Garter," by the Eviston-Napier company, comes in for its share of credit.

At Loew's Grand, Greta Garbo and Conrad Nagel brought below the average house. Incidentally, the largest story on the theatre section this week was the offering of Movietone News by the Grand, this being the first big story to be given any of the theatres upon the opening of Movietone under a newspaper reviewer's name, although three other theatres installed it some time ago. Victory is sweet.

"Parisian Love," among the first of Clara Bow's releases, showed at the Metropolitan to poor houses.

The Rialto enjoyed a fair week with "Lights of New York," which is being held over for a third week's run. Although the business has not been very good, it has been steady and strong enough to stand another week.

Three westerns brought a good box-office to the Tudor, while five second runs and a "Stronger Will" held the New Alamo at its usual high peak.

San Francisco

AS the thermometer in San Francisco has not reached a high peak to date, and, especially, not during the past week, and as pictures generally were what the people wanted, the evenings and especially the two opening nights at the first run theatres, reported good business. Three leading theatres did exceptionally well.

"The Mysterious Lady," shown on the screen at the Loew's Warfield, together with the Fanchon & Marco Idea "Spangles" and Rube Wolf and the Fox "Talking News," crowded that theatre all week. Everything shown was well liked.

"Lady Be Good," shown at the Granada theatre, together with Publix Revue, "Hula Blues," and Frank Jenks' Band drew well, there being not one evening that this theatre was not crowded.

"The Lights of New York," shown at the Embassy theatre, did much better business than contemplated. The first night its box office receipts were bigger than Al Jolson's first night picture here. Business continued remarkable the entire week.

The El Capitan was crowded all week with the picture "The Toilers." Here also was shown vaudeville acts. This is the city's largest theatre.

"The Street Angel," together with Movietone Music, did not draw so well during the past week, although the picture was well liked by all who saw it. This was its third week.

The Pantages did fairly well with "Road House" and vaudeville acts, and the Golden Gate theatre reported excellent business with "Vamping Venus" and a specialty of 35 Mexican soloists and band men.

The Union Square theatre did well with the picture, "Romance of a Million Dollars," together with vaudeville acts.

In the residential districts, the Alexandria theatre reported fair business with the picture "Ladies Night in a Turkish Bath," as did the Coliseum theatre where "Hellship Bronson" was shown on the screen, together with vaudeville acts.

"Sorrell and Son" drew well at the Majestic theatre.

Minneapolis

THREE of the hottest days of the summer—one of which set a season's record of 95 degrees—did much to hurt the business of theatres which were not equipped with cooling systems. Minneapolis has a great many swimming beaches within its limits, and it wasn't hard for the movie fans to forget the picture theatres during the hot spell and seek relief in the cooling lake waters.

However, the State theatre did another excellent week's business with "Lights of New York," the first picture in its history which has been held over for a second week. Minneapolis certainly seems to be sold on the talking pictures, if its reaction to this picture is any indication.

Greta Garbo in "The Mysterious Lady" made the turnstiles click briskly at the Minnesota; much of the crowd, however, may be credited to the fact that the 28 finalists in the Tribune-Publix Opportunity contest were appearing at the theatre in connection with the Publix stage unit "Knick Knacks."

The Heeney-Tunney fight films finished up their run in the middle of the week after a profitable showing, and then Fred Thompson in "The Sunset Legion" moved into the theatre and pleased the western fans.

At Pantages, the picture attraction was "A Thief in the Dark," while Bessie Love in "Sally of the Scandals" made a very satisfactory feature for the Hennepin-Orpheum program.

Neighborhood houses suffered quite a bit during the worst of the hot weather, despite the fact that the Loring, Lagoon, Rialto, Lyndale and American were showing such pictures as "The Cossacks," "Laugh, Clown, Laugh," "The Hawk's Nest," "Honeymoon Hate" and "The Dragnet."

Tampa

ANOTHER "off" week. This time the tropical storm can be blamed for a goodly portion of the slump. During the storm period the Victory, which brought in the first 100 per cent talkie, "The Lights of New York," for a 10 days' run, was the only house that got anything that looked like a real crowd. This picture is going over very big and it looks as though it will hang up a record next week.

"A Reno Divorce" was featured for the first half. It failed to draw.

The Tampa had "No Other Woman" as the feature of the first half. Miss Del Rio is getting quite a following here and Sunday was very good. Monday also went over good. Not up to "Ramona," but still good for the time of the year. Then the storm, and blooey, business all shot.

The Strand line-up for the week didn't seem to click. There was "A Thief in the Dark," "Name the Woman" and "The Devil's Trademark." Business on all of them came up to the average of the house.

The Franklin had a pretty good week, outside of the two days of the storm. Chaney, a real favorite here, in "Shadows," did nicely for Sunday and Monday. The second runs used were "The Heart of a Follies Girl" and "The Big Parade."

Ottawa

FAIR pictures attracted more than average summer notice at Ottawa, Ontario, and Hull, Quebec, theatres during the week of August 6. The week started off with Civic Holiday and outdoor attractions were few, so the people went to the theatres. Those who went motoring over the holiday, took in the shows on Tuesday, attendance on Tuesday being the highest of the week, ehibitors reported. It was also a fact that matinee crowds were strong at downtown houses. In this connection, it is interesting that Manager Robertson of the Fern, a neighborhood house, is now running three matinees a week, instead of one, because of popular demand.

Everybody was enthusiastic about the bill at B. F. Keith's theatre, the feature of which was "Buttons," along with five good acts. Matinees were as good as evening performances in the matter of crowds, many juveniles being on hand for Jackie Coogan.

"A Certain Young Man," starring Ramon Novarro, looked like an old picture, though only recently released. People talked more about the special color picture, "Cleopatra," which went with it, this being very interesting. The two together made a show.

"The Imperial had a better week than any for some time past with "Glorious Betsy." This pleased all ages and all types of patrons who were numerous.

The Centre theatre had "Man Crazy," with Dorothy Mackaill, for the first half and it was light summer entertainment for the younger ladies who were out in fair force. "The Desert Bride," with Betty Compson, proved to be more popular, even though the Centre and the Eden theatre, across the river in Hull, played it simultaneously.

One of the most popular features of the Laurier theatre, Hull, in some weeks was "Drums of Love," the current attraction, large crowds appearing to enjoy it.

The Fern theatre enjoyed an extra bit of prosperity with the final chapter of "Hawk of the Hills," along with "The Clown" as the feature.

Business at the Columbia was average for "The Bugle Call" and an instalment of "Masked Menace."

The Rex was fairly busy with neighborhood patronage with "One Round Hogan" and a chapter of "Trail Tiger."

Pittsburgh

LOEW'S PENN had another big week, with Greta Garbo and Conrad Nagel in "The Mysterious Lady" as the screen attraction. This is an enthralling photodrama, with Garbo and Nagel doing the best work of their careers. The stage presentation, the Publix Unit, "West Point Days," was a beautiful offering, breath-takingly costumed.

The Stanley turned in another big week with the third of the "talkies." This time it was "The Lion and the Mouse," and the fans here seem to have gotten a big kick out of Lionel Barrymore's voice. Stage presentation was "In Hawaii," of but average entertainment.

The Grand had a better-than-average week with "United States Smith." This is one of the best independent releases of the current season, and it went over well with the Grand audiences.

The Cameraphone had another double bill—"A Certain Young Man" and "The College Widow." Business was fair.

First half of the week at the Liberty saw "Sailors' Wives" and "Green Grass Widows" holding the screen for the last half. Both but average entertainment, and business not so good.

The Alhambra did a surprising week's business with "Bringing Up Father." The film was heavily advertised, and as a result they got the crowds. It seemed to please fairly well.

Opinions on Pictures

Just Married

A Slight Tid-Bit, Fairly Amusing

(Reviewed by Laurence Reid)

THERE'S nothing much to this one. There wasn't much to it when it appeared as a stage piece, the interest being held through some amusing antics and clowning by the players. As a picture much of its effervescent charm is lost, but it succeeds in stimulating a moderate amount of chuckles through playing up the inebriated condition of a character or three. Two of the boys who are in their cups are played by James Hall and Harrison Ford. And the action for the most part transpires on an ocean liner.

The idea is based on mistaken identity with the principal prop built around much confusion. This calls for much embarrassment on the part of the feminine travelers. The bridegroom gets into all sorts of jams in trying to locate his pal. He is invariably stumbling into the wrong state-room. And that's the way it keeps going from beginning to end. It gets somewhat monotonous inasmuch as it's framed from a single premise. And slapstick enters to perk up the laughs.

Altogether it is a pleasant number for the summer trade—even with ice-cooled theatres. It doesn't demand much thinking nor much exertion from laughing. In fact it would be safer if you just smiled over its passages—and let it go at that. The actors mentioned above, contribute what sparkle it carries. Ruth Taylor dresses neatly, but hasn't revealed any growth of talent since "Gentlement Prefer Blondes."

Drawing Power: For neighborhood houses and feminine trade. **Exploitation Angles:** Affords many opportunities for teaser campaign through title. Might ballyhoo with ideas to embarrass honeymooners, through placards, etc. Play up cast—mentioning Miss Taylor in her earlier success.

Produced and **distributed** by Paramount. **Length**, six reels. **Released**, August, 1928. **Cast:** James Hall, Harrison Ford, Ruth Taylor, William Austin, Ivy Harris, Tom Ricketts, Maude Turner Gordon, Lila Lee, Arthur Hoyt, Wade Boteler.

Lost in the Arctic

Interesting Account of Life and Adventure in Frozen North

(Reviewed by Laurence Reid)

A FIRST travelogue of the frozen North looms up as highly interesting film fare in this number. It isn't another "Nanook." It doesn't pretend to be. But it does release an authentic account of adventure in the cold spaces up yonder. The sponsors, H. A. and Sidney Snow (father and son, you know) were also responsible for that memorable wild animal picture. "Hunting Big Game in Africa." Having done a neat job by that effort one naturally expected them to duplicate it with the new opus. And it is O. K. all the way.

As presented in New York it has sound synchronization accompanying it. The effects are good enough with the sea gulls, but not so good with the walruses. This isn't so important. What is important is the kick in the picture—which shows a chase of a bear over ice floes and his ultimate capture with the lasso and a net. The camera work is particularly fine when some remarkable telephoto shots are revealed. The scene of the whales also comes in for applause.

The picture has its excuse through Stefanson's expedition to the North several years ago—which had one boat crushed in the ice and a group of sailors lost. The mystery attached to these men accounts for the present film. There is fine photograph of ice floes, glaciers and the passions of the open sea. And the bird life hasn't been overlooked. In fact it captures every specie of life in the far North. And as a result contains an educational value which can't be denied.

Produced by the Snows. **Released** by Fox.

White Shadows of the South Seas

Mostly a Travelogue

(Reviewed by Laurence Reid)

THE South Sea pattern has been done countless times, but the manner in which this picture was ballyhooed as something different one imagined that they would shoot the works in accomplishing an extraordinary entertainment. The original director, Flaherty, stepped out to be replaced by another. And all he's done is to capture bits of the native life and collect an array of marvelous scenes. The story is not so hot. The idea has served the screen since it wore swaddling clothes. It features a derelict who gives up civilization and who resolves to stick around on the islands, even when the white girl comes out of the West.

There are some shots which are interesting. The saving of the chieftain's son from drowning, the picturesque camera display in the skies, and the manners and customs of the natives in carrying on their daily routine—these aid in giving the picture a definite scenic appeal. But it gets nowhere in its story. And lacks any quality of action and suspense. Had the director gone about fashioning some battle scenes of warring tribes (even if this suggestion is old-fashioned) it would have contained a semblance to a kick. But the way it is treated it is nothing but an excursion with a camera. The acting is but fair.

Drawing Power: Ballyhooed it should do well enough. Suitable for average houses. **Exploitation Angles:** Feature author whose book created a sensation when it first appeared. Bill as scenic study of the South Seas. Play up the lives of the islanders, etc.

THEME: Romantic drama of white derelict and native South Sea girl.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length**, eight reels. **Released**, August, 1928. **Cast:** Monte Blue, Raquel Torres, Robert Anderson. **Director**, W. S. Van Dyke.

"Sky Scrappers"

(Universal—One Reel)

SOME of the cleverest bits of animation the writer has seen to date in a film cartoon, were witnessed in the screening of Universal's latest Walter Disney offering. The pen artist has injected many novel twists and gags into this Oswald number, which deserves a rating of very good entertainment.

Oswald this time is a steel worker, engaged in construction of a huge skyscraper. The noon whistle blows and he drops to earth, where he is met by the girl friend, who sells lunch boxes Wolf, the villainous foreman, high up on the steel framework spies the happy pair, and lets go a grappling hook, catches the lady and hauls her up for himself. Oswald, thus thrown into a rage hoists himself through the air by rope, and there then follows a hard fight between he and Wolf. Wolf chases Oswald out on a dangling girder, and they both spin round in mid-air. Finally Oswald outbalances the irate foreman, hurling him into space and then rescues the girl.—GEORGE J. REDDY.

"Felix the Cat in Astronomeows"

(Educational—One Reel)

FELIX takes a leaf from the scrapbook of scientification stories and like a heroic brain-child of a Verne or Wells journeys through the ether to the neighboring planets. By a method extremely simple he arrives at the red planet as the ambassador of all cats and with the thought in mind of negotiating with the Martians to obtain a part of their world where the fellow cats could settle. Felix is in revolt against old Mother Earth, where, he declares, cats live a dog's life. At first he finds Mars as rough and ready as the earth he has left, but after he has rescued a Martian emperor, he finds Mars a very comfortable place on which to live. So he notifies his brethren back on the earth, and the big migration of cats from one world to another begins.

The cartoon work is finely done, the drawings of Mars and another planet, Saturn, being very imaginative. The queer creatures that Felix meets while on Mars are also original and fantastic. Even the universe seems small for the extremely capable little black cat.—RAYMOND GANLY.

"The Newlyweds Hard Luck"

(Universal—Two Reels)

(Reviewed by George J. Reddy)

A MERRY mix-up of fun is supplied in this newest Stern Brothers Snookums comedy, presenting the talented "kid" actor Sunny Mc Keen. The young comedian aided by his usual good surrounding cast, makes of this release one of the best comedies in this series.

"Snookums" begins his mischief making with a game of golf about the house, and causes no end of damage. Mrs. Newlywed then comes across the idea that her angel child has swallowed her diamond ring, and places in an S.O.S. for hubby, who arrives on the run with a doctor. Matters looked black for Snookums until it was discovered that the pet monkey had the ring. Peace restored the Newlyweds hasten to a dinner, where hubby is to demonstrate his invention for making rain. Snookums proves a disgrace at the table, so to cover their embarrassment the newlyweds suggest an immediate demonstration of the machine. Snookums messes up with the controls and our friends are last seen scrambling in a downpour.

News Reel Resume

Paramount News

No. 5.—Rome welcomes Nobile; air field lookout for planes in distress; gymnasts drilling at Cologne; Herbert Hoover at work on campaign speeches; Lindbergh takes Harry Guggenheim aloft; freak Illinois wreck which killed ten; bouncing pastime for babies; Commander Byrd introduced to the radio audience by Mayor Walker; camera magic turns dog days into beehives of activity in Chicago and New York; at the Olympics.

No. 6.—Nations fighting it out at Amsterdam; surfboard riding in the Pacific; war weary throngs at Peking; Thomas Hitchcock wins place on America's polo team; a wing propeller tested in Berlin; an ostrich farm in Cal.; ruin wrought by hurricane along Florida coast; ship-to-shore service inaugurated by airmail planes; Herbert Hoover giving his acceptance speech at Palo Alto.

M-G-M News

Vol. 1, No. 104.—200,000 in parade at Cologne gymnastics; American yacht, Nina, winner of trans-Atlantic race to Spain; Nobile in Copenhagen; beauty contest at Philadelphia; English girls inaugurate a new sport; rare orang-outang for Calcutta zoo; champion athletes at the Olympics.

Vol. 2, No. 1.—Herbert Hoover delivering his acceptance speech; Italian troops haul guns up Alps in war maneuvers; airplane shot from ship 450 miles out at sea; Rome welcoming Nobile; Hurricane's ruin in Florida; electric engines in successful tests at Erie; U. S. athletes winning at Olympics.

Kinograms News

No. 5421.—France retaining the Davis Cup; new U. S. army fliers; Aviator Donahan killed in crash; new German ships sail on land or water; another rocket auto blows up; a queer acquisition at the Bronx zoo; U. S. scoring in the Olympics.

No. 5422.—100 girls swim two miles in Chicago race; motoreyelists speed through dust clouds at Palatine, Ill.; 267 yachts in annual contests at Marblehead, Mass.; shooting plane off ship at sea saves one whole day in trans-Atlantic airmail service; choosing the girl with the prettiest back at Los Angeles; Herbert Hoover delivering his speech of acceptance.

Fox News

Vol. 9, No. 91.—Wrecked Polish fliers saved off Portuguese coast; Capt. Courtney and crew in New York; President and family visiting Minnesota's iron mines; society dog show at East Hampton; German boys and girls compete as gymnasts; Gov. Smith reviewing National Guard; 25 couples celebrate their golden weddings; scenes at the ninth Olympics at Amsterdam.

No. 93.—Italy honors Nobile; Atlantic airmail service inaugurated at sea; Canadian boys win two Olympic races; "ladies' day" on Negro golf links; chiropractors select most beautiful back; Hoover accepts at Palo Alto; Gov. Smith in Chicago.

Pathe News

No. 67.—W. F. Varney, candidate of Prohibition Party; baby boy learns how to dive; 40,000 gymnasts drill in competition at Cologne; racers race in dust clouds of Missouri track; Portuguese rebels defeated at Lisbon; America's athletes achieve victories at Olympics; war veterans visit Washington's home at Mt. Vernon.

No. 68.—Throngs hear Hoover's speech; Gov. Smith in Chicago; Italy welcomes Nobile; ocean craft beached after crash in fog; Japanese army sent home from Shantung; American winners in the Olympics.

International News

Vol. 10, No. 65.—Airmail plane shot from ship at sea; charming display of backs at pretty girl contest; Herbert Hoover outlines his policies at notification ceremonies at Palo Alto; Navy oarsmen race for fleet honors; tropical storm's wake of destruction along Florida coast; Italians warmly welcome Nobile; with the Yankee athletes at the Olympics.

The Cruise of the News

(*Continued from Page* 543)

the theatre dragging "admissions" behind them and even the richer ones arrived in expensive cars and unloaded their youngsters with their stipulated string of tin-cans. It took a dozen city dump wagons most of the day to remove the pile of cans, reaching almost to the top of the marquee, to the dump. And the papers made a feature story out of it.

This is a corking idea and can always find a ready and willing ear from the city officials, the newspaper tie-up should be just as easy and none of us will doubt the value of these special kiddie matinees or morning shows as they always stimulate the older folks as soon as the kids get home to tell the story. Try it soon and see if it doesn't earn more than its cost in free publicity.

High Lights of the Canada Trip

On the second day of the Convention of theatre managers, a boat had been chartered and we set sail for Middle Island and Pelee Island, located on Lake Erie, and both on the Canadian side of the line. And it is well to mention right now that the spirit of the crowd was good even before we arrived in Canadian waters as was attested by the "Harmony"? singing that took place to the accompaniment of a cross between a Chinese horn and an oboe, ably played by Princess Yvonne's assistant, and "Bucky" Myers the genial mayor of Chillicothe, Ohio, who was used chiefly to balance the boat. Of course, it would not be nice to tell about Gus Sun's singing, but after the first attempt at Sweet Adeline it was conceded that someone was rotten and Gus said he might be bad too. But just the same no one on that boat could attempt to stop the punishment.

Fun Starts at Middle Island

Of course the real fun started after we reached Middle Island and tasted some of Canada's best, and aided by some food brought from Sandusky it was a great start for a great day.

It was a great trip and "Captain" Himmeloin of Sandusky deserves lots of credit for his handling as well as his nephew A. C. for the commissary dept.

I only hope I get around to the trip next year, its worth the journey.

7 Pathe Shorts Listed for August 26 Release

The Pathe short feature program for the week of August 26 is made up of seven short subjects, a comedy, a cartoon, a melodramatic serial, an educational subject and two issues of the Pathe newsreel.

Mary Ann Jackson, Raymond McKee and Ruth Hiatt are the featured players in "The Chicken," a Mack Sennett comedy directed by Phil Whitman and supervised by J. A. Waldron. The Aesop cartoon is "In the Bag." "Topics of the Day No. 35" is a collection of wit culled from the press. "Hidden Enemies" is the fourth chapter of "The Terrible People," the current Pathe chapter play. Pathe Review No. 35 is also on the list; it is comprised of "Skies of the South Seas," "Algerian Delights in Bou-Sadda Oasis," "The Gaudy Hibiscus" and "Lines of the Times," Pathe News Nos. 72 and 73 complete the shorts for the week.

"Pathe Review No. 33"
(Pathe—One Reel)

THESE Pathe Review single-reelers, rarely if ever miss out on being good entertainment, and this issue does not upset the rule. The pictorials contained in this offering are: "First Interview with Jim Crow and Family". Howard Cleaves, famous naturalist, achieves the only successful films of wild crows ever made; "Throwing a Big Party": Clare Briggs, Rube Goldberg, Peggy Hopkins Joyce, Joe Frisco and Crane Wilbur all snapped at the Actors' Equity Ball; "Tin Can Movement Takes Hawaii"; how the land of the Leis has gone very industrial by way of the pineapple can. A good release.—GEORGE J. REDDY.

"The Peep Show"
(Educational—One Reel)

THERE'S variety in this latest Hodge-Podge produced by the Lyman H. Howe studio. It has widely differentiated scenes and the geographical extent as covered by the camera is also wide. The various bits of novelty and educational information are taken from Trinidad, Alaska, Island of Bali, Peru, Germany and several of the United States.

Good program filler.—RAYMOND GANLY.

"A Cross-Country Run"
(Pathe—One Reel)

ACROSS-COUNTRY marathon race, featuring Paul Terry's regiment of animal characters, and including old Farmer Al., forms the animated story of the above mentioned cartoonist's latest effort. This film, though it does not depart from Terry's usual style, contains plenty of laughs, and will please.—GEORGE J. REDDY.

Regional News from Correspondents

Central Penn.

A PENNSYLVANIA charter of incorporation was issued at the capitol in Harrisburg to the St. Mary's Amusement Company, of St. Mary's, Pa., organized to "purchase, own, sell, manage and operate theatres." The stated capital is $75,000 and the full amount is paid in. There are 2,000 shares of stock of no stated par value. A. A. Straub, of St. Mary's, is treasurer and one of the incorporators, holding 60 shares of the stock. The other incorporators are H. C. Stackpole, of St. Mary's, who holds 100 shares, and Lyle G. Hall, of Ridgeway, Pa., 100 shares. Mr. Stackpole is a brother of E. J. Stackpole, of Harrisburg, owner and publisher of the Harrisburg Telegraph, a daily newspaper.

A deal that will ultimately give the Strand Theatre Company, of Allentown, Pa., operating the Strand Theatre on North Eighth Street, control of three additional Allentown theatres, has just been announced. The company has signed an agreement with Mainker & Mainker, contractors and builders, to lease the Franklin theatre, on Tilghman Street, which is now in operation, and two theatres now in course of construction by the Mainker interests. The latter two are the Nineteenth Street Theatre and the Capitol, the latter at 1020 Hamilton Street. The Nineteenth Street theatre will seat 1,000 persons and will be ready for opening about September 1. The Capitol will be completed later.

It is generally conceded the deal will place the Strand interests in a strategical position in the Allentown theatre field, where there are now about fifteen theatres in operation. Dr. Benjamin H. Stuckert and Oliver H. Gernert, owners of the Strand, will continue respectively as house manager and treasurer. Harlam E. Woehrle will be in charge of the theatres as general manager.

Announcement is made that the policy of the Strand, where first run Paramount pictures are shown exclusively, will remain unchanged. The policies of the Nineteenth Street and Capitol theatres will be disclosed later. Both will be de luxe modern theatres.

Clark Fiers, organist at one of the largest Scranton theatres of the Comerford Amusement Company chain, has been engaged as organist for the new $750,000 Colonel Drake theatre, just completed in Oil City by the Vemark Corporation. The new Colonel Drake theatre, Oil City, includes a $25,000 Wurlitzer organ in its equipment.

Two hundred employes of Stanley theatres in Lancaster, Ardmore, Chester and West Chester, held an outing at Sandy Beach, in the Susquehanna River, near Lancaster, on Sunday, July 22. There were contests and other diversions. Cleon Miller was in charge of the Lancaster contingent, while William LaPortes directed the Ardmore group; Jack Freier headed the West Chester delegation and Homer Lord, the party from Chester.

To permit faster progress in the work of rebuilding the Strand, the largest Comerford house in Sunbury, Manager J. M. Blanchard closed the theatre on August 6, and transferred the film programs scheduled for there to the Victoria, a smaller Comerford house. The Victoria programs in turn were transferred to the Chestnut Street theatre which was thoroughly renovated by a corps of 20 workers before the change was made.

Harry A. Goren, who recently went from Philadelphia to manage the Strand Theatre, Shenandoah, has just been elected a member of the Rotary Club in the latter city. He is owner of the Oxford theatre, Philadelphia, which he leased to the interests now operating it.

C. Floyd Hopkins, district representative in charge of a dozen Wilmer & Vincent theatres in Reading and Harrisburg, as "Admiral" of the annual cruise of several hundred members of the Harrisburg Chamber of Commerce who this year will go on a four-day jaunt into Canada, early in September, announced final details of the trip at a meeting of the committee of arrangements held August 9. "Admiral" Hopkins stated that many theatrical stunts will be provided on the tour for the entertainment of the business men. Wilmer & Vincent will take motion pictures of various incidents during the trip which will be reproduced later in one of the Harrisburg theatres.

The building formerly used as the Colonial theatre, seating 600, in Trumbauersville, was destroyed by flames on July 20, causing a loss of $10,000. The theatre had been closed for some time.

One of the features of the reports of Charles A. Ryan, superintendent of construction of the $600,000 Capitol theatre which the Comerford Amusement Company, of Scranton, is erecting in Williamsport, are moving pictures, made monthly, of the progress of the work. The first of these was "shot" when the steam shovel began operations for the foundations on February 20, and a set of movies has been taken on the 20th of each month since then. The pictures are supplementary to the daily and monthly reports of the superintendent and will probably be thrown on the screen at the opening performance in the theatre early this coming Fall.

The Comerford Amusement Company, of Scranton, announces abandonment of its intention to erect a legitimate theatre on the site of the old car barns in the central section of Scranton, and has sold the plot to the Government which will erect a new post office there. Some years ago the Comerfords bought the property for $225,000 and subsequently spent a considerable amount to transform the site into a parking place for the use of the patrons of the downtown Comerford theatres. The selling price to the Government was $300,000. The decision of the Masonic order to erect a theatre a block away is said to have influenced the Comerfords to reconsider their plan to build.

There was quite a shift, temporarily, among managers of some of the leading Loew theatres in Pennsylvania in carrying out their vacation schedule during late July and early August. While J. P. McCarthy, manager of Loew's Regent, Harrisburg, was visiting his old home town of Bridgeport, Conn., the gap was filled by the transfer of Jack Simons, manager of Loew's Aldine theatre, Pittsburgh, to the Harrisburg post. Afterward Mr. Simons relieved Robert Suits, manager of Loew's Colonial, Reading, while the latter took a rest of two weeks in Chicago, Detroit and other places in the Mid-West. E. J. Melniker, formerly manager of Loew's Regent, Harrisburg, but now manager of Loew's United Artists Theatre in Columbus, spent a vacation of two weeks in Harrisburg during July.

The Colonial Theatre, Allentown, a leading Wilmer & Vincent house, reopened with a gala special program on August 6, after having been closed to permit extensive interior renovations. Manager Robert Ferenbaugh announced there was a revised personnel of employes.

Several changes in organists employed by theatres in the hard coal mining belt have recently been announced. Philip Cusick, for six years at the console of the Savoy, Wilkes-Barre, has gone to the Poli theatre in the same city. William Keenly, organist at the Park, Palmerton, has transferred his allegiance to the Pastime, Lewistown. Harold C. May, for many years at the Garden theatre, Pottsville, has been appointed organist of the First Methodist Church, in that city, succeeding Professor C. Grant Sterner, of Ashland.

Des Moines

THE new theatre at Cedar Rapids, the Capitol, which was to be opened on August 23 will not be ready now until September. Delay in fulfillment of some of the building contracts has tied up the theatre. The scaffolding is still up and it will be impossible to open at the date originally announced. The report has not been verified but it is thought quite certain that the house will be put under the management of Everett Cummings who has been manager of the Fort Armstrong theatre at Rock Island. Mr. Cummins has directed the Publix shows at Waterloo and Rock Island since their opening a year ago.

Lew Elman, salesman for First National went to Tia Juana for the races. He is accompanied by his wife. They will join his father John Elman in California. The elder Mr. Elman is owner of the Amuzu Theatre located at East Sixth and Locust in Des Moines. This theatre is being operated by his son Rudolph Elman.

Dorothy Day who does publicity for the houses of A. H. Blank's independent chain, and has headquarters in the Iowa building where she handles special publicity stunts for a number of independent theatre men, drove to Mason City last week to join her husband for a week end trip. Dorothy Day is "in real life," Mrs. Harry Gottlieb, wife of the M-G-M salesman.

Dorothy Richey, bookkeeper at the Universal office, is on a vacation. She went to visit her people at Quincy, Ill.

H. E. Rehfield, of Huron, S. Dak., has purchased the Iowa Theatre at Bloomfield, Iowa, and taken possession. This theatre was owned and operated for years by Harve Graham, but for the past few months has been under the guiding hand of Jake Cohen, who owns the Capitol and Strand at Ottumwa. Mr. Rehfield is an experienced exhibitor.

South West

WORD has just reached Oklahoma City's Film Row of the death on July 26th of John L. Aldridge, veteran exhibitor from Blair, Oklahoma. Mr. Aldridge had been in ill health for the last two years, his condition being seriously aggravated by the recent tornado which destroyed his theatre. Mrs. Aldridge advises she expects to assume management and operate the theatre at once. Reconstruction of the theatre has just been completed.

M. L. Sternberg, of the Dreamland Theatre, Morris, Okla., was a business caller on Film Row last Tuesday.

M. J. Dowling, Booker for Universal, returned to his desk last week after a vacation in Bella Vista, Ark.

Dan Michaelove, Southern Division Sales Manager for Pathe, spent the early part of the past week in the local office and accompanied C. W. Allen, local manager, on a trip in the territory.

Griffith Amusement Company opened its new Tall Chief Theatre in Fairfax, Okla., on July 31st. With the opening of the new theatre they have closed the old Rex Theatre and are dismantling same.

Bonnie Gudenoge has been installed as cashier for Tiffany-Stahl Productions who recently opened an office in Oklahoma City.

S. H. James, of Cheyenne, Oklahoma, advises the opening of a new theatre which he has named The Princess.

J. P. Hudgens, Booker for Liberty Specialty Film Company, Oklahoma City, has returned to his desk after a two weeks vacation spent in the Ozarks.

H. O. Stark, Jr., former Oklahoma City salesman for Metro-Goldwyn-Mayer, has joined the sales force of Tiffany Stahl Productions.

Joe Mooreland, Cashier for Universal, left Oklahoma City last week on a trip to Mississippi where he will spend his vacation.

F. R. Moran, a brother of the local manager for Universal, W. R. Moran, has joined the Ad Sales Department of Paramount.

Jack Baker of the Universal Exploitation Department, out of Chicago, is visiting the Oklahoma City Universal office and assisting in the local exploitation work.

Messrs. Colbert & Halbert were in Oklahoma City the past week purchasing equipment for their new theatre in Norman, Okla. Construction of the theatre is progressing nicely and it is anticipated the building will be ready for its initial showng around September 15th. The house is to be located across the street from the main entrance to the State University Campus and will be called the Campus Theatre.

Roy Ginder, Booker for First National, accompanied Art Lewis, salesman, on a sales trip in the Western part of Oklahoma last week.

Viola Skelton of the First National office, Oklahoma City, is back at her desk again after an illness of several weeks. During her absence her place was filled by Mrs. Anna Russel former Cashier for First National.

Chas. Hathaway, who has been operating the Iris Theatre at Sapulpa, Okla., for the past several months, advises he has closed the house and will open a new house at Webber City, Okla.

Wade Moore, of the Moore and Nusho Theatres at Anadarko took a vacation from his shows recently and went on a thirty day trip in the mountains in Colorado.

A. Avera of the Pastime Theatre at Sentinel, Okla., was a visitor on Film Row the early part of last week. Mr. Avera was accompanied by a friend, Mr. Jas. B. Davis who has just purchased the Liberty Theatre at Carter, Okla., from John Lourance. Mr. Davis advises he is giving the theatre a complete renovating and expects to be able to open same about August 20th.

Ben Terry, of the Terry Theatre, Woodward, Okla., advises he has just returned after several weeks spent in the Colorado Rockies.

Mrs. T. Colbert will take over the Billings Theatre at Norman, Okla., Sept. 1st.

The Roxy Theatre at Ronana, Okla., has closed for the summer.

Sam Brunk, booker for F B O and family are spending two weeks vacation at Chicago, Illinois.

Mr. Ellison of Home State, Oklahoma City, is reported quite ill with malaria.

Charles E. Sasseen, district manager of Publix Theatres in Oklahoma and part of Arkansas, has just returned from a swing around his circuit, including a trip to Dallas, Texas, where he conferred with Harry Sacks, new district booker.

Edward G. Kadane, who was reported as taking over the Rialto and Royal Theatres at Clinton, Okla., has abandoned the proposition.

Wallace Walthall, Southwestern representative for National Screen Service, has returned to Oklahoma City from a flying trip over his territory and reports big business secured and more in sight.

Anniece Moussa, traveling auditor for Warner Bros., is auditing the books of the Oklahoma City exchange.

Ben Broyles, special representative of Fox Movietone transacted business in Oklahoma the first of the past week.

A. H. McLaughlin, midwest district representative of Tiffany-Stahl productions, dropped in at the Oklahoma City new offices last week.

Clayton Junstin, city manager for Publix at Chickasha, Okla., visited his sister, the cashier of the Empress Theatre at Oklahoma City last week.

A. B. Momand of the Momand Enterprises with headquarters at Shawnee, Okla., has returned from a business trip to New York City and other eastern points.

The Rex Theatre at Cromwell, Okla., has closed for the summer.

John Feeney, former Oklahoma exhibitor, but for some time a resident of Florida, has returned to Oklahoma and entered insurance business at Tulsa.

Mr. Clark, manager of Liberty-Specialty, Oklahoma City, spent the week-end at Medicine Park, Okla.

A. D. Myers, Jr., is reported as having closed his Grand Theatre at Muskogee, Okla.

The Arkansas M. P. T. O. is arranging a meeting of Arkansas, Mississippi and Tennessee M. P. T. O. to have a tri-state mete at Memphis, Tenn., some time in October, and may invite Texas and Oklahoma to participate.

J. M. Jenkins has purchased the New Theatre at Ozark, Ark., from Mrs. Will Hargess.

Scheduled to cost around $200,000 the new Rialto theatre is being built at El Dorado, Arkansas, and the house will seat 1,400.

A new $50,000 theatre is being built at McGehee, Ark., by Roland Swigle.

Guy Metcalfe, 54, motion picture operator who was seriously burned at Pleasanton, Texas, while attempting to avoid a theatre fire, died in a San Antonio, Texas hospital last week.

The Dayton Theatre, formerly the Sterling, at Dayton, Texas, has been incorporated and will be remodeled and refurnished.

The Palace Theatre at Dallas, Texas, will be remodeled at cost of about $200,000 in the near future.

The Star Theatre at Tokako, Texas, is to be remodeled.

Wright & Sladek have constructed an Airdome at Cotulla, Texas for pictures.

Sound pictures will bring back to Dallas, Texas, some former Dallasites, Jim McKinney as general Southern representative for Vitaphone, H. G. Rosebaum as manager for Dallas Vitaphone office; Neal Houston to have control of sound shorts sales for Paramount; Ben Broyles in charge of sales of shorts for Movietone News.

Baltimore

RENOVATIONS will be made on the Grand theatre, Highlandtown, Md., by the Grand Theatre Company, of which Frank H. Durkee is president.

Bernard Depkin, Jr., production manager of the Stanley, severed his connections with that theatre Saturday, August 18. Mr. Depkin has several plans in view for his activities and will announce his future connections in the near future.

Prices being charged at the New theatre now for the sound, musical and song synchronized productions are 25 cents to 12:30 p. m.; 30 cents to 6 p. m.; 25, 30 and 50 cents in the evenings, except holidays and Saturdays, when the charges are 25, 30 and 40 cents to 5 p. m. and 25, 35 and 55 cents in the evenings.

The Aldine theatre, 3310-12 E. Baltimore street, has been taken over by Charles Castaro, together with the property at 3314. The purchase price is said to have been about $16,000 and the properties are subject to ground rents.

Distribution of programs at the Little theatre, operated by the Motion Picture Guild, has been discontinued.

Sound mechanism will be installed in the Rialto theatre, Washington, D. C., operated by the Universal Theatres Corporation, before it will be opened in September.

Frank Snyder, formerly chief usher at Loew's Century, here, has been appointed assistant manager at that house, succeeding I. H. Solomon, who has been appointed manager of the Valencia.

Stanley Gosnel, formerly chief usher at Loew's Valencia, has been appointed assistant manager at that playhouse, succeeding H. H. Maloney, Jr.

Laureine Bach arrived in New York on Monday, August 13, from a trip to Europe. She spent several weeks in Paris, where she learned a number of new steps to introduce in her Lea-Bach dance studio here. She is the daughter of Samuel Bach, manager of the Rialto theatre.

William E. Stumpf, business manager of the M. P. T. O. of Maryland, is now assisting William M. Whitehourse, manager of the New theatre.

H. E. Lohmeyer and M. Birdsell, formerly house manager and assistant of the Stanley, here, have returned to Washington, D. C., to continue work for the Stanley Crandall Company there, since Loew's, Inc., took over the Stanley in Baltimore.

New England

ANNUAL mid-sumer outing of the New Haven Film Board of Trade was held last week at Castle Inn, Saybrook, Conn, and was attended by between 150 and 200 members of the craft. Games were enjoyed during the afternoon followed by a dinner at six. This in turn was followed by dancing. Among the out of town guests was a delegation from Boston exchanges headed by Henry Wolper of Metro, Harry Goldman of American Feature Films and Sam Haas of Consolidated Films.

William Cremel, assistant shipper of the First National exchange, is spending a week in New York City.

Dave Grover, cashier of Pathe exchange, Boston, is on his vacation.

Harry Smith, booker at Pathe, is spending two weeks in Maine and Canada.

Grace Kelley, telephone operator at Universal, is spending her vacation at Hampton Beach.

Stanley Sumner of the Universal Theatre, Cambridge, is on a trip to Quebec.

R. H. Clifford of Derry, N. H., has taken over the management of the Palace Theatre at Penacook, N. H.

The Rialto Theatre at Lowell is temporarily closed.

The Monitor Theatre at Hinsdale, N. H., has been sold by R. C Hildreth to Mrs. W. S. Kimball.

Josephine Nolan and Mrs. Mary Mooney of the Educational exchange staff of Boston are on their annual vacations.

The New England Film Board of Trade has named for its arbitration board for the next period Henry D. Segal of Royal Films, William Shalit of Tiffany-Stahl and William H. Erbb of Paramount. The exhibitors representatives on the board are R. L. Ripley of the Allied Amusement Co., Stanley Sumner of the University Theatre in Cambridge and Samuel Torgan of the Strand Theatre, Lowell.

Cosmian Hall at Florence, Mass. has been sold by S. Schultz to A. M. Percheron. The latter is making some changes and redecorating and will reopen the theatre about Sept. 1st.

Two of the Fox exchange's young women are vacationing this week. They are Shirley Sitka, biller, and Anne Hussey, private secretary to District Manager H. C. Campbell, the former being in New Hampshire and the latter in Norwich, Conn.

Ed Markel has taken over the Circuit Theatre in Pawtucket. T. E. Whalen is the former owner.

The Colonial Theatre at Boston, the leading "legit" theatre for many years, is installing "talkies" during the summer period when it is closed. This leads to the belief that during the coming winter many feature films will be shown, including the leading road shows.

Herman Rifkin, president of Rayart Films, has returned to Boston after an extensive business trip to Maine.

Leon A. Crosby has opened the Casino at Naples, Me. and is reported as meeting with much success, Naples being in the very heart of a large summer colony.

William Reeves, manager of the Strand Theatre at Portland, Me., was a visitor in Film Row, Boston, during the week, arranging Fall and early winter bookings.

Irving Wallenstein, formerly head of the Franklin Films in Boston who has more recently been in the producing end in California, was a visitor to the Row during the past week. After about ten days in New England and New York he will return to the West Coast.

Phil Fox, popular booker at Independent Films, Inc., left this week for Pine Beach Camp for men at Centre Ossipee, N. H.

Bessie Maher of Independent Films is on a two week's vacation on the Cape.

Esther Lasker, cashier at American Feature Films, is on her vacation.

Morris Pouzzner of the Regional Chain Theatre circuit will open the Toy Town Theatre Sept. 3d. This theatre was formerly known as the Gem theatre and is located in Winchendon, Mass., which is probably better known as "Toy Town."

The Hi-Mark Film exchange has opened offices at 44 Church Street, Boston.

The Associated Booking Offices have also opened new offices.

Cleveland

CLEVELAND will have a new Little Playhouse after October first, the date set for the opening of The Little Barn Theatre, 3738 Euclid Ave., by Mrs. Martin Heydeman. This theatre will devote its matinees to the presentation of children's plays presented by juvenile players, while the evenings will be devoted to adult entertainment.

George Dumont has been appointed manager of Loew's State Theatre by William A. Haynes, assistant general manager of the Loew circuit in this city. Dumont has been with the Loew organization for about five years, both as house manager of theatres, and as production manager for presentations. Arnold Gates will continue as assistant manager at the State.

Mickey, the Dancing Usher, really a product of the Loew Discovery Nights at the State Theatre, is on his way to Londontown to dance in the London showing of the musical comedy success, "Good News." Mickey played an extended engagement last season at the Allen Theatre.

Sam Gorrell, who recently resigned as manager of the Cincinnati branch of Security Pictures, has once again joined the sales force of the Standard Film Service Company. Gorrell was with Standard for several years before going to Cincy for Security. Security has not yet appointed a successor to Gorrell.

Jesse Fishman, general manager of Standard Flm Service Company, last week completed a deal with George Bachellor, of Chesterfield Pictures, for distribution of Chesterfield product in Michigan and western Pennsylvania.

George Fleischman is reported to be installing Vitaphone in all three of his Toledo houses, namely the Ohio, State and World.

Jack Pendelton, manager of the Cincinnati branch of the Standard Films Service Company, was seized with an attack of appendicitis while on his way to Louisville recently. Upon his arrival in Louisville, he was rushed to Atlas Hospital for an operation. Latest reports of his convalescence were satisfactory.

Louis Zoffer, a prominent figure in local film circles five years ago, died suddenly recently. Death is said to have resulted from a heart attack caused by excessive heat. He is survived by his widow and two daughters. Five years ago Zoffer owned and operated the Reel and Corona Theatres, both downtown all-day grind houses. He sold both leases and has since been retired from active business.

Harry Skirboll, manager of the local Educational Film Exchange, has gone to Canada. He'll be away about two weeks.

Louise Weiss, vice president of Weiss Brothers, of Artclass fame, stopped off in Cleveland for a day last week. He was on his way to New York after a visit in California.

Meyer Fischer, president of the Fischer Film Exchange, and Mrs. Fischer, are enjoying a vacation trip up the Great Lakes.

Richard Deutsch, president of Import Film Company, Film Exchange Bldg., Cleveland, is distributing the Tunney-Heeney fight pictures in Ohio. Deutsch states that these pictures can be shown in any theatre in the state without legal opposition, inasmuch as they were printed in Ohio and he has proof of this. At the time of the showing of the Dempsey-Tunney fight pictures, this angle was covered by Judge Hough, of Cincinnati, who rules that pictures printed in Ohio could legally be shown in Ohio.

George Stevens, for more than twenty years connected with Reade's Hippodrome, starting back stage and ending in the manager's office, has been appointed manager of the new Willoby Theatre, in Willoughby, Ohio. This is a new 900-seat house built by the Scoville Essick and Reiff circuit, of Cleveland, which opened formally Saturday, August 11th.

Portland

SEVERAL new theatres are slated to be erected in Billings, Mont., the largest will be an 1800 seat house to be erected by Charles M. Blair, a sheep man. Another house will be erected by the Ronans of Red Lodge, with a 10-15c house seating 800. which will be ready in early fall.

The Oriental Theatre has bought Universal's road-show production "Uncle Tom's Cabin" according to Walter Tebbetts, for showing Aug. 25th.

Mrs. Frank O. Northup and Mrs. Walter Cook, submitted their resignations as members of the municipal board of motion picture censors. No reason was given for their action. In their letters of resignation both ladies thanked the third member, Floyd Maxwell, representing the movie theatres for his cooperation.

Pittsburgh

APPROXIMATELY 20 film and theatre men attended the first annual Pittsburgh Film Golf tournament at the Shannopin Country Club July 27th. The crowd was a small one because of inclement weather. Among the prize winners were: Charles A. Atwell, Bud Silverman, F. Brandon, V. Josack, Dick Brown, Harry Grelle, John Alderdice and Elmer Thomas.

The employees of the Harris theatres held their annual picnic at Dravo Park, Neville Island, near Pittsburgh, on Sunday, July 29th. The employees brought along their families, and there were approximately 500 persons present.

R. F. Woodhull, president of the M. P. T. O. of A., was a recent Pittsburgh visitor, conferring with Fred J. Terrington, secretary of the M. P. T. O. of W. Pa.

Benny Fiscus is now operating the Strand and Lyric theatres, Appolo, these houses having formerly been operated by Peter G. and Peter M. Pegadiotes.

A. S. Davis, director of theatres of the Stanley-Davis-Clark Corporation, Pittsburgh, has resigned and as yet has not yet made known his future plans, although he intimated to a News representative that he would soon again be connected in some manner with either the theatre or the exchange end of the business. He was formerly manager of the First National exchange here, later becoming general manager of the Rowland and Clark theatres, which were absorbed a year ago by the Stanley Company.

Johnny Harris, of the Harris Amusement Company, is vacationing in California.

Earl L. Crabb, district manager for Stanley in Pittsburgh, has been transferred to Philadelphia and will be succeeded here by Frank W. Buhler.

Tom Raiden, for years assistant manager of the Olympic theatre in downtown Pittsburgh, has joined the forces of the C. C. Hamilton Company, prominent local realtors. Tom is in charge of a new department created for the buying and selling of picture theatres.

Among the vacationists at the Pathe exchange are: Marge Rice, Charles Brosman and Veronica Flynn.

J. Richman, owner of several local neighborhood theatres, is spending a three weeks' vacation at Mt. Clemens, Mich.

Brown Brothers have re-opened their Grand theatre at California, Pa., after having closed the house for re-decorating.

George Callahan, Jr., of the Exhibitors' Service Company, is a proud daddy, Mrs. Callahan having presented him with a son on July 31st. The heir will be named George III.

A quartet of local film and theatre folk are at the present time making merry on Atlantic City vacations. These men are: Ike Browarsky, Dave Rosenfeld, Mike Winograd and Samuel Gould.

Nate Bennett, former manager of the Victoria theatre, Centre avenue, is now selling automobiles.

Arthur F. Morrone, manager of the Superior Motion Picture Supply Company, is back from a motor trip to Cleveland, Detroit, etc. Art was accompanied by the wife and kiddies.

R. D. Clark, of the Lakeside Ventilator Company, Michigan, was a recent Pittsburgh visitor.

The deepest tan of the year has planted itself on Harry Browarsky, manager of the Rex theatre, who has just returned from a vacation trip in Atlantic City.

Samuel Haimovitz, owner of four theatres in New Kensington, came down to film row last week in his new sedan.

Among the vacationists the past week were: Sarah Womer, Bella Mandell, Larry Jacobs, Edna Feigenbaum, Leo Wayne, Harry Rupp, Samuel Blair and Irene Rustwitt.

Edward Morton, manager of the National Theatre Supply Company, is a grandfather at the age of 42 years, the youngest on film row. The grandchild is a girl.

Steven Forrest, popular vaudeville agent, spent a few days recently at Cedar Point attending a convention.

Denver

THE Tunney-Heeney fight pictures appeared in Denver just one week after the event took place, and were shown simultaneously at two of the leading theatres, immediately attracting good crowds. The pictures were run unmolested and are being booked throughout the state of Colorado.

H. Bradley Fish, well-known film man in these parts and former manager of United Artists branch office here, is now associated with the local office of Warner Bros. as sales representative.

Seth Perkins, United Artists Branch manager, is away on his two weeks' sales trip visiting exhibitors in the Wyoming district.

Florence Marple, for the past five years bookkeeper for the Denver branch of Paramount-Famous-Lasky, has resigned her position to become an evangelist. Miss Marple, at the age of twenty-two years, will enter the Four-Square Gospel School at Angelus Temple, Los Angeles, which is under the direction of the famous Mrs. Amy McPherson.

The Sarah Theatre, Canon City, Colorado, which is now undergoing extensive remodeling and repairing, will re-open about September 1st.

S. B. Rahn, manager of the local Tiffany exchange, left for Salt Lake last Monday for a week's visit with the branch office of his company in that city.

Louis Weiss of the Artclass Pictures Corporation, spent a few days in Denver last week on a business trip.

Roy Brown is now a booker for the Denver branch office of Metro-Goldwyn-Mayer. Mr. Brown was formerly associated with the Los Angeles branch office of M-G-M in the same capacity. He succeeds Chas. O'Connell, one of the oldest and best-known bookers along Denver Film Row, who will become associated with his former employer, Eugene Gerbase, the two having worked together for a number of years in the Universal branch office at Denver, which was at that time under the supervision of the late Edward Armstrong.

A large number of exhibitors attended a private screening of Uncle Tom's Cabin at the Aladdin recently. The screening was made with the synchronization.

The Rialto theatre of Pueblo, will open about September 1st, under the supervision of P. H. Hoppen and Chas. Ernst. They are installing equipment for sound motion pictures.

J. T. Sheffield, owner of the Columbia Exchanges at Denver and Salt Lake City, returned to Denver last Sunday after spending a week visiting his Salt Lake exchange where arrangements were completed for the transferring of Columbia product to the newly opened Columbia Pictures Corporation exchange.

Wm. Menagh, owner and manager of the Park Theatre, Greeley, Colorado, spent several days in Denver recently arranging bookings for the fall season. He was accompanied by his son, Eldon, who owns and operates the Star theatre at Ft. Lupton.

Harry C. Johns, for the past seven years a salesman for The National Theatre Supply Company, has resigned.

Thomas Love, owner and manager of the theatres in Anna, Superior and McHeath, Wyoming, is a candidate for state representative on the Republican ticket in his district.

Fred Green, manager of the Colorado theatre, has just returned from a business trip to California.

Roy Slentz, who has been managing the Rialto at Denver, a Publix theatre, has been appointed managing director of both the Rialto and Victory theatres of Denver. Jerry Zigmond has been made the manager of the Victory.

Milwaukee

THE Community Theatres, Inc., recently announced that within a short time their circuit would include from twenty to forty new houses. The circuit recently increased its capital to a considerable extent.

Jack Hirschman who has been working on the west coast for the past three years is now traveling for Paramount out of Milwaukee.

Fred Maney of the Iola theatre at Iola, braved the heat of the city to visit the exchanges last Wednesday.

Bob Gross, former manager of the Riveria theatre here is acting as manager of the Astor theatre. He replaces Frank Galeska who is now at the Granada.

Dick Harlowe of the Allen theatre at Racine has resigned his position. H. Hatfield, former manager of the Saxe house in Green Bay and more recently manager of a theatre at Whiting, Indiana, is now managing the Allen.

S. Flader, Universal's general manager of theatres, visited the local "U" circuit last week.

Charles Koehler's young son, Jerome, is following in his dad's footsteps. He has picked out a job for himself foir the summer in the poster exchange. Mr. Koehler is booker at Celebrated exchange.

Dallas

RAY STINNETT, managing director of the Capitol theatre, states that plans are under way to secure a twenty-piece orchestra at the Capitol theatre beginning August 28th. This symphonic orchestra will be the largest that has been in any Dallas theatre for over two years and will not interfere with the Capitol plan for installing synchronizing equipment next fall.

Hiram Charninsky, a well known Dallas musician, will return from Galveston on August 21st to re-organize and direct the Palace theatre orchestra, it was announced by J. Friedl, Publix district manager. Mr. Charninsky will succeed John L. Hathway, conductor since the Palace first opened, and musical director since the retirement of Sigmund Boguslawski last February. Mr. Charninsky was formerly conductor of the Capitol theatre orchestra during the management of his brother, the late Simon Charninsky. Since that time, Mr. Charninsky has been connected with the Palace orchestra, Dallas, the Publix's Princess theatre in Denver, where he was stage band leader, and the Publix house in New Bedford, Mass.

The Melba theatre is installing a plate glass partition to separate the audience from those standing, thereby eliminating the conversation annoyance, which until recently has been negligible.

Hal Norfleet of the exploitation staff of the Interstate Amusement Company, who has just recently returned to his duties after a severe illness, has resigned his position and will return to the Comal sanitarium at New Braunfels, Texas, for further treatment.

Mr. O'Donnell, of the Interstate Amusement Company, left for a business trip to Birmingham, Little Rock and other points.

Harry Sachs has been appointed to succeed Joe Deitch as Publix booker, due to Mr. Deitch's transfer to the home office in New York. Mr. Sachs' office is in the Melba theatre building, Dallas. E. J. O'Leary, feature sales manager for Pathe from the New York office, paid Dallas a visit on his tour of all Pathe branches

W. E. Paschall, general manager for Dent Theatres, Inc., has retunrned from New York and is very enthusiastic over the future of synchronized pictures.

Carl Hoblitzelle, president of the Interstate Amusement Company, who is vacationing at Alexandria, Minn., states that the fishing is fine and he is getting his share.

Col. H. R. Fardwell, secretary of the Interstate Amusement Company, has been in San Antonio for the past several days looking over building lay outs.

The Southland Theatres, Inc., of San Antonio, which is affiliated with the Victors theatres, has purchased the Palace theatre at Dilly, Texas, and appointed R. E. Finley, formerly manager of the Harlandale theatre, San Antonio, as manager. The Southland Theatres plans to secure a chain of theatres in this section.

The Lyric theatre will be remodeled by the Greenville Theatres, Inc., Greenville, Texas.

S. B. Hale has sold his Lyric theatre at Dumas to R. C. Sampson and S. K. Sampson, brothers, and S. K. Sampson will be in charge of the theatre.

E. S. Hunt, district manager of the Alexandria Film Co., has returned to Dallas after a trip to Colorado Springs.

Indianapolis

ANNOUNCEMENT has been made of a deal whereby R. A. Shobe, owner of the Strand and Lyric theatres at Monticello, Ind., has sold to Cary and Alexander of Lebanon. The change was effective Aug. 1. The Lebanon men also bought the Strand building on S. Main St. Lebanon, from H. H. Hornbeck, of Logansport.

Carey and Alexander own houses at Lebanon, Rockville and Attica, Ind.

The Gaity theatre corporation of Bluffton has negotiated with a chain in Indianapolis and Ft. Wayne whereby a new modern theatre will be built in Bluffton. Work will be started in the spring according to plans. The chain also plans new houses in Decatur, Huntington, Portland and Sturgis, Mich.

Manager Wallace Allen at the Palace gave passes to widows and orphans of the Firemen's Pension Fund last Friday.

Bair's Oriental Theatre ceiling dropped last week but spectators were uninjured by the fall of several sections of metal ceiling. Patrons were ordered to the exits a few minutes before by the management. The neighborhood house was repaired and ready for business the following day.

Charlie Davis' Indiana stage band played at the Kiwanis Club luncheon last Wednesday at the Claypool hotel. Davis also gave a free concert at Garfield Municipal park on Thursday.

Margaret Hudspeth, assistant secretary of the Associated Theatre Owners of Indiana office, was in Hammond and Chicago this past week on her vacation.

Directors of the Associated Theatre Owners met last Tuesday to discuss business conditions and the closing of the year's work. The coming State convention in October was planned.

Helen Brown, Association secretary, was in the north east section of the state last week, visiting Logansport, Chalmers, Colfax and Thorntown.

Workmen have begun the installation of a new Page organ in the Indiana Theatre, at Kokomo, Ind. The installation will require about three weeks and the theatre will be closed during this time. The organ console is covered in gold inlay.

Charlie Davis, master of ceremonies at the Indiana Theatre here since it started, and who has taken his band east to make talking machine records, staged a novel entertainment feature outside the theatre during the last week. He and the band made the rounds of the various luncheon clubs each noon during the final week and played a program for the members. This was done, according to Davis, to express the thanks of himself and band for the wonderful reception they got and continued to receive during the engagement at the Indiana. The band will return to the theatre in two weeks.

Canada

ANOTHER of Canada's veteran exhibitors has gone to the Great Beyond. Shortly after the close of the performance last Saturday evening at the Capitol Theatre, London, Ontario, Manager Thomas W. Logan retired to his room in the Iroquois Hotel and passed away with tragic suddenness from acute indigestion.

Prominent theatre men of the Dominion who have passed away in the last 12 months include Ralph Ruffner, of the Vancouver Capitol; Ned. Miller, of the Toronto Pantages; William Tingle, of the Toronto Hippodrome; Ray Peck, director of the Canadian Government Motion Picture Bureau; and now Tommy Logan. The latter had been identified with London theatres for the past 25 years. Only a short time before his death Mr. Logan had attended a managers' meeting of the Famous Players at Toronto where he was one of six to receive a purse of gold and a medal for excellent records during the past year.

Born in London, Ontario, Mr. Logan is survived by his father and three brothers. He was a devout member of the Church of England and was identified with the Knights of Pythias.

Manager Harry Dahn, of the Capitol Theatre, Montreal, grabbed an excellent chance for special exploitation on the occasion of the visit to the Canadian metropolis of the Australian warship, the "Australia," August 11. This was the opening date at the theatre of "White Shadows in the South Seas" and Mr. Dahn had all possible officers and crew parade to the theatre with their band as guests at the matinee performance. A special stage presentation was "Under Southern Skies" and Australian atmosphere was injected into the whole show.

A member of a prominent theatre family in Canada, Arnold Tubman, has been transferred from the Calgary to the Toronto, Ontario, office of United Artists Film Corp., Limited, where he will be assistant to Haskell Masters, Canadian general manager for United Artists.

On his departure from Calgary, the exchange managers and exhibitors tendered Mr. Tubman a complimentary banquet when they presented him with a club bag, the presentation being made by Joe Huber, Fox branch manager. Mr Tubman is a younger brother of Ray Tubman, manager of the Imperial and Regent Theatres, Ottawa. Arnold was born in Ottawa 22 years ago and is prominent in football and lacrosse.

Announcement is made by P. J. Nolan, proprietor of the Columbia and Rex neighborhood houses in Ottawa, Ontario, that his Avalon Theatre, scheduled to open in September, is being wired for sound pictures at a cost of $20,000. Mr. Nolan declares that the Avalon will be the first theatre in Canada to have audible films as a permanent attraction.

South East

REMODELLED and with new equipment throughout, the New Frolic Theatre, Jacksonville, Fla., operated by Gus and Mort Seligman, reopened last Monday. Among the items of new equipment installed through National Theatre Supply are two Simplex projectors, two American blower fans and an Orchestraphone.

The Rivoli Theatre, Rome, Ga., owned and operated by O. C. Lam, has just installed a new Kilgen organ.

Morton's Theatre (colored house), Athens, Ga., operated by C. T. Morton, has just installed new equipment.

Robert Simpson, formerly of the Lyric Theatre, Jacksonville, Fla., has been made assistant manager of the Birmingham, Ala., Galax Theatre, under manager Bolivar S. Hyde, Jr., who also includes the Strand in his managerial duties.

Sidney Dannenberg, manager of the Alabama theatre, Birmingham, has returned from New York where he spent his vacation visiting his mother.

John A. Snider, head of the Snider theatre interests operating the Grand and Liberty, Bessemer, Ala., is vacationing in the Carolinas. During his absence his son, Bruce, is in active charge.

Mrs. W. S. Thornton, of the Pastime Theatre, Carbon Hill, is visiting in Hot Springs, Ark.

A. Brown Parkes is in New York City assembling the company which will open the season at the State on Labor Day.

Application was made last week by M. Switow and Sons Enterprises, Louisville, for a permit for the construction of a new theatre at Lexington, Ky., it became known through an announcement by Fred Switow. This firm operates the Kentucky and Ada Meade Theatres there, and will open the third next winter.

Principal Theatres Corporation Central, Louisville, Ky., of which Colonel Fred Levy is president, have just taken over the Jefferson Theatre, Huntington, Ind. This is the leading theatre in this town. Harry Palmer, manager of the three theatres controlled by this company in Anderson, Ind., has been made district manager of both towns and C. W. Massy, who was formerly Mr. Palmer's assistant, has been promoted to manager of the Huntington house. H. W. Le Compte has been made assistant manager of the Anderson houses.

M. Switow, of the Switow Enterprises, Louisville, Ky., and his wife are out on the coast where he is resting due to poor health.

Joe Manlove, auditor for the Crescent Amusement Company, Nashville, Tenn., passed through Louisville last week and visited the Big Feature Film exchange.

Charles Schwerin, of the Buck Jones Corporation, was recently in Louisville, where he closed a contract with Lee L. Goldberg, of Big Feature Rights, for the distribution of four new independent Buck Jones pictures for Indiana and Kentucky.

The Sun Theatre, Louisville, has closed for an indefinite period; the Raceland, Chinnville, has been dismantled.

R. L. Withington, of the Paramount Theatre, Columbia, Ky., is leasing a new theatre, which has just been completed at Columbia, and it will be operated under the name of the Rialto.

Viola Dana, popular screen favorite, appeared in person at Keith's Rialto, Louisville, this past week.

The Palace Theatre, Selmer, Tenn., has changed hands, Mr. Ledbetter selling to W. J. Matthews.

It is rumored that the Majestic Theatre, Louisville, one of the Keith houses, is going in for second run policy starting in September.

H. Morgan, formerly manager of Keith's Mary Ann, Louisville, has been made manager of the Alamo Theatre.

R. B. Wilby has returned to Atlanta from New York, where he concluded negotiations for sound reproducing apparatus and picture product for several theatres in the various groups which he controls. Mr. Wilby's interests include a number of theatres in Alabama, several in Georgia, and the Publix-Saenger Theatre, Inc., of North Carolina.

W. E. Drumbar, district manager for Publix, with headquarters in Atlanta, has returned from New York, where he spent last week in conference with home office executives.

Dan Michalove, southern division manager for Pathe, is now on a tour of the Western Pathe exchanges. He will visit Memphis, Oklahoma City, Dallas, and New Orleans, returning to Atlanta early next week, and leaving almost immediately thereafter for New York.

E. T. Brown, general factotum for E. J. Sparks, has received a cablegram from his chief reporting a pleasant voyage and safe arrival in France. Mr. and Mrs. Sparks are established at the Hotel D'Iena, Paris, for the summer.

Irma Reeves, of First National's Atlanta personnel, is spending a week in North Carolina.

Joe Frank, cashier for First National, Atlanta, left for Louisville, Ky., last week where he will spend his vacation. Mr. Frank was married in Louisville during the week.

Friends of Mrs. Emma Moore, of First National's Atlanta branch, will regret to learn of the accidental death of her brother, A. W. Hill, who was killed recently at Decatur by a truck as he stepped off the street car.

Mrs. Harvey Sherwood, of Liberty's Atlanta office, is spending her vacation in North Georgia.

Alex Callen, who recently resigned from Liberty's Atlanta sales force, announced his connection as representative for First National in Alabama.

R. Sansome, of the Dixie, LaGrange, Ga., sold his house to Winston Callaway.

R. J. Barnes, who recently joined Fox' Atlanta sales force, has returned to his old post in United Artists' personnel.

J. H. Haley, of Warner Bros. office, left last week on his vacation.

W. W. Anderson, Atlanta branch manager for Pathe, returned last Thursday from a trip to Birmingham.

Mrs. Inez Hollingsworth, cashier of Warner Bros., is away from Atlanta on a vacation.

Recent exhibitor callers on Atlanta's film row were:

C. W. Maxey, of the Royal Theatre, Summerville, Ga.; Joe Wheeler, of the Capitol Theatre, Montgomery, Ala.; Bill Wood, of the Belle Theatre, Gadsden, Ala.; R. P. Henn, of the Bonita, Canton Ga.; J. Markowitz, of the Opera House, Americus, Ga.; Byron Cooper, of the Palace, Dawson.

C. E. Kessnich, southern district manager for M-G-M with headquarters in Atlanta, was in Memphis last Monday and Tuesday.

Elizabeth Smith, of Memphis M-G-M personnel, is spending her vacation at Chattanooga, Tenn.

G. W. Joyner, of F B O exchange, Memphis, is spending his vacation in the Smoky Mountains in East Tennessee.

C. G. Lawing, manager of the Ace Theatre, Memphis, Tenn., reported recently that someone had entered that theatre and robbed the safe of $20. The combination has been worked but he could not learn how entrance was gained to the building.

Roy V. Litsey, now on Dallas' First National sales staff.

San Francisco

HERMAN WOBBER'S estate at Woodside was the setting for Paramount's picnic given recently in honor of Joe Rucker. Rucker is head of Paramount's news reel service, and left for the South Pole with Commander Byrd. Over eighty attended this picnic. Movies were taken; Wobber presented Rucker with a radio set, an exact duplicate of the one used on the Southern Cross. In behalf of the Paramount organization a beautiful toilet set was also presented.

Severing his connection with the Goodwill Film Company, with which he has been identified for a long period, Sid Goldman resigned to accept a local sales position with the Dominion Film Company. The Dominion Film Company is a recently organized California concern handling special attractions.

Clara Bow and twenty-one members of the Paramount unit making "The Fleet's In" were in San Francisco last week, where water front sequences were being filmed. The company was headed by Malcolm St. Clair, director.

Fred Voight has so increased business that the local Fox office has been enlarged. New standardized film vaults have been built as additions to the building. New equipment has also been added.

Mr. and Mrs. Ware of Dixon were visitors on San Francisco's Film Row the past week.

C. B. Milton, of United Artists, has just returned from a trip north.

Mark Corey, manager of Pathe, has been visiting the exhibitors in the Fresno territory.

John Di Stasio, manager of Liberty Theatre, Sacramento, returned from his vacation.

Myrtle Wheatley, with Metro-Goldwyn-Mayer for years, left recently for Baltimore.

W. E. Matthews, manager of F B O, was out in the territory last week.

J. L. Kauffman of Detroit is now in the Sacramento Valley.

Max Rattner was vacationing recently around Humboldt County

George A. Hickey, district manager of Metro-Goldwyn-Mayer, on his return from New York spent a few days at the local exchange.

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Salt Lake City

CLYDE BLASIUS, who was formerly connected with the local branch of the National Theatre Supply Company, and who has since been acting in the capacity of manager for this organization in Portland, returned to this city a short time ago to take up the management of the Tower Theatre, a house owned by Earl D Smith, of the local National Theatre Supply Company office.

The resignation of Robert Runswick, who for the past nine years has conducted the Pantages Theatre orchestra, became effective on August 14th, at which time Curg Peterson succeeded him in this capacity.

S. B. Rahn, Intermountain District Manager for Tiffany-Stahl, is in this city in the interest of the new office which his company is expecting to open by September 1st.

H. C. Borger, Western Division Supervisor for Tiffany-Stahl, stopped off in Salt Lake for a few days on his way to Seattle last week.

Dave Farquhar, local exchange manager for the new Columbia Pictures Corporation exchange, is in from the Idaho country. Salesman H. G. Warren is still making the Montana territory out of the Butte office.

Manager Fred Gage, of the United Artists office, last week rounded out a three weeks' stay in the territory and was back in Salt Lake. During his trip he covered the more important situations of Montana and Idaho.

Milton Cohn, who has spent the last eight weeks in the Montana country, arrived in the office last week.

C. C. McDermond is working in the southern part of Utah for United Artists. Able Davis, Idaho sales representative is at present in the Southwestern part of Idaho.

Joe Madsen, office manager here for United Artists, is planning a vacation trip in the tall timber country of Northern Utah.

Fred Lind, local office manager for F B O, came in this past week from a four weeks' trip in the territory. Lee Scott, ad clerk for F B O, just returned from a two weeks' vacation trip spent at Brighton, Utah.

After a several weeks' trip into the territory, "Hap" Fredericks manager of J. T. Sheffield's Columbia exchange here, is back in the local office.

John Rugar, exhibitor of Park City, Utah, has left for a vacation motor trip into the Northwest. He expects to be gone about one month.

Vete. Stewart, First National salesman in the Montana territory, is expected in Salt Lake shortly, after making an extended trip throughout Montana. Claude Hawkes just left the local office for his Idaho territory.

Manager Wayne R. Ball, of the Salt Lake Warner Brothers exchange, and M. H. Gustaveson, sales representative, have left for Rock Springs, Wyoming. Salesman Ed C. Mix is making Southern Utah.

D. F. Houdeshell, Home Office Play Date Representative for Universal, was in the local office.

D. W. Peck, Jr., Cashier for Universal, is enjoying a two weeks' vacation.

Manager Tony Hartford, of the local Universal exchange, is back from a swing into the territory E. M. Gibson is working on the road, as are Edwin Sonz and Jimmie Epperson, Universal sales representatives.

M. G. Price, of the Novelty Theatre, at Paris, Idaho, was among exhibitors visiting the local exchange mart recently.

Other exhibitor visitors seen along the row recently include: J. H. Miller, of the Cameo Theatre, at American Park, Utah; Mr. Houston, who has recently taken over the Lehi Theatre from the Lehi Co-op Mercantile Company, at Lehi, in conjunction with J. H. Miller; J. W. Nixon, of Provo, Utah; W. R. Van Fleet, of the Liberty Theatre, at Garland, Utah; and Mervin Peterson, of the Avalon Theatre, at Fillmore, Utah.

W. E. Shipley, operator of the Gem and Empire Theatres of this city, accompanied by Assistant Manager P. C. Peterson, returned last week from a pleasure trip to California.

W. J. Sullivan, newly appointed salesman for Pathe, is now covering the Montana territory as is Dave McElhinney. Jack Connors is working in Nevada, Lon Hoss in the Utah territory, and George Hayes is in his Idaho territory.

Al O'Keefe, in charge of the local Pathe exchange, is still in the Montana territory.

Manager L. C. Wingham, of the Metro-Goldwyn-Mayer exchange is still in the Montana country.

George Gottschick has been added to the Metro-Goldwyn-Mayer sales force.

J. E. Dunne came over from Los Angeles to work in the Utah territory for Metro-Goldwyn-Mayer.

"Buck" Wade, C. J. Severson and A. A. Bruce, Metro-Goldwyn-Mayer salesmen, are making the Montana, Utah and Idaho sections.

Clarence Key, Assistant Manager at the local Paramount-Famous-Lasky exchange, is spending his two weeks' vacation fishing.

Louis Marcus, of the Louis Marcus Enterprises, is expected back from Glen Wood Springs, Colorado, shortly, where he has been vacationing.

It is announced that the Rayart Pictures, Incorporated, have just become members of the Intermountain Film Board of Trade.

During the absence of Manager Keitz at the local Rayart exchange, Assistant Manager E. G. Innis is in charge here.

Fred Brown, President of the Rayart Pictures, Inc., is expected in Salt Lake during September.

New York & New Jersey

THE Royal theatre, located at 314 Grand street, New York City, formerly operated by the M & S Circuit, has been taken over by P. Moses and David Silverman. The house, which contains 560 seats, and runs a straight picture policy, has been leased for eight years.

Enterprises, Inc., of which Harry Seaman is president; E. Seamon, vice-president, and Bernard Seaman, secretary and treasurer, has leased for six years the Orpheum theatre, 385 Washington street, Newark, N. J. This theatre has 1500 seats and uses combination shows and pictures.

The Embassy theatre, Bayonne, N. J., formerly known as the Empire, and operated by J. Sobelson, is now under the banner of the Washington Theatre Company.

Wolfe Lane Theatre Corporation, with Karl Michelfelder president and John Hasse secretary and treasurer, has leased the Picture House, Pelham, N. Y., directly from the owners, the Landell Realty Corp. Clinton Woodward last managed the Picture House, using straight pictures.

The Rialto Theatre, Westfield, N. J., formerly owned by George W. Jacobs, has been taken over by F. Michaelson.

President and Treasurer A. S. Goldberg, of the Roseread Amusement Co., reports that his organization has acquired for a long term, the Borough Hall theatre, 102 Court street, Brooklyn, which previously functioned under the banner of the Brooklyn Heights Theatres Corp.

The new Loew theatre, now under construction at 167th street, the Bronx, and which will be named Loew's 167th Street theatre, is expected to be opened around Labor Day.

Manager Hoffman of the Loew theatre at 83rd street and Broadway has returned from a two weeks' vacation, spent in the White Mountains and Canada.

Stephen Foster and Marcus Klan, of the Foster-Klan Amusement Corp., have taken over the operation of the Washington theatre, 474 Myrtle avenue, Brooklyn. This house seats 380 and shows pictures only.

Manager Moore of the Fox Savoy theatre, Brooklyn, is vacationing for two weeks at Atlantic City.

Max Levine, owner of the Coliseum theatre, 4th avenue and 52d street, Brooklyn, is back again at his house after a six weeks' vacation.

Harry Hedges is now managing A. S. Goldberg's newly acquired Borough Hall theatre.

Mr. Barch, manager of Loew's Inwood theatre, spent his annual holiday at Atlantic City and Asbury Park.

The Daytona theatre, 163rd street and Amsterdam avenue, New York City, is reported to have been leased by Lesser and Kessier.

The Paragon theatre, a 580 seat house at 2085 Fulton street, Brooklyn, was recently taken over for operation by Alfred Bodelson, of Jackson Heights, L. I.

Seider and Moley have booked their attraction, Harry Sid White and his "gang," into the Union theatre, Union, N. J., beginning Saturday, August 25th, for an indefinite run.

Manager Kerrigan, of B. F. Keith's Albee, is at present away on a vacation as is Charley Schwartz of the Oxford theatre, Brooklyn.

Mr. Haverale is handling the management of the Park West theatre, 99th street and Columbus avenue, while Harry Needles is away on his vacation.

The Heights theatre, Heightstown, N. J., is now owned by H. Bullman.

The Melrose theatre, a 933 seat Bronx house, formerly a link in the S. & J. Circuit, according to reports, has been purchased by Morris Greenberg, Isadore Greenberg and Louis Simon.

Loew's 116th street theatre, between Lenox and Seventh avenues, dark for several months, is apparently getting ready to re-open again. A new sign has been erected over the marquis and reports circulating the neighborhood have it that the house will throw open its doors in time for the fall season.

It has been a puzzling matter to the fans in the neighborhood as to why the house was suddenly shut down. It had been doing a prosperous business, had an excellent run of product and to all outward appearances was an established house. However, the several other houses on 116th street have undoubtedly blossomed during its idleness.

Albany

SYMPATHY of readers of the Motion Picture News is extended to William E. Benton, of Saratoga Springs, owner of several theatres in northern New York, and to his brother, Louis J. Benton, of Ballston Spa, who also has motion picture theatres in that village as well as Albany and Troy, in the death of their mother, which occurred last week at Saratoga Springs. Although in ill health for some time past, Mrs. Benton's death occurred suddenly, as the result of cerebral hemorrhage.

C. H. Buckley, owner of the Clinton Square theatre and Leland theatre, has returned to Albany from several days spent in New York. Mr. Buckley announced during the week that he does not intend to install apparatus for talking pictures in either of his two theatres.

W. W. Farley, owner of several theatres in Schenectady, may be seen any afternoon at the race-track at Saratoga Springs.

Motion picture operators at Albany's theatres will receive more money after September 1, in accordance with an agreement that was signed a year ago, which runs for three years with an increase each year.

The Majestic theatre in Albany, now closed, will reopen on August 27 as a burlesque house. Ollie Stacey, manager of the theatre, who suffered a broken leg in a recent airplane crash, is able to be about with a crutch.

There was a benefit at the Leland last Sunday for the Kilties Band, of Albany. The theatre was open from one to eleven o'clock, and gave a very pleasing picture program.

Austin Interrante, who returned to Albany some time ago, to become associated with Columbia Pictures, has now gone with the local Fox exchange as a salesman and succeeds George McKinney who has returned to Washington D. C.

Alex Sayles, manager of the Leland in Albany, is back from a long motor trip that carried him into Canada through the White Mountains and Maine, and into New York City.

Quite a number of the high-up officials of producing companies have been in town during the past week, including Sam Berger, district manager for Metro; Andy Smith, eastern sales manager for First National; Joe Miller, who handles Columbia out of Buffalo, and Earl Smith, sales manager for Tiffany.

The new Stanley theatre in Utica, is scheduled to open about Labor Day, according to reports reaching Albany. Several of the Stanley officials were in Utica last week, including Moe Mark, Joe Plunkett and Moe Silver.

The Hippodrome in Ogdensburg, has changed hands to the extent that Eli Rosenbloom has transferred the theatre to his son, Milford.

In the remodeling of the White Swan hotel at Greenwich, N. Y., into a motion picture theatre by H. L. Mausert, the former bar room becomes the projection booth.

John Garry, who is now secretary to C. H. Buckley in Albany, is the owner of a new car.

According to Isador Schmertz, local manager for Fox, exhibitors are beginning to buy the new season's product.

The theatre in Briar Hill is now operating under the direction of a physician, Dr. E. Graves. It is running one night a week.

Among visitors along Albany's Film Row last week were Charles Sesonske, and E. H. Arnold, of Watertown; Henry Krohn, of Sharon Springs, and Clarence Dopp of Johnstown. Mr. Dopp availed himself of the opportunity to attend the baseball game between Albany and the "Yanks."

Wilhelmina Wenzel, cashier at the Pathe exchange, is back from an automobile trip to Montreal, on which she was accompanied by her sister and some friends. William Berrigan, poster clerk at the Pathe exchange, is also back from a vacation.

There was a persistent report last week along Film Row to the effect that the Strand in Schenectady had been sold to provide a site for a five and ten cent store.

J. C. Adams, manager of Loew's theatre in Montreal, paid a visit to several of the Albany exchanges last week, accompanying Bob Yates of Lake George.

Jim Tunney, of the Universal exchange, is on his vacation accompanied by his young son.

Jack Bulwinkle, former manager for First National, Albany, but who left here several months ago to go with United Artists in New Haven, is now covering the state of Connecticut for another concern.

Al Guteck, Albany manager for F B O, played the part of the Good Samaritan one day last week, as he was motoring along the Cherry Valley turnpike. He came upon the scene of an accident and finding a woman quite badly injured, carried her in his car to a doctor's office in Esperance.

W. H. Linton, of Utica, has installed a $3,000 electric sign on his Olympic theatre.

E. J. Smith, and Carl Gove, of the Tiffany forces in New York city were in Gloversville for a conference with the Schine Brothers.

There has been a change in the ownership of the Delaware theatre in Albany. The new owner is Robert Torrance. The former owner was Sam Moroze.

Mrs. Kate Schraa, cashier of the F B O exchange in Albany, was operated on for appendicitis at the Albany hospital, last week. Her condition was reported as satisfactory.

According to reports reaching Albany, Nate Robbins, of the Uptown theatre in Utica, has virtually decided to make the theatre a second run proposition in the fall.

William Smalley has had his tonsils out and is reported to be considerably improved in health.

R. J. Meigs, Pathe salesman, is sporting a brand new car, and visited exhibitors in northern N. Y.

Philadelphia

AS the result of a bequest of J. Fred Zimmerman, former theatrical manager, who left a large part of his estate to the Edwin Forrest Home for retired members of the theatrical profession, the institution has moved into thoroughly modern and up to date quarters at Forty-ninth and Parkside Avenue, Philadelphia. Spring Brook, the former home of the institution near Holmesburg which was an old landmark of the city, was the country home of Edwin Forrest, containing many memorials of its actor owner. But Spring Brook was hard to maintain especially as the endowment fund amounted to hardly a quarter of a million dollars and when an advantageous offer was made for the purchase of the property at a price far above the amount paid for it, it was accepted and the Home moved to the present location, which is much nearer to the center of the city, making it possible for residents to attend the theatre much more frequently.

The Lyric Theatre, Kulpmont, Pa., has been taken over by William L. Heiss from the former owner, D. J. McFadden.

David Segal is now covering Eastern Pennsylvania and New Jersey for De Luxe Pictures. He was formerly with Pathe.

The Colonial Theatre, Trumbauersville, Pa., a 600 seat house, was destroyed by fire with a loss of about $10,000.

Announcement has been made of the opening of three new motion picture theatres in Philadelphia on Labor Day. They are the Sedgwick, an 1800-seat house to be operated by the Stanley Company at 7145 Germantown Avenue, the Commodore, at 43rd and Walnut Sts., owned and built by Felt Brothers but leased to the Stanley Company, a 1200-seat house; and the Admiral, 2,808 North Fifth Street, a 1200-seat house owned and operated by Fineman & Seltzer. Freed's Brookline Theatre at Brookline, Pa., a suburb of Philadelphia, is scheduled to open on August 8th. The Brookline is a 700-seat house.

George Sobel, formerly manager of the Stanley Company's Market Street Theatre in Philadelphia, has been transferred to the Globe Theatre also in Philadelphia, while Ben Wolf, manager of the Globe, has been switched to the Market Street.

George P. Aarons, secretary of the M. P. T. O. A. of Eastern Pennsylvania, New Jersey and Delaware, has just returned from a two weeks' vacation spent on the Great Lakes.

Vacations are in full swing up at the Universal exchange, and twenty members of the office force are either just starting or just returning from outings.

The Rialto Theatre, Lewistown, Pa., has been taken over by Mrs. Mary Check from Joseph M. Shverha.

The new Parsons Theatre, Parsons, Pa., owned by Comerford Amusement Co., opened on August 13th. The Paramount Theatre, in Parsons, closed permanently on August 11th.

Leon Behal, the short subject man who opened the Philadelphia Film Exchange in October, 1927, is making preparations to celebrate the first anniversary of the exchange after a most successful year.

UFA Eastern Division Distribution, Inc., has just opened a branch office at 1220 Vine Street, Philadelphia, in charge of Jack Meyers.

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Chicago

OFFICERS for the ensuing year were elected at the annual meeting of the Chicago Film Board of Trade, held at the concern's headquarters, 910 South Michigan Avenue, Tuesday, August 7th, 1928. C. W. Eckhardt, District Manager of Fox Film Corp. was elected president and N. F. Agnew, manager of Paramount Famous Lasky Corp., vice president. Irving W. Mandel, manager of Security Pictures, was elected secretary and Earl Silverman, manager of Vitagraph, Inc., treasurer. Clyde W. Eckhardt, H. S. Lorch, I. W. Mandel, C. Harthill, N. F. Agnew, Felix Mendelssohn and Earl Silverman were chosen as a board of directors. J. D. Abramson was appointed executive Secretary for the seventh consecutive term.

Balaban & Katz are reported to be rushing to completion, the big Paradise Theatre at Crawford and Washington, so that it may be opened early in September. It will be recalled that this house was begun some time ago by National Playhouses, Inc., but was taken over by Balaban & Katz last fall. The Paradise, which was designed by Architect John Eberson, in French Garden style, will be one of the city's largest motion picture theatres and will have a seating capacity of four thousand. It will be the ninth Chicago house to be operated under the B. & K. banner.

Western Sales Director Van Praague of Universal, was in Chicago recently for a conference with Manager Herbel.

H. C. Young of National Screen Service has returned from a combined business and pleasure trip to Detroit, Michigan. Mr. Young made the return journey by boat.

Clarence Phillips has resigned as salesman for Tiffany to become manager of Jerry Abrams Exchange, which, by the way, will be no longer known as the Gotham Exchange. Mr. Phillips has been connected with the sales end of the motion picture business for a number of years.

H. H. Burns, manager of Simansky & Miller's Savoy Theatre, started last Sunday for a two weeks' automobile trip, taking in Niagara Falls, parts of Canada, and Elmira, New York. He was accompanied by his wife and daughter.

Nate Ruttenberg, popular manager of the Keystone and Panaroma Theatres, has just returned after a very pleasant vacation spent at Salt Lake City, Yellowstone Park and Denver. Mr. Ruttenberg was accompanied by his wife.

Charles N. David of the Chicago Daily News Screen Service, accompanied by his wife and children, motored to the east for three weeks. Mr. David reports the roads okay but he could not say so much for his chariot.

Bill Cook of the Tiffin Theatre, together with his family, last week drove to Virginia and Hibbing, Minnesota. Before returning to Chicago, Mr. Cook will stop off at Minneapolis to visit some of his old friends in the office of Finkelstein & Rubens where he was employed for several years.

V. T. and Jack Lynch have just returned from a three weeks' visit to Canada. Their first stop was to the birthplace of their parents at Guelph, Canada. They report having had a delightful trip.

Assistant General Sales Manager Cress Smith arrived in Chicago shortly after the resignation of C. C. Wallace as divisional manager, and expects to make his headquarters, for at least a month, at United Artists Chicago exchange. Another United Artist official in Chicago, is William Rosenthal, special representative. Mr. Wallace is at present enjoying his first vacation in several years and expects to announce his future connection shortly.

Receivership of the Admiral Theatre has been transferred from the Chicago Title & Trust Company to the City State Bank. Future plans for this house have not been made public and the theatre still remains closed.

Manager Blackmore is now in charge at the Peoples Theatre for Israel & Jesselson. Mr. Blackmore has recently been connected with the National Playhouses in a managerial capacity.

Starting on August 11th, the Chicago, Tivoli and Uptown Theatres changed their programs on Saturday, instead of Monday, as has been the custom in the past. Other houses which recently have set ahead their changing dates, are McVickers and United Artists, both of which are now putting their new features in on Friday.

Mrs. C. A. Deutsch, owner of the Seeley Theatre, is taking a two months' vacation at Lake Geneva, Wisconsin, and postcards that she is having a very enjoyable time.

S. H. Selig, owner of the Kozy and Gem Theatres, left last Tuesday for a short vacation at Elkhart Lake, Wisconsin. He was accompanied by Mrs. Selig.

Harry Balaban, of Balaban & Katz, and Marian Rice, daughter of Dave Rice, theatre manager around Chicago for many years, were married at the home of Mr. Balaban, last week, and are now honeymooning at Lake Louise and Banff.

Another local exhibitor who recently became a benedict, is Arthur Schoenstadt, of H. Schoenstadt & Sons, who was married to Gwendolyn Marie Straus at the Ambassador Hotel in Atlantic City. After spending some time at that famous summer resort, Mr. Schoenstadt and his wife journeyed to Mackinac Island, where they remained a week.

Frank Schaefer is confined to his home with a serious attack of yellow jaundice. It is reported he is improving but he will not be seen on film row again for two or three weeks.

Joseph Snitzer, vice-president of F B O, was here for a day this past week for a conference with local manager Herb Washburn. Mr. Snitzer returned to New York city on Thursday.

Great States Theatres, Inc., have just completed a deal with Fitzpatrick & McElroy, whereby they will take over the Lyric and Grand Theatres at Blue Island; the Lincoln-Dixie and Washington at Chicago Heights and the Harvey and Garden at Harvey. W. J. Crowley will be in charge at Blue Island, J. G. Hruby at Harvey, and R. Howard will replace Mr. McIlanson, at Chicago Heights. It is reported that Great States will shortly take over the Hippodrome and Grand Theatres at Alton, Illinois, which are owned and operated by Fitzpatrick & McElroy.

Rose Cogan, secretary to Mr. H. C. Young, of National Screen Service, is enjoying a two weeks' vacation at Sister Lakes, Michigan.

Chuck Powell has recently been added to United Artists' sales staff and was appointed to country territory.

Among film row visitors last week were Phillip Shafer, manager of the Henry Theatre, Henry, Illinois, and Adam Dermbach of Wheaton.

Stanley Levy, formerly in charge of Louis Laemmle's Theatres, has been appointed as manager of Paul Sittner's Criterion Theatre on Sedgwick Street.

Kansas City

BETWEEN $100,000 and $150,000 will be expended in remodeling the Newman theatre first run house of Kansas City, and restoring it to its former atmosphere, Milton Feld, division manager for Publix said in Kansas City. The Newman and Royal theatres have gone back from Loew's Inc., to the Publix organization. The Newman will remain closed for about two weeks. The theatre is to be wired for Movietone, but those productions will not be used exclusively, Mr. Feld said. The Newman will re-open as a de luxe house, showing first run pictures.

The Orpheum theatre, Kansas City, will keep its reserved seat policy if it listens to the requests of its patrons. About one week ago Fred Spear, manager, announced through the daily newspapers that he would permit the patrons to determine the future policy of the house, which shows first run pictures and presents vaudeville. The result was overwhelming. The real goal, however—the creation of additional interest in the theatre on the part of patrons—was reached in flying colors.

Business was dull without having "customers" enter the theatre through the rear door, thought M Gross, manager of the Isis theatre, suburban house of Kansas City. Therefore when a 17-year-old boy broke through a rear door to see the show Mr. Gross had him arrested and confined in the Detention Home.

Fire of undetermined origin caused $110,000 damage to the building and property of the United Film Ad Service, Kansas City Sunday. Burning films threw a cloud of heavy, black smoke high against the sky, attracting hundreds of spectators and motorists, who created a traffic jam that made it difficult for the fire department to function properly. The cause of the fire, which is believed to have started in the developing room in the basement, is being investigated.

R. R. Biechele, president of the M. P. T. O. Kansas-Missouri, was confined to his bed last week, suffering from influenza. His condition was not considered serious, however, and he was expected to be back on his job at M. P. T. O. K.-M. headquarters soon.

The following changes in ownership and remodeling of theatres in the Kansas City territory have been announced: Crystal theatre, St. Joseph, Mo., after being dark seven years, was scheduled to reopen August 15, under the ownership of I. T. Curd; the Ocasco theatre, Kansas City, recently purchased by Denny Costello and renamed the Bijou, has re-opened; the Star theatre, Nevada, Mo., operated by the Midland Circuit, will be renovated and redecorated; the new Star theatre, Willow Springs, Mo., operated by A. J. Sass, had a formal opening last week; a new theatre will be built in Belville, Kas., by Sam H. Blair, owner of a string of theatres; the Adrian theatre, Adrian, Mo., has been purchased by Lovell Mayginnes; the Electric theatre, Springfield, Mo., is being wired for Vitaphone and Movietone; R. S. Fromley has purchased the Electric theatre at Galena, Mo., from D. M. Standridge; C. V Rose, Jr., has purchased the Royal theatre, Unionville, Mo.; P. D. Hendrix has sold his Overland theatre, Overland Park, Kas., to Mrs. Mary Cambridge.

St. Louis

A FIRE believed to have been caused by an electric spark igniting a motion picture film in the projection booth of the Union Station motion picture theatre did $500 damage recently. Patrons in the theatre at the time filed out in orderly fashion. Two thousand feet of film burned.

William Berger, operator, attempted to extinguish the flames but failed. He then advised the audience and ran to turn in an alarm.

The theatre is conducted on the second floor of the Union Station, the central railroad depot of St. Louis.

The Gem Theatre Corporation of which I. W. Rodgers, 224 Eighth Street, Cairo, Ill., is president, will take bids at an early date on a new theatre for Cairo to cost upwards of $80,000. T. S. Thompson of Carbondale, Ill., has prepared plans for the new buildings.

For the sixth time this season the performance at the St. Louis Municipal Theatre in Forest Park was stopped by rain the night of August 4 during a performance of 'Countess Maritza." There were 3,000 cash customers in the big open air theatre at the time. They were given rain checks good at shows the coming week. The loss of six performances in one season is record for the opera.

R. E. Gump of 587 North 26th, East St. Louis, Ill. is said to have his theatre on the market. It is a 500-seater and is expected to figure in a deal within a week.

A 600-seat theatre will be included in the $300,000 5-story hotel planned for Corinth, Miss., by the Corinth Chamber of Commerce. The structure will be fireproof throughout and will be built of brick and reinforced concrete with stone and terra cotta trimming. It will cover a site 100 by 110 feet.

The Atlantic Theatre, Atlantic, Iowa, operated by O. C. Johnson is being remodeled. The work will be completed about September 10. A large new organ will be installed. The improvements will cost about $50,000.

Bids are being taken on a new theatre for New Sharon, Iowa. E. Hoffman is to be the owner. Plans were prepared by A. Eaton, 112 South Market Street, Ottumwa, Iowa, and call for a one-story brick and concrete building to cost upwards of $25,000.

Skouras Brothers plan to close the Capitol Theatre, Sixth and Chestnut Streets, within the next two weeks so that complete Vitaphone equipment may be installed. The Capitol was the first sound picture house in St. Louis but the equipment was taken out after several weeks run.

Twelve one-story stores fronting on Washington Boulevard just west of Grand Boulevard and part of the new William Fox theatre building in St. Louis will be ready for occupancy about September 15 it has been announced. The theatre scheduled for opening early in December is rapidly nearing completion. The brick work has been practically finished and interior plastering is now under way.

Tom McKean, president, and Walter Light, vice-president of Progress Pictures made a joint trip through Northeast Missouri during the past week and report that general conditions in that section are favorable. They were able to close some favorable contracts for their product on the trip.

St. Louis film stocks were quoted on the St. Louis Stock Exchange on August 4 as follows: Skouras A, $41.50 asked. One year ago $32. St. Louis Amusement A, $30 asked. There was no quotation on this stock on the corresponding day in 1927.

Columbia Pictures' branch office recently opened in St. Louis will be known as the Affiliated Distributing Company until further notice. This is to be part of Columbia's own national distribution system, which it has been building up in the last few years.

Affiliated Distributing Company will handle all of the 1928-1929 product.

The St. Louis Amusement Company is erecting a new canopy in front of the Mikado theatre, 5951 Easton avenue.

Progressive Pictures, Inc., of St. Louis, of which Tom McKean is president; Walter Light, vice-president, and John Walsh, secretary, has secured the ten Chesterfield productions comprising the 1928-29 schedule. They will distribute the pictures in Eastern Missouri and Southern Illinois.

Affiliated Distributing Company is the corporate name finally adopted for the St. Louis exchange that will handle Columbia pictures in the St. Louis territory. The office is located at 3330 Olive street with Claude W. McKean in charge as manager. This new name was decided on to avoid confusion with other Missouri exchanges.

Irving Frankel has joined the local sales staff of Tiffany Pictures. Manager Roy Dickson has assigned him to travel Southeast Missouri, Arkansas and Tennessee.

Barney Rosenthal, president of Columbia Pictures Corporation, has gone to Chicago on business and probably will return in a week.

St. Louis film stocks closed August 11 as follows: Skouras A $42 bid and $44 asked. One year ago held at $32. St. Louis Amusement A $30 asked. No bid a year ago.

Minneapolis

RENE MURRAY, relief cashier at the new State theatre in St. Paul, was choked into unconsciousness last week by a nattily dressed bandit, who escaped with $24 from the box office. The robbery occurred at 7:30 p. m., just after the evening performance had begun. The bandit, who was accompanied by a woman accomplice, was frightened away by Leon Crosland, operator at the theatre, who heard the tussle in the lobby and ran to the assistance of Miss Murray.

Mae Murray will come to Minneapolis two or three days prior to the opening of her performance at the Pantages so that she may rest up at a nearby lake resort.

Tiffany-Stahl Company has promoted Bill Grant, booker for six years at the Minneapolis branch, to a sales position. Grant was formerly with Pathe as assistant booker. He is succeeded by Wm. Clayton, who comes from the Chicago Fox office, where he acted as assistant booker.

The Turner Opera House, which was recently burned, is to be replaced by a $25,000 building, according to the plans of the Turner Society of Watertown, S. D.

A theatre has been opened at Burdette, S. D., by Guy Barnes.

Sales conditions in the northwest are being surveyed by Cecil Maberry, general sales manager for Columbia Pictures, who has visited Minneapolis and Omaha as well as the smaller towns in the district.

The new theatre which is nearing completion at Hennepin avenue and Lake street in Minneapolis will be opened late this month by Finkelstein and Ruben. It is to be known as the Granada.

Carl Lindstaedt, who has gone to Austin, Minn., has been succeeded as assistant manager of the Chateau Lodge, Rochester, Minn., by F. G. Nutting of Minot, N. D.

The large building campaign which has been started by Fox Company is still thought to include the construction of large theatres in Minneapolis and St. Paul and possibly even in the larger Minnesota towns.

Recent visitors in Minneapolis included John F. Royal, general manager of the western division of Keith-Albee-Orpheum, and Stanley Jacques, midwest division manager for Pathe.

The Liberty theatre at Webster, S. D., has been purchased by H. M. Schencker from Blank & Debee. Mr. Schencker plans to remodel the house.

Cincinnati

AFTER a two weeks' trial with stock musical tabs, given in addition to regular picture programs, the Boulevard theatre, Cincinnati, has discontinued the tabs and resumed a straight picture policy. It was found that the added attraction did not provide sufficient drawing power to justify the extra expense.

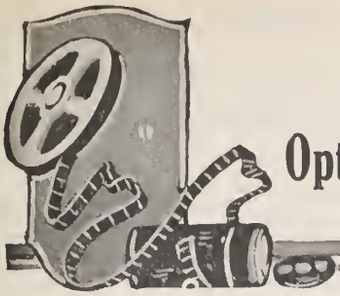
The Palace theatre, Dayton, O., will hereafter conduct amateur nights on Wednesday of each week, offering suitable cash prizes for the best talent which is determined by the amount of applause received.

Griff. Granger, manager of the Kaypee theatre, Mt. Gilead, Ohio, together with his wife and a party of friends, is leaving soon for a motor trip to Kenosha, Wis.

J. S. Rex, owner of the Elite theatre, Defiance, Ohio, has filed a voluntary petition in bankruptcy, listing his liabilities at approximately $25,000, with assets around $600.

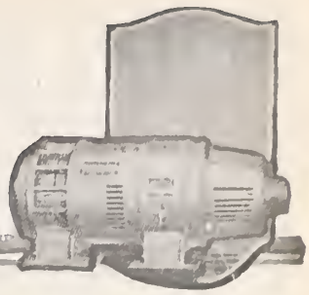
The Rialto theatre, Hamilton, O., is being artistically redecorated during the mornings in order not to interfere with the daily programs. John Schwalm, manager of the Rialto, is spending a few weeks at Atlantic City, accompanied by his wife.

Samuel Lowenstein, 69, financially although not actively interested in the Palace theatre, Hamilton, passed away last week.



Projection

Optics, Electricity, Practical Ideas & Advice



Inquiries and Comments

Projectionist Claims Discovery of New Law

ENGINEERS whose activities in any way touch upon the broad field of illumination and the thousands of men whose occupation is that of motion picture projectionist should be greatly interested in the conclusions reached by a Projectionist in Virginia, which, providing they are correct, will go a long way toward upsetting a fundamental law of illumination.

Also, these conclusions by this Brother Projectionist will serve to give the laugh to a number of noted scientists and investigators whose painstaking work prompted them to annunciate certain laws pertaining to the action of light subjected to periodic and repeated interruptions as occasioned by the placing of a sectores disc (more commonly known as a revolving shutter) in the path of a beam of light.

For Increased Light, Speed Up the Shutter

The gist of the "Virginia" Brother's discovery is that the screen intensity produced by the beam from a motion picture projector will be increased if the revolving shutter is speeded up to permit, the shutter openings to present themselves to the light beam at shorter intervals, thus allowing more light to pass through said openings.

His line of reasoning, as revealed by his contribution is as follows: A motion picture shutter, as every dyed-in-the-wool projectionist well knows, is comprised of a simple metal disc in which are cut openings to effect the alternate passing and masking of light issuing from the projection lens.

He then argues, as the shutter is speeded up in synchronism with the passage of the film before the aperture, the open spaces in the shutter of necessity present themselves more quickly before the projection lens. Hence, if this is so (and we certainly must admit that it is so) then the light beam issuing from the lens has more opportunities for passing through the shutter openings and then on to the screen where the intensity is consequently built up to a higher value.

Unique Reasoning

This line of reasoning, to say the very least, is quite unique and shows to what extent the human mind can so bias itself as to recognize favorable factors and overlook unfavorable ones. This Projectionist, in proclaiming this new law of illumination sees only the openings in the shutters which are favorable to that which he wishes to prove and altogether ignores the shutter blades which are not so favorable to his contentions.

He forgets, or perhaps ignores the fact that if the shutter openings present themselves more quickly as the shutter speed is increased, so also do the shutter blades, which, of necessity are part and parcel of the same shutter and so get in their deadly work to offset any advantage which increased speed may give to the shutter openings.

It seems that Brother "Virginia" is unfamiliar with the old gag concerning the equal benefits which the sauce holds for both the goose and the gander. He sees only sauce for the goose.

Shutter Speed Does Not Affect Intensity

Unfortunately for this new theory a number of noted scientists have definitely proved, and the findings have been generally accepted, that the speed of the rotating shutter has absolutely no effect upon the screen intensity. In other words, it makes not a particle of difference whether the shutter makes ten revolutions per second or 10,000 revolutions per second, the intensity of illumination upon the screen will not vary by so much as one one-millionth of a foot-candle providing other factors have not changed.

Talbot's Law

The value of the average illumination which results when light, falling on a surface, is repeatedly and regularly interrupted, is expressed by Talbot's Law which says that Removing all of the illumination part of the time is equivalent to removing part of the illumination all of the time. In other words, the only effect of a rotating shutter is to reduce the average illumination on the screen. The resultant illumination will vary in proportion to the time intervals of light and dark.

The effect of shutter speed is nowhere mentioned in the above law and we cannot bring ourselves to believe that Dr. Talbot so far forgot himself as to overlook this important factor in his tests.

Hence, our Brother Projectionist's theory, which claims increased illumination with increased shutter speed, collapses under the weight of his own explanation as to how it was derived in spite of his urgent pleadings for "somebody, somewhere, with a photometer at his disposal to try to support his claims."

When we observe the results of some projectionists' methods of reasoning, as illustrated, we entertain fears as to their ability ever to digest the principles underlying talking picture projection.

If comparatively simple matters dealing with light action are utterly incomprehensible to them, what chance have they for ever understanding the more complicated electrical and physical actions involved in the operation of amplifying systems as used in synchronized pictures?

What the projectionists of this country need—even more than a good five cent cigar—are instructions presenting in a clear, concise fashion, the true facts bearing on subjects which, of necessity, are wholly technical in their aspects.

Theatre in Anderson, Ind., To Open November 29

A modern theatre costing about $350,000, started several weeks ago at Anderson, Ind., by the Capitol-Crystal Theatre Corporation, will be completed and ready for opening on Thanksgiving Day. The theatre will be known as the Capitol and will seat 1,500 persons. E. F. Miller is the architect. The theatre project was started by Harry Goldberg and H. Coseo, Detroit men. Mr. Harry Muller, Anderson theatre owner, became interested in the venture and acquired the interests of the two Detroit promoters.

The building will be 72 feet wide, fronting on Meridian street and 144 feet deep. The stage will be 27 by 66 feet. The interior of the building is being done in an Italian design. Mr. Miller has signed contracts for Vitaphone and will show talkies, feature picture and vaudeville in season.

Construction Work Begins On San Antonio Theatre

Construction activities have begun on the new Majestic theatre in San Antonio, Texas, a house being erected by the Interstate Amusement Company of Dallas and which will cost $3,500,000. Karl Hoblitzelle is president of the Interstate forces, now operating Majestic theatres in the cities of Dallas, Houston and Fort Worth, and a large deluxe combination house in Birmingham, Ala.

The new San Antonio theatre will be incorporated in a fifteen-story structure, Houston Street between Navarro and St. Mary's Streets. It is a full block in depth and extends as far back as College Street. The space unused by the theatre will be leased out as offices. The new house will have the largest seating capacity of any theatre south of Chicago, it is said, as 4,000 seats are planned for it.

The contractor is John Eberson and the building company is the American Construction Company of Houston. The cost of the site is estimated at $1,500,000. It is expected to be finished in time for opening during the fall of 1929.

Netoco Plans Egyptian Theatre for Boston Suburb

BRIGHTON, Boston suburb long without de luxe motion picture house, will soon have one of the finest theatres in the country, according to announcement made by Samuel Pinanski, president of the New England Theatres Corp.

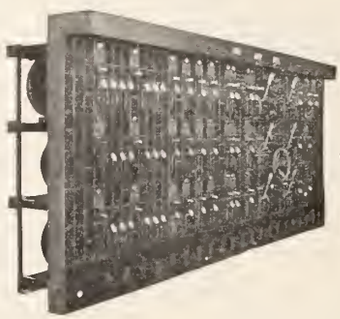
Netoco, which through its program of expansion has now acquired over thirty theatres, has recently come into possession of a choice site on Washington Street, in the heart of Brighton. Ground has already been broken and building operations on the new edifice are now in progress.

The new theatre, it is stated, will be known as the Netoco Egyptian, and will be the only one of its kind in the East, it is said. It will follow the atmosphere suggested by its name, both inside and out. The interior will be copied after the great Temple of Karnak at Thebes on the upper Nile. From the exterior entrance, which will be patterned after the door of the original temple, the entrance to the theatre proper will be approached through a long decorated lobby into a grand foyer replete with massive pillars and murals done in the brilliant hues favored by the ancient Egyptians. The marquee will follow the style of the ancient tent canopy. These reproductions will be faithful to the most minute detail, Mr. Pinanski says.

The new Netoco Egyptian is planned to seat 2,500, and will be of the stadium type, that is, without a balcony. The stage will be modern in every detail and will allow for presentations of every kind. Vitaphone and Movietone will be installed, and the orchestra pit will be arranged on a mechanical lift so that the orchestra will be out of sight when not playing.

A ladies' smoking room, a nursery for children, men's lounge and a general lounge are included in the plans. A private parking space to accommodate over 200 cars is expected to add greatly to the service.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Data	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Msr. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The			
Scarlet Woman, The	De Putti-Alvarado		
Submarine	Holt-Revier-Graves		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar. 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	
Count Ma Out	Barney Helium	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix tha Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat In Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat In the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix tha Cat In the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Girlies Behave	Jerry Drew	Sept.	9	2 reels	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 28
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	8	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	
Pretty Baby	Monty Collins	Feb.	28	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	8	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wife Trouble	Robert Graves	Sept.	23	1 reel	
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefa	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroads	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24

Title	Star	Rel.	Date	Length	Reviewed
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Drifti n' Sands	Bob Steele	Jan.	1	4770 feet	
Fa ers of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6829 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	May	11	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Terror Mountain	Tom Tyler	Aug.	19		
Trail of Courage, The	Steele-Bonner	July	8		
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	June	24	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthae	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Intants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah, Rah Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelore	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno		
Battling Buckaroo, The	Tyler-Clair		
Captain Careless	Bob Steele		
Circus Kid, The	Darro-Costello-Brown		
City of Shadows, The	Luden-Lynn		
Come and Get It	Bob Steele		
Dog Law	Ranger (Dog)		
Down Our Way	Valli-Caldwell-Darro		
Drums of Arahy	Tom Mix		
Gang War	Borden-Pickford	6337 feet	
Eagle's Talons, The	Tom Tyler		
Freckled Rascal, The	Buzz Barton		
Fury of the Wild	Ranger (dog)		
Headin' for Danger	Steele-Mendez		
His Last Haul	T. Moore-Owen		
Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23 — 6337 feet	Aug. 4
Idaho Red	Tom Tyler		
Orphan of the Sage	Buzz Barton		
Rough Ridin' Red	Buzz Barton		
Saddle and Spurs	Barton-Eason		
Sally's Shoulders	Wilson-Hackathorne		
Singapore Mutiny, The	Gardner James		
Sinnere in Love			
Son of the Golden West	Tom Mix		
Stocks and Blondes	Logan-Gallagher		
Stolen Love	M. Day-O. Moore-Lease		
Taxi 13	Conklin-Sleeper-Trevor		
Tracked	Ranger (Dog)		
Trail of the Horse Thieves, The			
Vagabond Cub, The	Buzz Barton		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
Barker, The	Sills-Compson-Mackaill	Sept.	2		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	
Heart Trouble	Harry Langdon	July	29		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night In Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26		
Out of the Ruins	Barthelmess-Nixon	Aug.	19		
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5	6225 feet	
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 28

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 30 — 6467 feet	
Changeling (sound device)	Dorothy Mackaill		
Divine Lady, The (sound device)	Griffith-Varconi		
Do Your Duty	Charlie Murray		
Glorious Trail, The	Maynard-McConnell	Oct. 28	
Hard Rock	Sills-Todd	Oct. 14	
Haunted House, The	Kent-Todd		
Lilac Time (sound device)	Moore-Cooper	8967 feet	Mar. 24
Night Watch, The	Dove-Reed	Sept. 9	
Outcast (sound device)	Griffith-Lowe	Oct. 28	
Phantom City, The	Maynard-Gilbert		
Scarlet Seas	Richard Barthelmess		
Show Girl	White-Delaney	Sept. 00	
Waterfront			
Whip, The	Mackaill-Nisson-Forbes	Oct. 7 — 6058 feet	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July	8		
Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
Four Sons	Mann-Hall-Bushman	Sept.	3	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl In Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 28
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23

Title	Star	Rel.	Date	Length	Reviewed
Ladies Must Dress	Valli-Gray	Nov. 20		5599 feet	Dec. 23
Love Hungry	Moran-Gray	April 8		5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept. 4		8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May 27		6679 feet	June 18
Mother Machree	Bennett-McLaglen	Oct. 22		6863 feet	Mar. 17
None But the Brave	Merton-Phipps-Lynn	Aug. 5		5713 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June 10		5071feet	
Painted Post, The	Mix-Kingston	July 1		4952 feet	June 23
Pajamas	Borden-Gray	Oct. 23		5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April 22		5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct. 2		5893 feet	Feb. 11
Rod Dance, The	Del Rio-Farrell-Revier	Dec. 3		9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug. 26			
Road House	Barrymore-Alba	July 22		4991 feet	Aug. 4
Seventh Heaven	Gaynor-Farrell	Oct. 30		8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov. 27		5467 feet	
Sharpshooters	D'Brien-Moran	Jan. 15		5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec. 18		5446 feet	
Silver Valley	Mix-Dwan	Oct. 2		5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb. 5		5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar. 4		5397 feet	Mar. 31
Street Angel, The	Gaynor-Farrell	Aug. 19		9221 feet	July 28
Sunrise	Gaynor-O'Brien	Nov. 5		8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May 20		5937 feet	May 28
Two Girls Wanted	Gaynor-Tryon	Sept. 11		6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov. 8		5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar. 25		5112 feet	April 14
Wild West Romance	Bell-Lincoln	June 10		4921 feet	
Wizard, The	Lowe-Hyams	Dec. 11		5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov. 27		5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan. 8		5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April 15		1 reel	May 26
Arkansas Traveler	Variety	Jan. 6		1 reel	
Cow's Husband, A	Spenser-Temple	June 24		2 reels	June 23
Desert Blooms, The	Variety	Mar. 19		1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May 13		2 reels	May 19
Head Hunters of Ecuador	Variety	Jan. 22		1 reel	
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan. 15		2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan. 1		2 reels	
Jack and Jilted	P. Cunning-M. King	May 27		2 reels	May 26
Jungles of the Amazon	Variety	Feb. 5		1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan. 29		2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar. 25		2 reels	May 19
Lofty Andes, The	Varsity	Aug. 5		1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan. 22		1 reel	
Love is Blonde	Rollens-Ellis	Feb. 26		2 reels	
Low Necker, The	Marjorie Beebe	Dec. 18		2 reels	Jan. 14
None But the Brave	Phipps-Morton-Knapp	June 24			
Old Wives Who Knew	Hallam Cooley	April 8		2 reels	May 26
On a South Sea Shore	Variety	April 1		1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb. 19		1 reel	
Spanish Influence	Variety	April 29		1 reel	
T. Bone for Two	Tyler Brooke	April 22		2 reels	
Too Many Cookies	T. Brooke-L. Miller	Mar. 11		2 reels	
Vintage, The	Variety	Mar. 4		1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Oct. 15			
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov. 19			
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Dec. 17			
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.			
Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell				
Homesick	Sammy Cohen				
Joy Street	Barrymore-Alba	Dec. 10			
Lost in the Arctic	Special Cast			5474 feet	
Making the Grade	Moran-Lowe	Nov. 26			
Me, Gangster	Collyer-Terry	Oct. 8			
Mother Knows Best (Movietone)	Bellamy-Dresser	Sept. 24			
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Oct. 1			
Prep and Pep	Rollens-Drexel	Nov. 12			
Riley the Cop	Macdonald-Drexel	Jan. 7, '29			
Vampire a la Mode	Marjorie Beebe	Oct. 29			
Win That Girl	Rollens-Carrol	Sept. 17		5337 feet	
Woman, The	Astor-Bard				

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb. 1		5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct. 1		6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov. 1		6000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April 1		6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept. 1		6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May 1		6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug. 12		6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug. 26		6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan. 1		7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June 1		6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Thru the Breakers					
Turn Back the Hours	Loy-Pidgeon	Mar. 1		6800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April 7		8805 feet	May 5
Actress, The	Shearer-Forbes-D. Moore	April 28		6998 feet	July 14
Annie Laurie	Gish-Kerry	Sept. 17		8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan. 21		5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov. 12		6433 feet	
Ben Hur	Novarro-McAvoy	Oct. 8		11693 feet	Jan. 18, '28
Big City, The	Chaney-M. Day-Compson	Feb. 18		8838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept. 10		11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct. 1		5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar. 17		6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec. 24		6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May 19		5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar. 31		5861 feet	May 19
Cossacks, The	Gilbert-Adoree	June 23		8601 feet	June 30
Crowd, The	Boardman-Murray	Mar. 3		8538 feet	Feb. 25
Detectives	Dane Arthur	June 9		5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May 5			
Divine Woman The	Garbo-Hanson	Jan. 14		7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb. 18		8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct. 15		6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June 16			July 28
Foreign Devils	McCoy-Windsor	Sept. 3		4658 feet	April 28
Four Walls	Gilbert-Crawford	Aug. 4			July 21
Garden of Allah	Terry-Petrovich	Nov. 5		8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct. 29		6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb. 4		7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April 14		7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan. 21		5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec. 3		5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan. 2		7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec. 17		5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June			
Man, Woman and Sin	Gilbert-Eagels	Nov. 19		6280 feet	June 2
Patsy, The	Davies-Caldwell-Gray	Mar. 10		7289 feet	
Quality Street	Davies-Nagel	Dec. 31		7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April 21		5014 feet	
Road to Romance, The	Novarro-M. Day	Sept. 24		6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb. 11		7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May 19		5813 feet	
Smart Set, The	Haines-Holt-A. Day	Feb. 25		6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec. 10		4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct. 22		6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan. 30		9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec. 10		6273 feet	Nov. 11
Telling the World	Haines-Page	June 30		7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov. 26		5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar. 29		5901 feet	May 19
West Point	Haines-Crawford	Jan. 7		8134 feet	Jan. 7
Wickedness Preferred	Cody-Pringle	Jan. 28		5011 feet	
Wyoming	McCoy-Sebastian	Mar. 24		4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar. 17		2 reels	
All For Nothing	Charley Chase	Jan. 21		2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar. 10		1 reel	
Barnum and Ringling, Inc	"Our Gang"	April 7		2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept. 15		1 reel	
Blow by Blow	Max Davidson	Mar. 31		2 reels	April 21
Boy Friend, The				2 reels	
Came the Dawn	Max Davidson	Mar. 3		2 reels	
Children of the Sun	Ufa Oddities	Feb. 11		1 reel	
Cleopatra		July 7		2 reels	
Crazy House	"Our Gang"	June 2		2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar. 17		2 reels	
Dumb Daddies	Max Davidson	Feb. 4		2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug. 18		1 reel	
Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar. 10		2 reels	April 7
Fair and Muddy	"Our Gang"	May 5		2 reels	May 12
Family Group, The	Charley Chase	Feb. 18		2 reels	Feb. 18
Fight Pest, The	Charley Chase	May 12		2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb. 25		2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar. 4		3 reels	
From Soup to Nuts	Laurel-Hardy	Mar. 24		2 reels	April 21
Golden Fleeces	Ufa Oddities	May 19		1 reel	
Happy Omen, A	Ufa Oddities	July 14		1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
Imagine My Embarrassment	Charley Chase			2 reels	July 28
Is Everybody Happy?	Charley Chase			2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan. 28		1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan. 21		2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan. 28		2 reels	
Let George Do It	Laurel Hardy			2 reels	Mar. 3
Limousine Love	Charley Chase	April 14		2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov. 10		1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar. 24		1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept. 1		1 reel	
Murder	Ufa Oddities	Sept. 29		1 reel	
Nature's Wizardry	Ufa Oddities	July 28		1 reel	
Ol' Gray Moss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufa Oddities	June 16		1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan. 7		2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan. 14		1 reel	
Pets and Pests	Ufa Oddities	Jan. 28		1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April 21		1 reel	
Rainy Days	"Our Gang"	Feb. 11		2 reels	
Sanctuary	Ufa Oddities	May 5		1 reel	July 21
School Begins	"Our Gang"			2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25		1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26		2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June 30		1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14		2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April 28		2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May 19		2 reels	May 26
Tokens of Manhood	Ufa Oddities	June 8		1 reel	May 28
Two Tars	Laurel-Hardy			2 reels	
Virgin Queen, The	Stanley-Dwan-Manning	May 12		2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April 7		1 reel	
Wives for Sale	Ufa Oddities	Oct. 27		1 reel	

Title	Star	Rel.	Date	Length	Reviewed
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
World's Playgrounds	Ufa Oddities	Oct.	13	1 reel	
Your Darn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adventurer, The	McCoy-Sebastian	4709 feet	
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	Oct.	6037 feet Aug. 4
Bellamy Trial, The	Joy-Bronson		
Beyond the Sierras	Tim McCoy		
Brotherly Love (tentative)	Dane-Arthur		
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day		
Deadline, The	Flash-Lorraine-Gray		
Excess Baggage	Haines-Cortez		
Gold Braid	Ramon Novarro		
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther		
Humming Wires	Tim McCoy		
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert		
Mysterious Lady, The	Garbo-Nagel	7652 feet	Aug. 11
Napoleon	Special Cast		
Our Dancing Daughters	Crawford-Brown-Sebastian		
Pagan, The	Ramon Novarro		
Show People	Davies-Haines		
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
While the City Sleeps	Chaney-Page		
White Shadows in the South Seas	Blue-Torres	7968 feet	
Wind, The	Gish-Hanson		
Woman of Affairs, A	Gilbert-Garbo		

PARAMOUNT
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	6591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6536 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5808 feet	July 7
Chang	Jungle Film	Sept.	3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	7720 feet	May 28
First Kiss, The	Wray-Cooper	Aug.	18	7640 feet	Aug. 11
Fools for Luck	Fields-Conklin	May	5	5758 feet	June 23
Forgotten Faces	Brian-Brook	Aug.	11		
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	16	6263 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec.	3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July	14		July 28
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
Loves of an Actress	Negri-Asther	Aug.	11	7159 feet	Aug. 4
Magnificent Flirt, The	Florence Vidor	June	2	6440 feet	June 30
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct.	22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Baquette	Dec.	24	5203 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Down, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 26
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Raleton-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept.	17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept.	3	6935 feet	
Wife Savers	Beery-Hatton	Jan.	7	6413 feet	Jan. 21
Woman on Trial	Negri-E. Hanaon	Oct.	29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice in Movieland	Novelty	June	23	2 reels	
Baby Feud	Krazy Kat Cartoon	Aug.	18	1 reel	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct.	27	2 reels	
Dizzy Diver, The (Christie)	Billy Dooley	Aug.	11	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec.	1	2 reels	
Hot Scotch (Christie)	Jack Duffy	Aug.	18	2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	
Knights of the Air	Aviation Film	Mar.	31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb.	18	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June	23	1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug.	25	1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug.	11	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April	28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April	14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb.	4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar.	31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June	9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan.	7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan.	21	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar.	3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar.	17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar.	17	2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct.	6	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May	12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar.	24	2 reels	
Loves of An Actress, The	Negri-Cooper	Aug.	18	7459 feet	Aug. 4
Love Sunk	Krazy Kat Cartoon	Mar.	24	1 reel	
News Reeling	Krazy Kat Cartoon	Aug.	4	1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept.	29	2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June	2	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct.	13	2 reels	
Pig Styles	Krazy Kat Cartoon	Jan.	14	1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June	30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan.	28	2 reels	
Sawdust Paradise, The	Ralston-Howes	Aug.	25		
Say Uncle (Christie)	Jack Duffy	June	9	2 reels	
Scrambled Weddings	E. E. Horton	June	30	2 reels	
Sea Food (Christie)	Billy Dooley	July	14	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan.	28	1 reel	
Skating Home (Christie)	Frances Lee			2 reels	
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	16	2 reels	
Sock Exchange, The (Christie)	Bobby Vernon	Sept.	22	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
Stop Kidding	Bobby Vernon	Aug.	25	2 reels	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post	Sept.	8	2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Walls Tell Tales	Madge Kennedy	Aug.	4	2 reels	
Warming Up	Richard Dix	Aug.	4	6509 feet	July 21
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar.	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
Beggars of Life	Beery-Arlen-Brooks		
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean		
Docks of New York, The	Bancroft-Compson-Baclanova		
Fleet'a In, The	Bow-Hall		
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane		
Letter, The	Evelyn Brent		
Mating Call, The	Meighan-Brent-Adoree		
Moran of the Marines	Dix-Elder		
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
Patriot, The	Jannings-Stone-Vidor	Oct.	6 9819 feet
Quick Lunch	Fields-Conklin		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
Take Me Home	Daniels-Hamilton		
Three Week-Ends	Clara Bow		
Water Hole, The	Holt-Carroll		
Wedding March, The	Von Strohein-Wray		
Wings	Bow-Rogers	Sept.	12 reels Aug. 26'27
Woman From Moscow, The	Negri-Kerry		

PATHE
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 18
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr.	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	6	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil'a Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banke	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 18
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23

Title	Star	Rel.	Date	Length	Reviewed
Grandma's Boy (re-issue)	Herold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
King of Kings, The	Warner-Logan	Oct.	1	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law'e Lesh, The	Klondike (dog)	Mey	20	4683 feet	Mar. 31
Leopard Lady, The	Jecqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jen.	15	5888 feet	Jan. 28
Mein Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killor	Klondike (dog)	Mar.	4	4600 foot	Mar. 3
Midnight Madness	Jecqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mer. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jen.	1	5494 feet	
Perfect Gentlemen, A	Monty Banks	Jen.	15	5628 feet	Jen. 14
Red Mark, The	von Seyffertitz-Quarlaro	Aug.	26	7937 feet	
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roerin' Broncs	Buffelo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Welly Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkreut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Welly Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Verconl	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrent-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffelo Bill, Jr	Feb.	19	4520 feet	Mer. 3
Walking Back	Sue Cerrol	Mey	21	5035 feet	
What Price Beauty?	Nita Naldi	Jen.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bredford-Marlon	Oct.	31	6447 feet	Mer. 31

SHORT SUBJECTS

Title	Ster	Rel.	Date	Length	Reviewed
Animel Snaps	Rerebits	April	8	1 reel	April 21
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bernyard Artists	"Aesop Fables"	April	29	1 reel	
Bernyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Beven-Hurlock	Jen.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mer. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jen.	1	1 reel	
Bunker Battlers	Sportlight	July	22	1 reel	
Buey Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Cmpus Carmen, The	Sennett Girls	Sept.	9	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Caught in the Kitchen	Billy Bevan			2 reels	
Chicken, The		Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes end the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	Mey	13	1 reel	May 19
County Felr, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	
Crowned Heads	Sportlight	Feb.	19	1 reel	
Dumb Waiter, A	Johnny Burke			2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	21	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	Mey	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mer. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jen.	15	1 reel	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	
Keshmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love et First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hlatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hlatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hlatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hlatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon				
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supper Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star			Length	Reviewed
Annapolis	Loff-Brown	Dec.	2		
Black Ace, The	Don Coleman	Sept.	2	5722 feet	
Captain Swagger	La Rocque-Carol	Nov.	11		
Celebrity	Armstrong-Basquette				Aug. 11
Craig's Wife	Irene Rich	Sept.	23		
Flying Buckaroo, The	Welly Wales	Nov.	25		
Forty-Five-Calibre War	Coloman-Loff	Feb.	17 '29		
Geraldine	Quillan-Loff				
Godless Girl, The	Basquette-Prevost			10720 feet	
Love Over Night	La Rocque-Loff	Sept.	18		
Marked Money	Junior Coghlan				
Man-Made Woman	Joy-Bolos-Warner	Sept.	9	5762 feet	
Ned McCobb'e Daughter	Irene Rich				
Power	Boyd-Logan	Oct.	21		
Sal of Singapore	Phyllis Haver				
Show Folks	Quillan-Loff				
Sin Town	Allen-Fair	Jan.	20		
Spieler, The	Hale-Logan				
Yellow Contraband	Leo Maloney	Oct.	29		

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Dete	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Sheckles	Bonner-Withers	Mar.	15	5800 feet	
Out of the Past	O'Malley-L. Rich	Sept.	28	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Ster	Rel.	Dete	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Men, The	Deleney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke or 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mer.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Dete]	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cencelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	
Undressed	Bryant Washburn	July	15	5309 feet	

Coming Attractions

Title	Star	Length	Reviewe
It Might Happen to Any Girl			

STATE RIGHTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconl	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Marla Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	

Title	Star	Rel.	Date	Length	Reviewed
Port of Missing Children	Special Cast	Superlative			
Port of Missing Girls	Bedford-McGregor	Brenda		7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films		6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.	6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict		5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist	Aug.		
Sally of the South Seas		Hercules			
Sealed Lips	Swedish Cast	Colwyn		6000 feet	
Shadows of the Night		Hercules			
Shooting Stars	English Cast	Artlee	April	5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug. 15	4562 feet	
Simba	Jungle Film	Capitol Pict		8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June 16	7200 feet	
Streets of Algiers	Camilla Horn	Brill		6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative		4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill		7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.	6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill			
When Fleet Meets Fleet	English Cast	Hi-Mark		7953 feet	
Youth Astray	Johnson-Mattoni	Ameranglo		6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 18
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (oroducer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros			10 episodes	
Necklace, The	F. P. Donovan(producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Walker-Mason	Mascot Plct	Aug.	1		
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Apaches of Paris, The					
Arizona days	Bob Custer	Syndicate	Sept. 15	4345 feet	
Bachelor Club, The	Talmadge-Worth				
Bondage	Special Cast	Ufa-Eastern			
Dancer of His Majesty, The	Special Cast	Amkino		7000 feet	
Guilty	Fritsch-Vernon	Ufa-Eastern			
Lookout Girl, The		Quality Dist	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino		6000 feet	
Milak of the Snowlands	Special Cast	Ufa-Eastern			
On the Divide	Bob Custer	Syndicate	Oct. 15	4657 feet	
Poet and Czar	Special Cast	Amkino		8775 feet	
Thunder God	Cornelius Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chekhov	Amkino		7000 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov. 15	4852 feet	
When Duty Calls	Special Cast	Ufa-Eastern			
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 28
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Aug.	30		
Ghetto, The	George Jessel	Aug.	1		
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Aug.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Aug.	20		
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5278 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Cavalier, The	Bedford-R. Talmadge	Sept.			
Devil's Apple Tree, The	Dorothy Sebastian				
Floating College, The	O'Neill-Collier, Jr				
Gun Runner, The	Cortez-Lane				
Rainbow, The	Dorothy Sebastian				
Tollers, The	Ralston-Fairbanks, Jr.	Aug.			
Tomorrow	Miller-Gray	Oct.			

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	9	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	16		
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	May 12
Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	16		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June	2		
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug.	4		
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Riding for Fame	Hoot Gibson	Aug.	19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror ,The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
Uncle Tom's Cabin (movietone)	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	18	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out		Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 28
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Showe Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog			2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Colford vs. Redskins	Lewis-Gulliver-Phillips	Sept.	17	2 reels	
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	8	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Sid Saylor	Jan.	30 '29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Danger Trail, The	Newton House	Sept.	1	2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Diamond Master, The		April	8, '29	10 episodes	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 rels	

itle	Star	Length	Revlewed
Fox Chase, The	Oswald Carloon.	June 25 ...1 rool	May 28
Freme-Up Man, The	Bob Curwood	May 26 ...2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhalll	June 13 ..2 reels	May 19
Galloping Aco, The	Jack Hoxie	Sept. 22 ..2 reels	....
Gauge of Battlo, The	Fred Gilman	April 21....2 reels	Mer. 24
Goerge Meets George	Sid Saylor	June 20....2 reels	
George's False Alarm	Sid Saylor	Feb. 29 ...2 reels	Feb. 4
George's Schoel Dazo	Sid Saylor	May 30 ...2 reels	May 5
Gelaway Kid, The	Bob Curwood	Aug. 18 ...2 reels	
Gold Claim, The	Bob Curwood	July 21 ...2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July 25 ...2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 17 ...2 reels	
Haunted Island, The (Serial)	Jack Daughorty-Helen Foster	Mar. 26....10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9....1 reel	
Her Heunted Heritege	Bon Hall	July 2....1 reel	June 2
Her Only Husband	Long-Adams-Leymon-McPhelll	April 4....2 reels	Mer. 17
Hidden Monoy	Bob Curwood	April 26....2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25....2 reels	
High Up	Oswald Cartoon	Aug. 6....1 reel	
His In Laws	Charles Puffy	Mar. 12....2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept. 10....1 reel	
Horns and Orange Blossoms	Charles Puffy	Jen. 29....2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhelll	Jan. 4....2 reels	Dec. 18
Hot Dogs	Oswald Cartoon	Aug. 20....1 reel	July 28
Hungry Hohoes	Oswald Cartoon	May 14....1 reel	April 21
Hurry Up Marriage	Bon Hall	Aug. 27....1 reel	
Husbands Won't Tell		Aug. 29....2 reels	
Indoor Golf	Long-Adams-Leymen-McPhalll	Mar. 7....2 reels	Feb. 11
Iron Code. The	Jack Perrin	June 30....2 reels	May 26
Jackson Comes Home	Bob Curwood	2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept. 3....2 reels	
Just in Time	Edmund Cobb	2 reels	
Just Wait	Young-Le Salle	Sept. 26....2 reels	
King of Shebas	Arthur Lake	Aug. 13....1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9 '29....2 reels	
Look Pleasant	Sid Saylor	Nov. 10....2 reels	
Looters, The	Bob Curwood	Mar. 3....2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10....2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15....2 reels	Jen. 28
Married Bachelors	Charles Puffy	April 9....2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhalll	Aug. 8....2 reels	
Mississippi Mud	Oswald Cartoon.	Sept. 17....1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13....1 reel	Jan. 21
Money! Money! Money!	Ben Hall	Mey 7....1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue		
Neck n' Neck	Oswald Cartoon	Jan. 23....1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2....2 reels	Dec. 16
Newlyweds' Anniversary	Snookums	Aug. 6....2 reels	
Newlyweds' Anniversary		Aug. 6....2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31....2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2....2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhalll	April 2....2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhalll	June 4....2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5....2 reels	
Newlyweds' Imagination, The	Snookums-Bartlett-McPhalll	May 7....2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29..2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28....2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26....2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhalll	Feb. 6....2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhalll	Mar. 5....2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3....2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21....2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6....1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23....1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20....2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30....1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar. 31....2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11....1 reel	Mey 19
Prince and the Papa	Charles Puffy	Feb. 13....2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11....2 reels	
Reel Life	Long-Adams-Layman-McPhalll	July 4....2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 16....1 reel	Mar. 24
Ride For Help, The	Newton House	July 7....2 reels	
Riders of the Sierras	Edmund Cobb	2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15....2 reels	
Riding Gold	Newton House	Jan. 21....2 reels	
Ring Leader, The	Jack Perrin	April 7....2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26....1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar. 5....1 reel	April 7
Ropin' Romance	Newton House	Aug. 4....2 reels	
Rubber Necks	Sid Saylor	Sept. 12....2 reels	
Ruse, The	Jack Perrin	Aug. 25....2 reels	July 28
Sagebrush Sadle	Oswald Cartoon	April 2....1 reel	May 5
Sailor George	Sid Saylor	Mey 9....2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29..2 reels	
Sandwiches and Tea	Arthur Lake	July 16....1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3....10 episodes	
Sealed Orders	Jack Perrin	Feb. 11....2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22....2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24....2 reels	
Sky Scrapper	Oswald Cartoon	Sept. 3....1 reel	
Sleigh Bells	Oswald Cartoon	July 23....1 reel	
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16....2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12....1 reel	
Some Babies	Charles Puffy	Mar. 26....2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2....1 reel	Dec. 14
Son of the Frontier, A	Newton House	April 14....2 reels	Mer. 17
So This Is Sapp Center	Ben Hal	Jan. 16....1 reel	Dec. 30
Special Edition	Ben Hall	April 9....1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8....2 reels	
Speed Sheik, The	Arthur Lake	June 18....1 reel	May 20
Start Something	Long-Adams-Laymon-McPhalll	Feb. 1....2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21....1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5....1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18....2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9....1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12....12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14....2 reels	
That's That	Trimble-Turner and Dog	April 11....2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21....2 reels	
Trackless Trolley, The	Ben Hall	July 30....1 reel	
ricky Trickster, The	Ben Hall	June 4....1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25....2 reels	Jan. 28
Untamed, The	Newton House	May 12....2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23....2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16....10 episodes	
Watch George	Sid Saylor	Mar. 28....2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12....2 reels	
What a Party	C. King-C. Doherty	Feb. 22....2 reels	Feb. 4
When George Hops	Sid Saylor	April 25....2 reels	Mar. 31
When George Meets George	Sid Saylor	June 20....2 reels	May 19
Whose Wife	King-Doherty	June 6....2 reels	May 12
Winged Hoofs	Newton House	Mar. 17....2 reels	Feb. 25
Winning Five, The	Lewis-Gulliver-Phillips	Sept. 26....2 reels	Sept 19
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2....2 reels	
Wolves of the Range	Fred Gilman	Jan. 28....2 reels	

Title	Star	Rel. Date	Length	Reviewed
Woman Chasers	C. King-C. Doherty	May 16	2 reels	
Yukon Gold	Jack Perrin	July 28	2 reels	June 30

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Oct. 14		
Brides Will Be Brides	Laura La Plante			
Born to the Saddle	Ted Wells			
Broadway				
Clear the Decks	Reginald Denny	Dec. 23		
Clearing the Trail	Gibson-Culliver	Oct. 7		
Cloud Dodger, The	Al Wilson	Sept. 30	4227 feet	
Cohens and Kellys in Atlantic City	George Sidney			
Crimson Canyon, The	Ted Wells	Dec. 18		
Crimson Hour, Th3	Do Putti-Mosjukine			
Danger Rider, The	Hoot Gibson	Nov. 18		
Doubling For Trouble	Gibson-Gilbert			
Eyes of the Underworld	William Cody			
Fellen Angels	Kerry-Starke			
Gate Crasher, The	Glenn Tryon			
Girl on the Bargo, The	Hersholt-O'Nell-McGregor			
Give and Take	Sidney-Hersholt	Dec. 2		
Grit Wins	Wells-Collins			
Hero of the Circus	Special Cast	Feb. 24		
Home, James	Le Plante-Delaney	Sept. 2	6307 feet	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet	
It Can Be Done	Tryon-Carol			
Kid's Clever, The	Glenn Tryon			
King of the Rodeo, The	Hoot Gibson			
Last Warning, The	Laura LaPlante			
Lonesome	Tryon-Kent			June 30
Man Disturber, The	Reginald Denny			
Navy Blues	Arthur Lake			
One Rainy Night	Laura La Plante	Dec. 9		
Play Goes On	Veidt-Philbin			
Port of Dreams, The	Mary Philbin			
Red Hot Speed	Denny-Day			
Red Lips	Nixon-Rogers		6947 feet	
Shakedown, The	Murray-Kent			
Show Boet	Rubens-La Plante-J. Schildkraut			
Silks and Saddles	Nixon-Walling-Nolan			
Sky Skidder, The	Al Wilson	Jan. 13		
Taranga	Special Cast			
Watch My Speed	Reginald Denny			
Wild Blood	Rex (horse)-Perrin	Feb. 10		
Wolves of the City		Dec. 2		

UNITED ARTISTS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan. 7	6400 feet	Jen. 14
College	Buster Keaton	July 29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov. 19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan. 7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar 31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb. 4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan. 1	9358 feet	Dec. 2
Magic Flame, The	Colmen-Banky	Aug. 14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec. 2	6460 feet	Dec.
Ramona	Del Rio-Baxter	Feb. 11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan. 7	8600 feet	Feb. 11
Sorrell end Son	Warner-Joyce	Dec. 2	9000 feet	Nov. 25
Steamboal Bill, Jr.	Keaton-Torrence	April	7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.	9300 feet	June 16
Two Arabian Knights	Boyd-Wolhelm	Sept. 23	7850 feet	Nov. 4
Two Lovers	Colman-Banky	Aug.	8500 feet	April 28

Coming Attractions

Title	Ster	Rel. Dete	Length	Reviewed
Awakening, The	Banky-Byron			
Battle of the Sexes, The	Bennett-Hersholt-O'Nelll			
Conquest	John Barrymore			
Hell's Angels	Lyon-Hall-Nissen			
Love Song, The	Boyd-Velez-Goudal			
Man With the Iron Mask, The	Douglas Fairbanks			
Rescue, The	Colman-Damita			
Revenge	Dolores Del Rio			
She Goes to War				
Swamp, The	Swanson-Byron			
Three Passions	Terry-Petrovitch			
Woman Disputed, The	Talmadge-Roland			

WARNER BROTHERS

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Across the Atlantic	Blue-Murphy	Feb. 25	6052 feet	
Beware of Married Men	Rich-Ferris-Cook	Jan. 14	5421 feet	Jan. 28
Brass Knuckles	Blue-Bronson	Dec. 3	6330 feet	Dec. 23
College Widow, The	D. Costello-Collier, Jr.	Oct. 15	6616 feet	Nov. 25
Crimson City, The	Loy-Miljan-Hyams	April 7	5388 feet	April 21
Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct. 29	5003 feet	Nov. 11
Domestic Troubles	Fazenda-Cook	Mar. 24	5164 feet	
First Auto, The	Miller-Oldfield	Sept. 18	6767 feet	July 8, '27
Five and Ten Cent Annie	Fazenda-Cook	May 26	4914 feet	
Fortune Hunter, The	Chaplin-Costello	Nov. 7	6639 feet	Jan. 21
Ginsberg the Great	Jessel-Ferris	Nov. 26	5390 feet	
Girl From Chicago, The	Nagel-Loy	Nov. 5	5978 feet	Dec. 31
Good Time Charley	Oland-H. Costello	Nov. 12	6302 feet	Nov. 25
Ham and Eggs at Front	Wilson-Conklin-Loy	Dec. 24	5613 feet	
Husbands For Rent	Moore-Costello	Dec. 31	5200 feet	Jan. 7
If I Were Single	McAvoy-Nagle	Dec. 17	6320 feet	Dec. 31
Jaws of Steel	Rin-Tin-Tin	Sept. 10	5569 feet	Sept. 30
Jazz Singer, The (Vitaphone)	Jolson-McAvoy	Feb. 4	7077 feet	Oct. 21
Little Snob, The	McAvoy-Frazer	Feb. 11	5331 feet	
Missing Link, The	Syd Chaplin	Aug. 7	6485 feet	May 20, '27
One-Round Hogan	Blue-Hyams	Sept. 17	6357 feet	Oct. 7
Old San Francisco	D. Costello-Oland	Sept. 4	7961 feet	July 8, '27
Pay As You Enter	Cook-Fazenda	May 12	4975 feet	
Powder My Back	Rich-Ferris-Beranger	Mar. 10	6185 feet	
Race For Life ,A	Rin-Tin-Tin-Nye-Faire	Jan. 28	4777 feet	Feb. 11
Reno Divorce, A	McAvoy-Graves	Oct. 22	5492 feet	Nov. 4
Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April 21	4820 feet	
Sailor Izzy Murphy	Jessel-Ferris	Oct. 8	6295 feet	Oct. 28
Sailor's Sweetheart, A	Fazenda-Cook	Sept. 24	5685 feet	Oct. 14
Silver Slave, The	I. Rich-Miljan	Nov. 19	6124 feet	Dec. 9
Slightly Used	McAvoy-Nagel	Sept. 3	6412 feet	Sept. 30
When a Man Loves	Barrymore-Costello	Aug. 21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel. Date	Length	Reviewed
Beware of Bachelors	Ferris-Collier, Jr.			
Caught In the Fog	McAvoy-Nagle			
Conquest (Vita.)	Blue-Warner-Wilson			
Glorious Betsy (Vita.)	D. Costello-Nagle		6800 feet	May 5
Hard-Boiled Rose	Loy-Collier, Jr			
Home Towners, the (Vita.)	Bennett-Kenyon-Brockwell			
Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams			
Lights of New York, The (Vita.)	Costello-Landis-Brockwell		5267 feet	
Lion and the Mouse (Vita.)	L. Barrymore-McAvoy-Collier, Jr			May 26
Little Wild Cat, The	Ferris-Hall-Dawson			
Midnight Taxi, The	Moreno-Costello			
My Man (Vita)	Fanny Brice			
Noah's Ark (Vita.)	D. Costello-O'Brien			
No Questions Asked	Ferris-Collier, Jr.			
One Stolen Night	Bronson, Collier, Jr.			
Outlaw Dog, The	Rin-Tin-Tin			
Redeeming Sin, The (Vita.)	D. Costello-Nagel			
Singing Fool, The (Vita.)	Jolson-Bronson			
Stark Mad	H. B. Warner-Fazenda			
State Street Sadie	Loy-Nagle			
Stolen Kisses	May McAvoy			
Tenderloin (Vita.)	D. Costello-Nagle		6531 feet	April 28
Terror, The (Vita.)	McAvoy-Horton			
Women They Talk About	I. Rich-Ferris-Collier, Jr.			

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Book Worm, The	Harry J. Conley			July 7
Celeste Aida (Aida)	Giovanni Martinelli		1 reel	July 7
Cougat & Company	Violin, Songs & Dances			June 16
Florence Moore	Song Program			June 23
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Ingenues, The	Jazz Band			June 23
Lash, The	Crane-Davidson-Tucker			June 16
Man of Peace, A	Hobart Bosworth			June 23
Miss Information	Wilson-Horton		2 reels	June 30
Morrissey & Miller	Night Club Revue			June 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Realization	Herbert-Pam			June 16
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli			June 23

Hollywood—*Continued*

"Sins of the Fathers"

"The Sins of the Fathers," new Paramount picture starring Emil Jannings, entered production recently at the Hollywood studio. This is Herr Janning's fifth American film and, incidentally, his first with sound.

Talmadge Back in Harness

Production started recently at the San Mateo, Calif., studios on the first of a series of five productions starring Richard Talmadge. Talmadge, who has been out of studio life for a brief period, returns to the screen in the type of picture story which made him one of the fatest growing screen personalities.

"The Bachelor Club," an original by Anthony Coldewey, will have Barbara Worth in the feminine lead to start the series. Noel Smith has been engaged to direct. According to officials of the company sound effects will play an important part in each picture. William Jenner, formerly general manager of the Harry Langdon company, and Oscar Price are the executives behind the producing corporation which bears the name of The General Studio Corporation.

Dunlap to Direct for W. B.

Scott R. Dunlap has been added to the Warner Bros. roster of directors and has been assigned the direction of "Fancy Baggage," by Jerome Kingston, which will be placed into work soon.

Scenarizing

Warner Bros. has designated Ray Doyle to write the script for the forthcoming Vitaphone road show, "Madonna of Avenue A," in which Dolores Costello will star.

Roach Comedy Titled

"The Boy Friend" is the title of the Hal Roach all-star comedy just completed for M-G-M. The titles are, of course, by H. M. (Beanie) Walker. The latest Laurel-Hardy comedy has been given the title of "Two Tars."

W. B. Promotes Fred Fox

Fred Fox, assistant director for some time at the Warner Bros. studio, has been assigned to one of the principal companies engaged in making Vitaphone features. As a result of his promotion, he is first assistant to Bryan Foy.

"Pagan" Novarro's Next

Ramon Novarro's next starring vehicle for M-G-M will be an original story titled "Pagan." The star will start work on the production after he finishes "Gold Braid." Edmund Goulding will direct "Pagan," tropics story by John Russell.

Another for Wallace

Richard Wallace will direct "The Shop Worn Angel," co-starring Gary Cooper and Nancy Carroll, as his next assignment for Paramount. Originally the director was signed to direct "Just Twenty-One," but F. Richard Jones will handle that picture.

Bebe's Next

"Number Please" is the title of Bebe Daniels' next production listed to follow "Take Me Home," now in work at Paramount. "Number Please" will be the third consecutive production in which Neil Hamilton and the comedienne will have appeared together.

Doris Dawson

Charlie Murray will have a new leading lady in "Do Your Duty," First National comedy, in the person of Doris Dawson, recently "discovered."

"Waterfront" Unit Returns

Director William A. Seiter recently brought his company making "Waterfront" for First National back to Burbank after several weeks on location in the Frisco harbor.

Burbank Completes Eight

Eight new productions finished recently at the First National studio are: "Oh Kay," "The Divine Lady," "Out of the Ruins," "The Night Watch," "Heart Trouble," "The Wright Idea," "The Glorious Trail," and "The Whip."

Torrid Location

Richard Barthelmess will go to the Canal Zone for location scenes for "Scarlet Seas," his next First National vehicle. John Francis Dillon will direct.

German Trademan Pays Visit

George Salewski, leading German exhibitor and distributor, has arrived in Hollywood to study picture production. He is stopping at the Roosevelt Hotel.

Stars Adopt Plane Transportation

Motion picture contracts which formerly forbade contract players to ride in airplanes are gradually being changed and film luminaries are being given equal rights with the constantly increasing number of persons who travel by air. Janet Gaynor, Fox Film star, was held up for a day awaiting the sanction of Fox officials before she could take flight to San Francisco last week, where she plans to spend a few days' vacation.

U's Plans for "Broadway"

Universal will make "Broadway." This is the statement made by Carle Laemmle, Jr.: "We have been severely criticized from various angles for our seeming delay in bringing to the screen this successful stage play, especially since other producers have released pictures said to contain situations quite similar to the important ones in our story.

"We intend to make this opus on a scale that will surprise the industry. Big box office names only will be included in the cast and the story treatment, written by our editor-in-chief, Edward J. Montague, assures us in itself that the picture will be a box office sensation."

H. A. F. C. Honors Laemmle

The Hollywood Association of Foreign Correspondents held an international dinner and dance at the Roosevelt Hotel, August 1, in honor of Carl Laemmle. Sid Grauman supervised the program and Rita Kissin was master of ceremonies.

Belle Bennett Seeks Comedy Role

Belle Bennett is now completing a part in "Patience," Tiffany-Stahl. However, Miss Bennett always having had a penchant to appear in comedy, is making a search for a story of a lighter vein.

Taurog Preparing for Feature

Norman Taurog has selected Arthur Stone, former First National comedian, to play in his first Fox production.

Fox Signs Louise Fazenda

Louise Fazenda has been signed by Fox to play a lead role in "Riley, the Cop," to be directed by John Ford. Much of the action is laid in Munich.

Recognizing the fact that changes in method come in the splendid advancement of the motion picture industry, the Eastman Kodak Company continues its own forward march and maintains its supremacy in presenting to the trade

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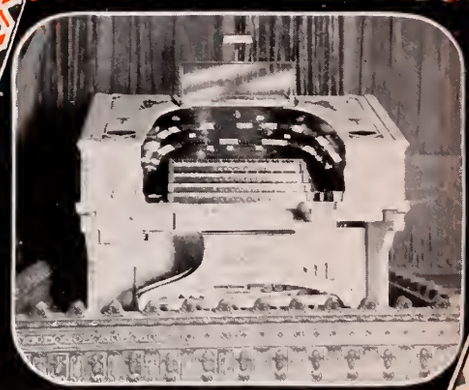
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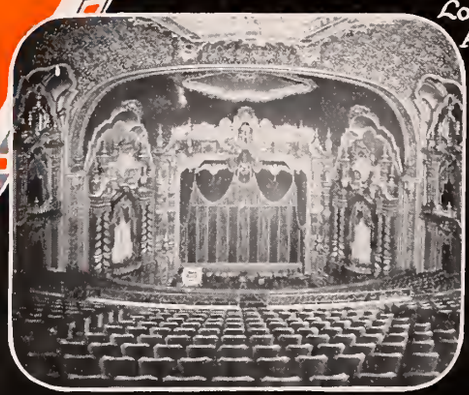
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"Robert Morton Console" in Loew's & United Artist's Ohio Theatre, Columbus, Ohio.



Loew's and United Artist's Ohio Theatre, Columbus, Ohio.

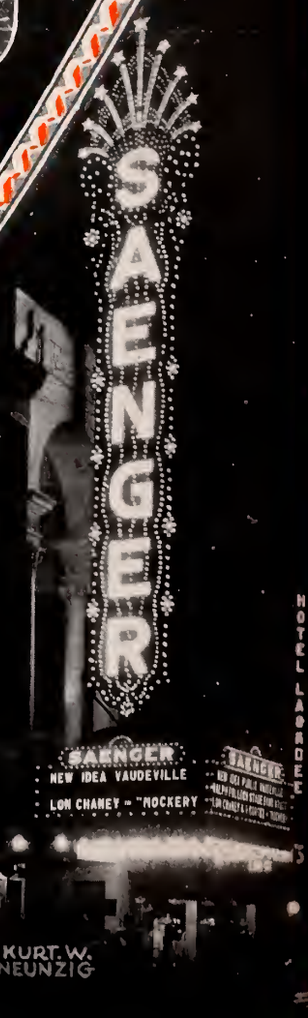


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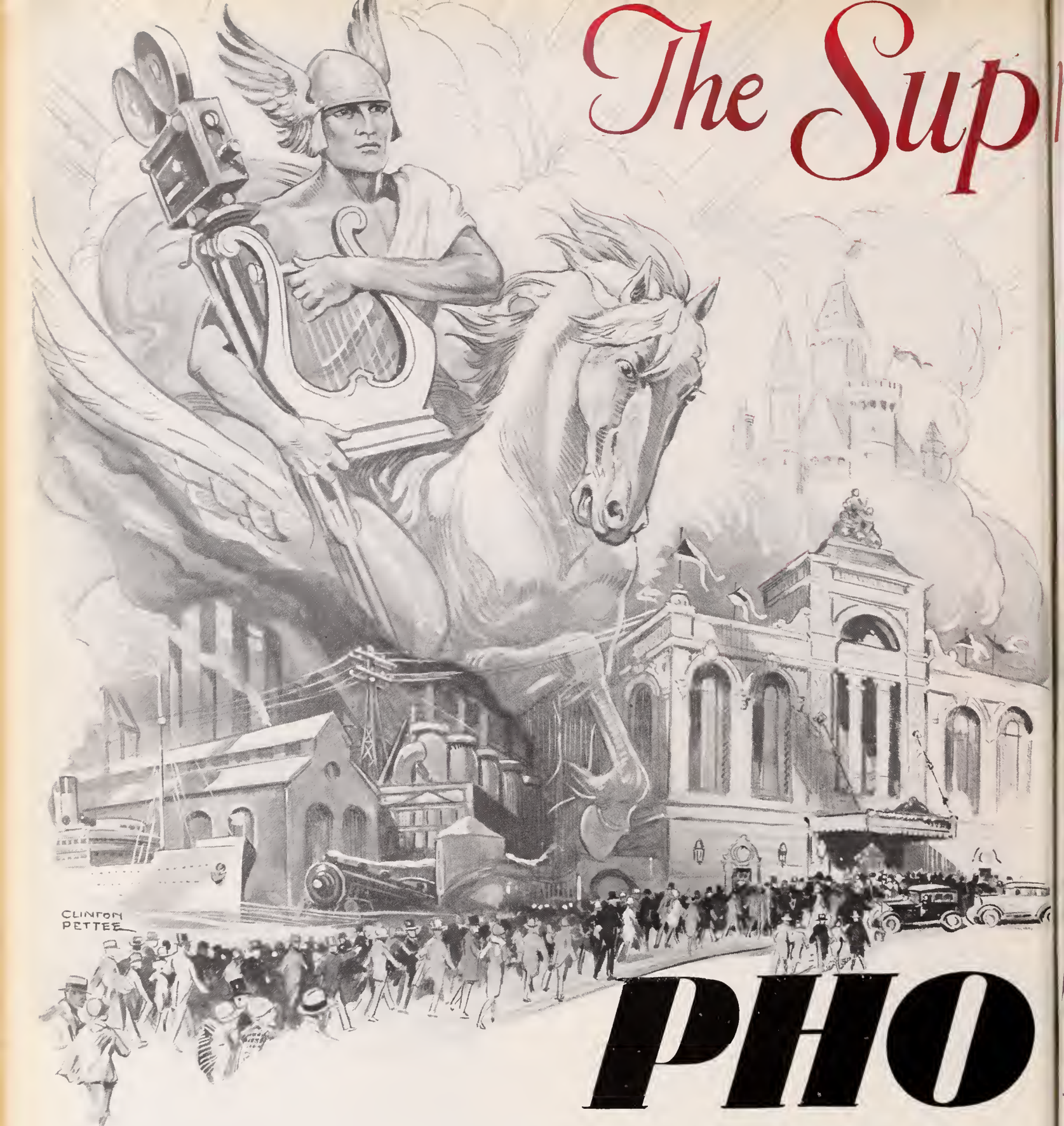
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"You can't neglect that cast. Any billing that doesn't play up the Sills, Mackaill, Compson combination will be ridiculous. They are ready-money names that sell themselves. But just to glorify the cast, without selling the individual color, life and flavor of this particular story, is like smoking cheap tobacco in a Dunhill pipe."

"'The Barker' is about show people, but a type that the screen has never really portrayed,—the cooch dancer, snake charmer, pitchman, fakir, the barker. Everyone knows them. How do they live when the day's ballyhoo is over? Here is a spark to kindle anybody's imagination."

"If all the world loves a love story, then a super-production featuring three love stories in one, three different kinds of love stories, should and will prove to be a great drawing card."

"Take your scene cut on Angle No. 1. Just picture that on the front of a theatre with Betty Compson doing a real hula dance and Milton Sills waving his stick up and down. Then take a three-sheet cut-out of Sills in that same pose and plant it in all the merchants' windows in town, tieing in the title 'THE BARKER'."

"Go to a carnival. See the people who go in the side shows, drink lemonade, eat hot dogs, win a doll baby, see the ape man and the hula dancer. Then go to the theatre. Do you see them there? No. Well, here is a chance to get new patrons and perhaps keep them coming often."

"The carnival angle is the one I am going to exploit, and have already laid my plans. I have an Arcade Theatre under my management and am going to decorate the arcade with carnival colors, 'Red Lemonade,' side shows, and even a 'Barker.' This carnival setting gives me the best break I have had for some time."

A FIRST NATIONAL SPECIAL *with Sound!*





Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

Did you ever see anything *like it?!*

15

records broken in first 6 engagements of

LILAC TIME

Five in two days...One or more in every house it's played...Never such a sensational slaughter of old box-office standards!

starring

COLLEEN MOORE

with **GARY COOPER** *Presented by* **JOHN McCORMICK**

Not only house, but CITY records...Not only broken—but broken by THOUSANDS! Facing terrific heat and million-dollar opposition, it's passed all others like a fire engine passes traffic.—No doubt about it now..."LILAC TIME" is what the picture business needed!

THE BIGGEST THING IN SIGHT—*or Sound!*

Member *of* Motion Picture Producers *and* Distributors of America Inc.~Will H.Hays *President*



Read this list of "Lilac Time's" amazing achievements in its first five weeks!

1. House record at the Central, Broadway, at $2.00 top.
2. Biggest single day's business at the Roosevelt, Chicago.
3. Week record at the Roosevelt, Chicago.
4. Single day record at the Stanley, Pittsburgh.
5. Record for first three days at the Stanley.
6. City record for a single day's business in Pittsburgh, by $2,000.
7. Opening-day record at the New Grand Central, St. Louis.
8. House record at the Burns, Colorado Springs.
9. Long-run record for any theatre in Colorado Springs.
10. First-matinee-after-opening record at the Carthay Circle, Los Angeles.
11. First-week record at the Carthay Circle, by $2,500.
12. Second-week record at the Carthay Circle.
13. Third-week record at the Carthay Circle.
14. Fourth-week record at the Carthay Circle.
15. Fifth-week record at the Carthay Circle.

a GEORGE ITZMAURICE PRODUCTION

the play by JANE COWL and JANE MURFIN
tation by WILLIS GOLDBECK Scenario by CAREY WILSON

First National Pictures

The Finest FIRST NATIONAL PICTURE *ever made*

With Dorothy Mackaill, Ralph Forbes, Anna Q. Nilsson, Lowell Sherman. A Charles J. Brabin Production. Presented by Richard A. Rowland.



1 A speeding motor plunging to destruction.



2 A break-neck fox hunt with spectacular spills.

with SOUND



3 High society at a sumptuous Hunt Ball in gorgeous gowns and costumes.



4 A spectacular train wreck with a famous thoroughbred rescued in the nick of time.



5 All the thrills of horse racing in a ding-dong battle down the stretch!

with SOUND

Think of getting 5 separate "big scenes" in one great special—

First National Pictures

The WHIP

"IT'S GOT EVERYTHING"—*including* SOUND

Whether your theatre is Wired or not—

FIRST NATIONAL PICTURES

are a SOUND *investment!*

Motion Picture News

Volume XXXVIII NEW YORK CITY, AUGUST 25, 1928 No. 8

Highlights of the Week

Great Pictures Are Big News Events

By William A. Johnston

THE chief concern of this business is, or should be, pictures. A great picture is a news event of the first importance. . . . That's why we give first place in our comment this week to the "Patriot" . . . Directed superbly by Lubitsch and acted by Emil Jannings, Lewis Stone, Florence Vidor and Harry Cording. . . . A magnificent piece of work, with Jannings in the finest role of his career. . . . An inspired film, carrying powerful box-office appeal. . . . The sound effects are interesting, but they are not really necessary. . . . This picture is a credit to the screen. . . . It's the stuff by which this industry has got where it is today.

. . . Still on the subject of pictures: give a thought to "The Terror," the newest Warner talkie. . . . Box-office, sure-fire for theatres with installations. . . . Showing distinct improvements in talkie technique. . . . Unique, too, because it's the first with spoken subtitles. . . . In our opinion, the best strictly dialogue picture so far produced. . . . There are defects, of course, but why point them out when it's so obviously slated for a box-office landslide. . . .

* * * *

Believing that one of the prime jobs of the trade paper is to gauge and report major trends in the big territory west of Broadway, we recently sent our exhibitor staff member out into the Middle West. . . . A summary of conditions as he found them appears in this issue. . . . There are some pertinent observations on the sound picture, as the theatre managers see it. . . . And this is one of them: the public is demanding the all-talkie.

. . . Harold Franklin pointed out in his letter to us last week: synchronized scores and sound effects don't seem to mean so much.

. . . Food for a lot of thought in that. . . . May we also rise to remark that the industry —producers and exhibitors alike—cannot be too careful how they advertise sound pictures. Meaning this: there are several kinds of sound —synchronized scores; sound effects; dialogue; incidental songs rendered during the action of the story. . . . Don't mislead the public into believing they are going to hear talk when they are not. . . . Just a word of friendly advice on the eve of the new season.

* * * *

This is the show business. . . . It is well to remember that at all times. . . . Show business means ideas. . . . In production, distribution, exploitation—all along the line.

. . . One of the best ideas we have seen recently is a little 68 page booklet issued by Universal, covering its entire product, for distribution to the public through theatres.

. . . Written, of course, in fan style. . . . Attractively put together, with the last page blank for the imprint of the name of the theatre. . . . Fine stuff. . . . Our congratulations to Nat G. Rothstein on an excellent piece of showmanship. . . .

* * * *

This is also a business of surprises. . . . Joseph P. Kennedy withdraws from First National after it had appeared that everything was set for his five year association with the company. . . . The cause: policy differences. . . . Well, you never can tell in this business what'll happen next. . . . That's what makes it so interesting. . . .

Shall the Public Know?

August 21, 1928.

Mr. Wm. A. Johnston,
Motion Picture News,
New York, N. Y.
Dear Mr. Johnston:

In the current issue of the *News*, I noted a letter from an exhibitor requesting information as to whether it would be right to explain the purely technical data on sound motion pictures in forthcoming publicity.

I heartily concur with your expressed opinion that it is utterly wrong. Let us save the illusion just as long as possible, and broadcast the information as to the *great things* being done by these instruments.

Surely, there is arising a new form of "sound showmanship," which I find ever so much fascinating. As I write this I have prepared a short announcement for our public address system. I intend using it to announce in advance the Smith acceptance speech tomorrow night, with particular stress on the importance this is to motion pictures, i.e., "the first time in motion picture history when theatregoers can see and hear an important public event in a theatre auditorium exactly as it is happening miles away, and at the same moment."

With reference to publicizing purely technical matter, I recall having protested regarding a detailed account of the technique of peparing the "flying horse" and "magic carpet" which appeared in the Sunday edition of the "Boston Post," during the run or release date of "Thief of Bagdad." The original story was in the "Scientific American" or "Popular Mechanics." To have appeared in that magazine, the story would come under the head of "good publicity," but to have appeared as a feature story in a Sunday edition of a family newspaper was, in my opinion, a mistake.

With best wishes, I remain,
Cordially yours,
HARRY F. STORIN,
Leroy Theatre Co.,
Pawtucket, R. I.

Film Pool in Canada

Half of Toronto's Theatres Identified With Movement; Much Interest Aroused

A "FILM POOL" has been organized in Ontario along the lines of the wheat, dairy and other pools among the farmers of the Dominion.

The movement has found its way to the moving picture business in the establishment of the Exhibitors Co-operative, Limited, with head office at Toronto, a joint stock company registered under the laws of the Province of Ontario. The organization was given its start at a general meeting of theatre men in the King Edward Hotel, Toronto, and practically half of the 104 theatres in Toronto are identified with the "pool." During the process of organization, film buying on the part of the independents has been held up to a considerable extent and much interest is being taken in the new body by exchange and others.

The Exhibitors Co-operative, Limited, has issued a statement in which the purposes of the company were outlined as follows: "The corporation is organized on a basis of collective buying of films and supplies in order to obtain strength in combined buying power, to obtain fair treatment and to maintain fair competition. No powers whatsoever will be taken from the individual exhibitors. The Co-operative can only buy for him what he specifies and desires and at a price with which he is satisfied." The charter states that the company is for the mutual protection and benefit of exhibitors and profits, if any, are to be distributed among shareholders. All shareholders are exhibitors with the exception of the chairman, secretary-treasurer and buying agent. The board of directors is made up of 31 men, elected by the members, and powers are delegates to an executive committee and a buying board.

The officers are among the veteran independent exhibitors of Toronto, including W. A. Baillie, proprietor of the Cumbac Theatre for years, as president, and Nathan Taylor, proprietor of the Monarch Theatre for a long time, as secretary-treasurer. J. E. Lawson, a Toronto lawyer, is chairman and Bud Lennon, a veteran exchange man of Toronto, is the buying agent.

King Vidor to direct All-Negro Picture

ANNOUNCEMENT is made by Metro-Goldwyn-Mayer that King Vidor, the director of "The Big Parade" and "The Crowd" will transfer an original story of negro life, written by himself, to the screen, starting production within a month.

The Vidor story will be made on location throughout the South. It will be based, according to the company's statement, on the totally free from any racial propaganda angle.

There wil be only one white person in the cast of the new film, which will employ a large cast of colored actors and extras.

Incorporations Filed at Albany Last Week

Companies incorporating in the motion picture business in New York state, and filing the necessary papers with the department of state in Albany during the past week, included the following: E & L Theatrical Corporation, $25,000, Lewis and Elies Moses, Hannah Graubord, Stapleton, L. I.; Kader Productions, Incorporated, capitalization not specified, Merwin F. DeVine, Albert E. Marks, Herman Roth, New York City; Wildhone Productions, Inc., $50,000, Sidney Kalfus, Bertha Safier, Rae Monsky, Brooklyn; Hyman Productions, Inc., $20,000, Hortense, Florence and Lionel Hyman, New York City; Arden Productions Co., Inc., capitalization not stated, William Edelson, Louis Feldman, Emma Dresdner, New York City; Brown, Powell & Deering, Inc., $40,000, Arthur G. Brown, George T. Powell, Ralph H. Deering, Lewiston.

Hamrick Opens Another Seattle 1st Run

Another first run theatre was recently added to Seattle's list of ten downtown houses when John Hamrick's new Music Box theatre opened its doors. Mr. Hamrick is head of the Blue Mouse Theatre Circuit, operating in Seattle, Tacoma and Portland. The new house is located on 5th Avenue between Pike and Union Streets and directly across from the Blue Mouse theatre.

The Music Box is of Spanish Renaissance in style, seats 1,000 and will be operated as a long run feature house with admission at 50c and 75c all times. Vitaphone and Movietone equipment is installed and "Glorions Betsy" was the opening attraction.

Andrew Sasso is house manager and has as his assistant Robert Murray. Vic Gauntlett will supervise advertising and publicity.

Elm Circuit Acquired by Sam Pinanski

The New England Theatre Operating Company, Sam Pinanski president, recently added to his company's theatre holdings by completing details for the purchase of the Elm Amusement circuit, consisting of the Marlboro theatre, Marlboro; the Elm theatre, North Attleboro; the Gem theatre, East Boston and the Milford Opera House, Milford. All in Massachusetts.

There had been an operating arrangement between Julius Levenson, owner of the Elm circuit, and Netoco but this deal gives the latter full control. Whether or not Levenson will retire from exhibition circles is not known at present.

Columbia Will Roadshow "Submarine"

Columbia Pictures Corporation will roadshow "Submarine," starring Jack Holt, Dorothy Revier and Ralph Graves, according to a recent announcement from the company.

Jack Holt is in the role of a deep sea diver and the film is said to contain some hazardous shots and unusual photography, along with a navy love story.

Sunday Movies Pass at Sioux Rapids, Ia.

Sioux Rapids, Iowa, recently admitted Sunday movies with the passing of an ordinance by the city council permitting Sunday shows. The council was petitioned by over 300 residents that the Sunday amusements be allowed in Sioux Rapids in spite of the state blue law.

Survey of Mid-West Theatre Conditions Completed

Exhibitor Member of News' Staff Finds Sound Pictures Regarded as Permanent; Quality as Box-Office Stimulant

By CHARLES E. LEWIS

Editor, Managers' Round Table Club

IN summing up the results of the mid-western tour, just remember that when I started out I was more or less prejudiced against Sound Pictures so far as their lasting value to the industry was concerned. Naturally, wherever I went I took all good comment with a grain of salt and all bad comment with a smile. But common sense had to prevail in the long run and before the trip was half over I had to admit that I was wrong. Sound Pictures are here to stay and when the production of them becomes more stabilized, when the quality of them improves with time, when exhibitors at large know how to sell them and present them, they are going to be a boom to the business.

The Toledo Case

How else can one look at this situation when you recall the tremendous success of the Vita-Temple Theatre in Toledo, where Sound Pictures are sold and presented better than anywhere else that I have been? When I visited towns and talked to exhibitors who showed me their books before and after the installation of the sound plants, and their figures proved that this new angle of the business lifted them out of the deep "red" into good profits, and right at the time of the year when under normal circumstances business is naturally poor? Someone once said, "There is no argument against success," and I must fall back on that expression because regardless of my own previous views, the success of the theatres where sound pictures are now playing, shows that they are what the public want and only the perfection of them is needed to place them where they will mean stimulated business and profits for the many theatres now in a bad slump and sadly in need of such stimulation.

Keep in mind that Sound Pictures were not the only reason for my trip. I was just as interested in theatres without talkie plants and during the trip I found conditions much better out in Western Ohio and Indiana than I had left them in the East. I thought that the smaller towns were presenting their shows far better than many similar towns in the east. Theatres were being run somewhat better and kept better looking, the advertising and exploitation seemed lots more "peppy" and as a whole it was both educational and interesting. It was gratifying to learn direct from the many exhibitors whom I talked to, that our Round Table Club was looked forward to week after week, that many of the suggestions were tried and found successful and increased box office receipts. That theatre operation ideas were actually in use. These things were important to me because I then knew that the CLUB was of real value to exhibitors and managers and they had faith in it because it was "Conducted by Exhibitors for Exhibitors." What they read on the CLUB pages they know was written or suggested by theatre men and was not a child of imagination. To know that the NEWS is used for the many valuable aids it offers to the theatre man was likewise of great interest because Mr. Johnston has often told me that he wanted the NEWS to be the right hand" to every exhibitor in the country. And that is what the majority of them call it. To find "real" exhibitors reading and digesting every page of every issue of the NEWS shows the interest they have in what is going on elsewhere and right now that is a paramount factor to many of them. What is the other man doing? They asked that over and over again and the best answer I could think of was "Read the NEWS." And then to find all of Mr. Johnston's editorials carefully preserved and bound in a book with the remark from the exhibitor who had it that "This is my Bible."

On Overseating

The "overseating" situation I found was not as prevalent in the mid-west as in the east, but many towns have new and large theatres in the process of construction that are bound to change theatrical history in those towns. The circuits are gradually creeping into these different towns and many instances I could not help thinking that bad judgment was used. Why is it that if a town is doing a fair business someone gets a notion that another theatre should be built? It is often proved so wrong that one would imagine that they would look twice before they leaped. And then when they do build, nothing short of a half million dollar proposition will do. Investments far beyond what the town calls for and headaches for everyone after they start business. But it's like hitting your head against a stone wall. They will keep on doing those things anyway.

Looking at the paid manager's angle in the mid-west section of the country brings out the fact that these managers are really

(*Continued on page* 604)

A New Service for Exhibitor Readers

EFFECTIVE with this issue, Motion Picture News is indicating in the "Complete Release Chart" pictures which are synchronized with sound. These are grouped in three classifications: pictures having synchronized music scores; those with sound effects; and "voice" pictures, including dialogue, incidental songs, etc.

Symbols appearng opposite the name of the picture in the "Release Chart" designate the type of sound used. Cases where pictures have more than one type of sound, as for instance, synchronized scores and sound effects; or scores and dialogue; or sound effects and dialogue, etc., are indicated.

As rapidly as additional information on sound pictures is available from producers, it will be added to the "Release Chart." About 200 features have been definitely announced for synchronization, thus far. The number will undoubtedly be considerably increased.



Raquel Torres, a new dscovery from Mexico, as she appears in Metro-Goldwyn-Mayer's first sound picture, "White Shadows in the South Seas," a Cosmopolitan production



Adolphe Menjou, Paramount star, and his four prize winning Sealyham terriers. The one with his tongue hanging out is named Reckless; next, is Pat, and then Blick. A shadow almost obscures Jacques on the extreme right



Lya De Putti, of "Variety" fame, made a personal appearance at the premiere of "The Scarlet Lady," a Columbia production in which she is starred. This picture is running at the Embassy, New York City



The newest photo of Liane Haid, attractive Defu-star, whose latest picture 'Two Red Roses" was finished recently. She has already started on her new four-year contract with Defu, First National's German production unit. Note the doggie at her right



Milt Gross, the author of "Nize Baby," which has been purchased by Metro-Goldwyn-Mayer, is being welcomed to Hollywood by Joan Crawford. Milt has been engaged by M-G-M as gag man and he will adapt his "Nize Baby" to the screen



Nancy Carroll, all ready to drop a football between the goal posts. Miss Carroll admits that football is her hobby but in addition does very nicely as a featured Paramount player



Joseph M. Schenck, president and chairman of the Board of Directors of United Artists, made an interesting report of European film affairs on his return to New York this week



The two smilng film players are Olive Borden and Ralph Emerson, teamed in the Tiffany-Stahl production, "The Albany Night Boat"



Here is Hal Roach, two-reel comedy producer for Metro-Goldwyn-Mayer, holding the youngest and latest addition to the rascally "Our Gang" troupe

Hollywood and Sound Pictures

Pomeroy Film Stirs Enthusiasm; Harold Lloyd May Use Talking Sequences; Rockett Discusses Dangers of Technical Changes

By EDWIN SCHALLERT

Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

LOS ANGELES, August 20.—More complications are looming in the sound-film field. Some of the best recordings to date have, I understand, been made under the direction of Roy J. Pomeroy at the Paramount studios, and they represent a deviation from methods that are now in current use. It is only a slight deviation in certain aspects, but it will require additional equipment in the theatres where installations have been made.

The method which Pomeroy, who is in charge of sound production, at the West Coast studio, employs, is different to the extent that two separate films are used. On one of these the picture is photographed, and on the other the sound.

Lloyd Optimistic

Those who have heard the Pomeroy recordings are highly enthusiastic. Among them, Harold Lloyd is extremely optimistic regarding future possibilities of sound. He is now determined to have as much talk as feasible in his new comedy, and will give large place to effects. Some of the scenes of the picture will be laid in Chinatown, during a tong war, so it may be conjectured that the results will be novel and spectacular at once.

Production on Lloyd's picture will begin between Sept. 1 and 10. It will be photographed in its entirety as a silent feature first, with certain situations built up for their adaptibility to synchronization. None of these will be dialogued, however, until the film is completed, and perhaps previewed. With a finished and edited positive, the work of injecting sound sequences will be started. It means virtually that the picture will be put out in two different forms, and while this is not strictly a new expedient, since Warner Brothers have made the Jolson and other films in a similar way, it is interesting to find that Lloyd has adopted a similar plan. It seems about the only one that lends itself to the needs of the bigger stars, whose large foreign trade has to be considered.

Douglas Fairbanks had practically adopted the same plan in the making of "The Iron Mask," even before Lloyd, and Charles Chaplin is also to include edited-in sound effects, and perhaps also dialogue in his film. Whether Charlie himself will do any talking is in doubt, but the film will have some exceedingly novel effects, and possibly some dialogue, in which supporting characters will engage. Chaplin's ability as a pantominist is naturally so highly rated, and has been such an inherent part of his work over a period of years, that he probably naturally hesitates to depart too much from his accustomed style of comedying in the current film. It is generally believed that he is correct in this viewpoint.

Doug has gone much farther than he originally intended in his sound plans. At one time, he intended only to use effects, but now it is virtually certain that his film will be dialogued, as well.

Sound the Sole Topic

The sweep of sound activities has been remarkable in the past few weeks. Hollywood practically talks nothing else. The news interest in silent films has dropped to nil. On every hand is heard the phrase "the new voice of the movies."

The economic side of the situations is not disregarded, but it is rather generally relegated to an obscure place. It is felt that the profits from those theatres equipped with sound will be so great during the coming winter that it behooves everybody to plunge into the game, regardless of the fact that the total number of installations will assuredly not exceed, if it quite attains

(*Continued on page* 609)

Distribution For World Wide

Williams Completes Deal With Educational for Physical Handling of Films; Will Not Affect Latter's Sales Policy

A NEW source of feature film supply for American and Canadian theatres and a far reaching change in international motion picture commerce are promised as a result of the formation of World Wide Pictures, Inc., following lengthy negotiations on both sides of the Atlantic. The new company's officials are J. Douglas Watson, President; J. D. Williams, Vice-President; John Maxwell and E. W. Hammons, directors. Mr. Watson is chairman of United Motion Picture Producers, Ltd., of London; John Maxwell is internationally known as the head of British International Pictures, Ltd.

For the first time in the history of the industry adequate national American distribution of imported productions direct to theatres through a channel devoted exclusively to their sale and exploitation is assured. All overseas product regardless of country of origin will be handled.

"Our company is internationally financed, one of London's strongest groups have co-operated with a powerful American Banking institution to obtain the capital," states J. D. Williams.

"All 'World Wide Pictures' will be sold on merit on an individual basis. We propose to give all countries' producers an equal chance. World Wide Pictures, Inc., our importing and distributing concern, will function as the sales and exploitation ageney. A national sales staff is in process of formation.

"Educational Film Exchanges will physically distribute our product. This will in no wise interfere with that Company's short subject business.

While this new source of film supply will most benefit American exhibitors, the proposition as a whole is certain to favorably affect the entire world industry. We will brng novelty and variety of entertainment from the lands of romance overseas. We will provide an open market for producers of other countries so they ean no longer complain that their pictures have no chance in America. Entertainment value will hereafter gauge the saleability of imported pictures just as it does American films. European eountries are energetieally developing their own film industries for national reasons. Some fine, novel pictures are sure to result. We shall select only those which promise profit to American theatres. We expect to offer thirty to fifty imported pictures a year from the outset."

Announcement of initial product will be made within a few days. Selling for Fall exhibition will follow trade showing of the first group of pictures.

Arrangements for the physical distribution of World Wide Pietures' feature subjects through Educational's exchanges will not in any way affect the sales policy of Educational Film Exchanges, Inc., which always has been and will continue to be a specialist in short subjects exclusively, ac-

(*Continued on page* 607)

An Important Step

J. D. WILLIAMS and his English associates are about to begin distribution of British and Continental pictures in the American market. Educational will have the physical handling of the product; Jaydee's company, World Wide, will have its own sales force.

For the first time, then, pictures from abroad will come into this market on their own—through a regularly organized distribution plan, which is most certainly the way to go about it. In fact, it is the only way in which foreign product can become established firmly in this country.

Furthermore, the World Wide will not sell its pictures in block, but individually.

The entry of World Wide into the American market is a film event of first rate importance. We welcome the company to America; and salute Jaydee as the pioncer of genuine reciprocity. W. A. J.

Predicts Warners Will Have Surplus Of $2,000,000 by End of Year

IT is predicted by Earl E. Crowe, author of an article in "The Times," a Los Angeles newspaper, that the $2,000,000 surplus required by Warner Bros. for "A" stock retirement will be reached by the end of this year. The proposed plan is to secure "B" listings on the New York stock exchange, call in the "A" and encourage conversion into "B." A deficit of $1,667,000 has been erased and the surplus now stands at about $1,000,000, according to the report.

The article goes on to state that when Paramount, First National, M-G-M and other companies catch up with their sound picture schedule, Warner's future will not be so clearly defined but that at the present, with talking picture product available and exhibitors clamoring for it, Warner Bros. have and are building up a commanding lead in the sound field.

While Warner Bros. have little theatre outlet for their product the demand has forced the big circuits to book it and in addition the company has another source of revenue from machine royalties and Vitaphone records used in prologues and vaudeville acts.

Injunction Obtained by Clinton-Meyers

Eight Companies Restrained From Refusing To Serve Films to N. W. Exhibitor

AN injunction has been obtained against eight companies for refusing to serve films to J. B. Clinton, of the Clinton-Meyers circuit, operating five theatres at Duluth and one at Proctor, Minn. A similar restraining order has also been secured by H. A. Drummond, exhibitor of Thief River Falls, Minn.

Mr. Clinton's court action was based upon a decision handed down by the arbitration board which the Northwest exhibitor unit has refused to recognize, the case being one brought against him by the United Artists, seeking the enforcement of an existing contract. Clinton questioned the authority of the existing arbitration board and refused to abide by this decision.

The board took advantage of the clause of the standard contract which provides for "default verdicts and after Clinton's refusal of the decision, eight film companies asked for deposits before furnishing service to the Clinton-Meyers houses. Clinton refused to make the deposits and suspension of service resulted.

Motion for a permanent injunction has been made by Clinton and a hearing scheduled for the past week has been postponed until the eight companies perfect their answer to the motion.

All this came about from last Spring's fight, when the exhibitor association would not permit its members to sit in on cases which involved the United Artists company, in protest against non-theatrical service. C. C. Pettijohn, general counsel of the Film Boards of Trade, then declared the association members disqualified, and the Film Board named three non-members to serve on the board. The association has passed the word to its members to ignore the new board. The result of this action is that some have done so and others have complied with awards.

Mid-West Survey Completed

(*Continued from page* 601)

what their title implies and not just figureheads or office boys. They have a big responsibility and know how to look after what has been placed in their charge. They are "showmen" in every sense of the word and they must sink or swim on their own ability to handle their respective jobs. They know how to acquire the knack of affiliating themselves with the local organizations of the town, become members of the Chambers of Commerce, tie up with different merchants and in general keep strings on every conceivable angle that might mean business. It was a genuine pleasure to sit down and talk to men like this and best of all I liked their idea of jumping to nearby towns to visit brother managers. There is nothing that broadens one's views more than to get out and see and talk to others in the business. Just walking through the "other" fellow's theatre may bring to light many good ideas that could be used in your own theatre. And they are capable for their jobs and fitted to go into any town or city in the country, get their bearings and put over a house.

Good Showmanship

I found that the audience reaction differed somewhat in the Middle West. What seemed to impress me was the fact that they were getting their money's worth in entertainment. Not alone in quantity or quality, but in the way it was presented to them. After all entertainment is like food, in that no one can enjoy good food if served on a dirty or sloppy plate. And they had theirs served in a good showmanlike manner. Small details were far more carefully watched, such as appearance of ushers, doormen, cashiers, projection and lighting in and out of the theatres. These all constitute the "surroundings and atmosphere" that are so necessary to proper showmanship and it was gratifying to note how these items were so well taken care of.

Of course I found the usual quota of skeptics and pessimists—those men who can only see clouds no matter how bright the sun may be shining. But meeting and talking to them only helped to emphasize the better side of the business and the more cheerful outlook for the immediate future. In most cases where they cried about bad business I hardly wondered that it was bad. Their theatres were in bad condition, projection not poor but rotten, help sloppy and things in general run down. Looking over their territory brought to light nearby towns with good theatres where the theatregoer was finding plenty of satisfaction in the line of entertainment. And these "criers" are doomed to certain "death" unless they stop crying long enough to look around and make their theatres what the name implies and not "dumps."

Holding Back on Buying

The reluctance of almost every exhibitor in buying product for next season was a revelation. I knew that there was no particular rush to buy product, but the greater majority of them are not even giving it any thought and here we are only a short few weeks away from the next season. In some cases this condition was brought about by over-buying last year and they want a chance to run off what they already have contracted for. But in most cases they are simply holding back to see "what's going to happen." This especially applies to those with sound plants. With every big producer and many of the small ones, announcing so much sound product, they want to be sure that they are going to buy the right pictures. Several of them told me in mighty plain words that they had no intention of buying product until after October 1. Why they select that date they could not explain unless they felt that by that time they would better know what they wanted to use. If they did not have enough pictures to carry them into the season they would buy one product or independent pictures. That there is no secret about this particular statement is best reflected by a conversation I had with two film salesmen who were almost frantic because they could not get any action from the exhibitors. They told me that even the little "dumps" were holding back. And what chance did they have with the subsequent runs when they couldn't sell the first runs. And so it is bound to be interesting when they do start to buy.

Exhibitors in towns that in the past played one night stand companies are now worried about the threatened invasion of the movie field by the big New York producers with "Talkie" shows of the big successes. Their viewpoint is that a road show did not hurt them too much because it was a "regular" play and their public did not confuse it with pictures. But should the "Opry Houses" go talkie with regular shows they will find themselves with real competition on their hands. And quite a few of them feel that this will happen before long. So here again is another angle that is worth watching.

Child Ban on Pictures But Not Burlesque

A CHILD under 16 years of age may attend a burlesque show, even on Sunday, in Montreal, Quebec, but the same child is barred from entering a theatre where one or more reels of moving pictures are being presented whether he is accompanied by an adult or not.

This was brought out at Montreal in connection with the re-opening of the Gayety Burlesque Theatre in that city on August 19 for the season. This was one of the points to the situation in the Province of Quebec which has been caused by the enforcement of the new law prohibiting the admission of children to moving picture theatres anywhere anytime. The point was given prominence in the newspapers by the exhibitors association of Montreal.

Lasky Okays Schoedsack-Cooper Negative

Negative recently brought back from Africa by Ernest Schoedsack and Meriam Cooper taken during their latest expedition to the jungle, is soon to be whipped into shape at Hollywood, according to an announcement by Jesse L. Lasky.

The two adventurers will begin work Sept. 24 at the Paramount studio directing episodes to be woven with pictorial matter and the title of the production, claimed to be of roadshow calibre, will be "Four Feathers."

Mr. Lasky stated that the picture is not one of the travel films but that it will combine the best production made possible by studio facilities and the dramatic force of nature. Richard Arlen has been selected as one of the cast.

"Four Feathers" will have complete synchronization, with sound effects of African wild and native life.

U. A. Executives Gather in New York City

Executives of United Artists Corporation and its unit members are arriving in New York daily. Sunday, August 19th, Abraham Lehr, Vice-President of Samuel Goldwyn, Inc., came to New York from California. The following day John W. Considine, Jr., General Manager of Production of the Art Cinema Corporation, and Gerrit J. Lloyd, sound dialogue writer for that unit, reached New York. Tuesday, August 21st, there came from Europe, on the S/S Majestic, Joseph M. Schenck, President of United Artists, and Arthur W. Kelly, Vice-President and General Manager of Foreign Distribution of the same company.

Two New U. A. Films Will Have Russian Stories

"The Shop," based on a Pushkin tale, and "Taras Bulba," Gogol's story, were chosen this week as the story material for two new United Artists productions. Both will be filmed with sound and dialogue, it is announced. "The Shop" will star Rod La Rocque while "Taras Bulba," a story of the Cossocks, will be made as a special.

Schenck Returns from European Tour

Reiterates London Statement on Talking Pictures But Says United Artists Will Make Some

JOSEPH M. SCHENCK, president and chairman of the Board of Directors of United Artists Corporation, returned to New York this week after a five weeks' tour of England and the Continent and in an interview with local newspaper and trade press practically reiterated statements given to the press in London.

Mr. Schenck again expressed a personal opinion that the novelty of talking pictures would be short lived, praised the use of sound effects with the motion picture, amplified his former statement concerning the quota system, gave out some interesting information about a deal with the Soviet, discussed politics, conditions in Russia and touched on some of U. A.'s plans for the coming season.

As to his company's plans in the talking picture field, Mr. Schenck said that they would produce this type of picture just as long as there was public demand but that personally he thought little of them in the way of entertainment. Those that he had heard he deemed unnatural in tone, as far as the human voice was concerned, and admitted that he had been correctly quoted by the British papers to the effect that "they would not last more than five months."

"However, during the vogue of talking pictures, we will make them, and we won't have to call on the ranks of the legitimate players for any aid," said Mr. Schenck. "All our artists can speak a line as well as any one connected with the legitimate stage and with the exception of engaging Harry Richman, of George White's Scandals, to do a Berlin-Richman picture which will deal with the birth and history of jazz and its relation to a young singer in 'tin-pan- alley,' there has been no other effort in this direction. This picture will have dialogue and songs and will be made so as to be shown in both silent and sound equipped theatres."

The use of sound effects, such as passing of a Zeppelin, a tap on the window or other mystery effects, Mr. Schenck warmly praised as a valuable adjunct to the motion picture but he is of the opinion that "spoken sub-titles will not add to the drama of the film." On the other hand, he thinks they will detract.

Arguing that the silent drama could very well stand on its own legs in the way of entertainment, Mr. Schenck stated that all seven theatres owned by United Artists were showing a nice profit without the use of even a presentation and that there were cases where his company's product, used in connection with some method of presentation, did not come anywhere near making a proper return on the investment.

An important deal Mr. Schenck made in Russia with the Soviet Government was effecting the loan of S. M. Eisenstein, producer and director of "Potemkin." This was made through the Sovkino, the government film bureau. Plans for Eisentein to make one picture for United Atrists are definitely under way and it is possible that, on account of Mr. Schenck's business relations with the Soviet, the "loan" may be extended for a longer period than one year.

Hughes Plans Fight Against Censorship

ASSERTING that censor boards throughout the country had censored portions of "The Racket" for "political reasons," Howard Hughes, producer of the film, has declared his intention of battling municipal and state censorship. Hughes alleges that the censor bodies cut his film because of "purely political self-consciousness" and he decries the fact that the freedom of speech which is enjoyed by press and stage does not apply to the screen.

The producer bitterly denounces the supervision of censors over films in a telegram to the Hays office. Hughes says he has been advised that 25 subtitles were eliminated by the New York state censors and that the picture was barred in its entirety in Portland, Ore., and Dallas, Tex., and that other city and state boards have vented their dislike for the picture by censorship.

Goldwyn Selects Colman's Next Vehicle

Following "Resene," a Ronald Colman picture taken from a Joseph Conrad story and which is now in the final stages of production, Samuel Goldwyn has selected "Condemned to Devil's Island," a Blair Niles story, as the next Colman vehicle.

"Devil's Island" is the French penal colony in French Guiana and it is said that the French Government has promised its cooperation in the making of the picture. A large part of the picture will probably be made on actual location.

Important Role for Extra In New Barrymore Film

Ernst Lubitsch, director of various stars, has selected a hitherto unknown extra girl, Mona Rico, to play the second female lead opposite John Barrymore in his next United Artists picture, Camilla Horn is leading lady.

Victor Varconi also has been given a role in the new Barrymore film which will be a picture version of "Der Konig der Bernina," a story of a Swiss mountaineer.

F B O Signs for Phillipine Distribution

Acme Films, Inc., of Manila, will distribute all F B O product in the Phillipines, including 1928-29 releases, as the result of a recent deal effected by Ambrose Dowling, manager of the F B O Export Corporation.

Silent Shorts for "U"

Company Plans Extensive Schedule of One and Two Reelers Without Sound

DESPITE all the effort Universal is to put into music and sound synchronization of its feature product, the company is also going ahead with a production schedule of silent pictures, particularly in the short subject field. With regard to the short product, Lou B. Metzger, general sales manager for Universal said:

"Universal has not let up one whit in the making of silent short product. In fact, we actually have increased our efforts in this field. We are concentrating on the best possible one and two-reel subjects we can make. Our line-up will be stronger than ever before. The product already in hand assures this.

"Mr. Laemmle has not permitted the furors over Sound Pictures to change his silent picture policy one iota. Universal promised a full line-up of pictures, including an entire short subject schedule, for the 1928-1929 season, and nothing will make him change his plans or break his promise. What steps Universal is taking in the Sound field are in addition to our program of silent production.

"The Short Subject production is well in hand. Three serials out of five are in the making, one of them almost completed. The Stern Brothers have more than half of their scheduled 52 two-reel comedies already in the exchanges. The Oswald, the Lucky Rabbit Cartoons, the Horace in Hollywood Comedies and the Laemmle Novelties are about half-way along in production. The Third Collegians, the third series of that popular sequence of two reelers, is well into production. The Fourth Collegians will go into production late this Fall. In the two-reel Western field, we have made a number of the Texas Ranger series with George Chandler, and are well along with the Stunt Cowboy series with Bob Curwood. The Northwest Mount series, with Edmund Cobb is about half finished.

Academy and Sound

Hollywood Organization Will Vote on Sound Clause in Contract; Raps Poor Projection in Theatres

AN amendment to the standard contract was drafted last week by the Academy of Motion Picture Arts and Sciences and will shortly be voted on by the actors' unit. The change in the contract provides that players who work in dialogue sequences of talking pictures should work under the same conditions that prevail for retakes when a player is paid only on days actually employed. The contract referred to is that for free lancers.

Under the retake system players are asked to aid the producer and they are not restricted to accepting other engagements.

The Academy was also occupied with another matter last week, that of bad projection. This bogy to theatres the Academy blamed as contributing to the reported drop in theatre intakes. The Academy's statement declared that destructive projection exists in nine-tenths of the country's theatres.

Charles Schoenbaum said that often a bad screen should be blamed, while Arthur Miller emphasized the "vicious practice of projecting the pictures too fast." Producers and distributors, it was said, seem often unaware of the manner in which their product is exhibited.

Another point that was brought out in the discussion of perfect projection was that Electrical Research Products, which marks the Western Electric equipment for sound pictures, insists on perfect projection as essential for sound reproduction.

Caddo Will Add Sound to "Titanic"

IN line with the development of synchronized movies, the Caddo Company has decided to incorporate the latest sound innovations in its projected spectacle, "Titanic."

The decision to add sound effects to the sea film, which will be based on an original story by Wilson Mizner and Carl Harbaugh, and will be directed by Lewis Milestone, will delay production on the picture until next fall.

Meanwhile the ocean story will be scenarized, and Milestone will direct another picture to follow "The Racket," his latest Caddo release.

The new sound equipment and stages being constructed at the Metropolitan studio will be completed in the near future and will probably be utilized by Caddo for both "Titanic" and "Hell's Angels," which will have sound effects also.

Educational Has Eleven for Sept. Release

Educational has eleven pictures, all new season's product for early fall showing, which it will release to exhibitors during the month of September. This does not include the regular semi-weekly issues of Kinograms news. There are six two-reel comedies, one two-reel aviation thriller, two one-reel comedies, two one-reel novelty or magazine subjects and the Kinograms releases on the month's program.

"Big Boy's" first starring vehicle for 1927-28, "Hot Luck," sees him in the role of a mascot of a fire station house; Lupino Lane starts the new season auspiciously with a pirate picture titled "Pirates Beware"; Jerry Drew, starts the new series of Ideal Comedies in which he is to be the star, with "Girlies Behave." "The Sky Ranger," the first two-reel aviation romance in the series of "Russ Farrell, Aviator" pictures, features Reed Howes; Al St. John is back in the initial Mermaid of the new season, "Call Your Shots"; Monty Collins, who made a name for himself in Mermaid and Cameo Comedies last season, is featured in "Polar Perils," another Mermaid; Two Cameo Comedies are scheduled for the month. In one, "Cook, Papa, Cook," Henry Murdock and Lucille Hutton appear and Robert Graves, who is best known for his character roles, branches out as a comedian of rare capabilities in "Wife Trouble."

"Thrills of the Sea," is the first issue of the film magazine, "Our World Today," another group of Educational Pictures; "On The Move" is the new Lyman H. Howe's Hodge-Podge and Kinograms news reel, will have its usual highlights of the news.

FBO Studio Starting 7 New Productions

The F B O studio is now swinging into the second lap of production for the 1928-29 program, camera work on seven new productions having been announced to start within the next week and a half.

Ben Lyon will be featured in "The Air Legion; Marceline Day, Owen Moore and Rex Lease will star in "Stolen Love"; Seena Owen and Tom Moore will begin work within a week on "His Last Haul"; Tom Mix, having finished his first F B O western, will soon get into action on his second vehicle, a western story in an Arabian setting; Bob Steele is about ready to launch "Come and Get It," a story of the prize ring and the U. S. Navy; Buzz Barton will go into production soon on "The Freckled Rascal"; Ranger, the dog, will begin work, also on "Tracked."

Pathe's Short Program for September 2nd

Pathe's program of shorts for September 2nd will include the release of the first of the new "Taxicab Series," a Harold Lloyd reissue, the first Grantland Rice sportlight to be presented by Amedee J. Van Buren; Chapter 5 of the Pathe serial, "The Terrible People"; Pathe Review No. 36; and Aesop Fable; Topics of the Day No. 36 and two issues of Pathe News.

Jack Cooper will be featured in "Taxi for Two," the Sennett two reeler, and the cast will also include Virginia Vance, Andy Clyde and Otto Freis. The Harold Lloyd reissue is titled "His Royal Highness" and Mildred Davis appears opposite the star. The cast also includes "Snub" Pollard, Noah Young and Gus Leonard. "South Sea Sagas," Hawaiian reel, is the Sportlight release and "War Machine" is a feature of the Review. "Static" is the Aesop Fable, having a radio theme.

"U" Signs John Boles for Five Years

Universal last week annexed the signature of John Boles, actor, to a five-year contract. It is planned to feature him in talking and singing pictures. The actor has just completed an important part in Laura La Plante's "The Last Warning." He came from the musical comedy stage to the films to act in Gloria Swanson's "The Loves of Sunya."

Distribution Arranged for World Wide

(Continued from page 603)

cording to E. W. Hammons, president of Educational.

Supplementing the statement of J. D. Williams that World Wide Pictures' arrangements with Educational for physical distribution would "in no wise interfere with that company's short subject business," Mr. Hammons said:

"Educational has a splendidly organized system of exchanges, including thirty-six branches in the United States and Canada, which have the room and physical equipment necessary for the handling of this new line of feature pictures. It is entirely in keeping with the present wise trend of the industry toward avoiding unnecessary distribution expense for World Wide to put the physical handling of its pictures into these already well established and smoothly functioning exchanges.

"The executive and sales staffs of the two companies have nothing to do with each other. World Wide will sell and exploit its own product, for which purpose its staff is now being organized. Outside of the addition of such inspectors, shippers and others as may be required in some of Educational's exchanges to take care of the increased amount of film being handled, there is to be no change in Educational's organization."

Ruth Chatterton Making Film Debut With Jannings

Ruth Chatterton, a star on the Broadway legitimate stages for several years, emoted before the clicking cameras for the first time last week. She is playing the feminine lead in Emil Jannings new Paramount production, "The Sins of the Fathers."

Director Ludwig Berger directed cafe scenes at the Paramount studio last Saturday, 400 extras being employed in different sequences. In the earlier scenes of the film, Jannings plays a German-American waiter.

Pathe Concentrating at Culver City

ALL Pathe production will be concentrated hereafter at the Pathe Studios in Culver City. The lease held by Pathe on the Metropolitan Studios has expired and all units working there have been moved to Pathe's own plant, it was announced this week by Colvin W. Brown, executive vice-president. Brown also said that production is so far advanced on the 1928-29 program, that the first features for release on the 1929-30 schedule will be placed in production in October.

Complete plans for sound pictures are to become effective at once, following the recent signing of a licensing agreement between Pathe and RCA Photophone. Preparations for the installation of recording equipment have been rushed. The stages are being built under the supervision of RCA engineers, and the recording equipment is now on the way to California from the General Electric laboratories.

Sapiro Denied Injunction Plea in M. & S. Buying Deal

THE U. S. Supreme Court has denied the application for an injunction sought by the Sapiro organizaiton to restrain the M. & S. circuit from buying film directly from M-G-M and other distributors. This was the second setback suffered by Sapiro and the I. M. P. E. A. in their efforts to enforce the original contracts of the buying chain.

There will probably be a considerable delay before this latest trouble is decided. Sapiro has the privelege of entering an appeal from the present ruling or waiting action from the trial, which will doubtless be deferred for some time because of crowded court schedules.

Kennedy Withdraws from First National

Severs Relations As Advisor and Sails for Europe; Difference Over Policy Seen

BY mutual consent, relations were severed late last week between First National and Joseph P. Kennedy, who had been acting in an advisory capacity to the company for several months. Official announcement of the termination of the agreement was made by Irving D. Rossheim, President of First National. Mr. Kennedy sailed for Europe August 17 on the Ile de Franee, accompanied by J. J. Murdoek and Pat Casey.

While the announcement merely said that the agreement had been ended by mutual consent, it is understood that differences over policy led to the break. Mr. Kennedy recently returned from a trip to the First National studios at Burbank.

It had been previously announced that Mr. Kennedy had signed, on August 11, a five year contract under which he was to direct the affairs of the company for that period. E. B. Derr, secretary and treasurer of F B O, was to have charge of operations under Mr. Kennedy.

According to reports in New York, Mr. Kennedy sought, at the meeting of the First National Board of Directors held last week, complete authority while the Board preferred to place some authority in the hands of the executive committee. This disagreement resulted in Mr. Kennedy's withdrawal.

Canadian Trade Normal

Buying Not Retarded by Sound Pictures, Report States; 15 Installations by End of Year

THE advent of sound pictures in Canada is having very little effect upon film buying activities, according to important film exchange executives at Toronto who have offered comment regarding the present market situation.

It is understood that there will not be more than 15 installations of equipment for the presentation of sound pictures in Canadian theatres before the end of 1928 and these will be almost exclusively in the big theatres of Famous Players Canadian Corp. One general manager expressed the belief that the maximum number of wired houses in the Dominion during the next 12 months would be from 30 to 40. Few independent exhibitors were directly interested in sound installations because of the relatively high cost of the equipment, it was pointed out.

H. L. Nathanson, general sales manager of Regal Films, Limited, Toronto, reported that sales were normal for the season of the year and that the discussion of sound pictures had had very little effect on the moving picture business in Canada so far.

J. P. O'Loghlin, Canadian Fox Film head, brought out an interesting point when he declared that the introduction of sound pictures would greatly benefit the average theatre, not as a mere novelty, but because this class of entertainment was far superior to the silent film in his opinion. Buying activity in Canada had not yet been affected but the sound pictures would obtain great publicity with the probable result that the silent films of the same productions would be in great demand by exhibitors who did not have sound installations. The first house to be wired in Canada was the Palace at Montreal which was to be re-opened September 1.

Clair Hague of Toronto, Canadian Universal general manager, declared that sound pictures had not caused much excitement in Canada insofar as picture buying was concerned because few theatres were going to be able to secure installations for sound films. There would not be very many installations before the first of the year but Universal was ready to meet the demand, a number of sound features already having been produced.

Fox Completes Two More Movietone Specials

Fox has completed two more pictures to add to its road show specials. They are "The Air Circus" and "Mother Knows Best." Both have Movietone synchronization and "Mother Knows Best" has talking sequences.

Newark Co. To Market Color Films

A DEMONSTRATION of natural color films was recently made at Newark, N. J., by O. J. Grady, of Natural Color Films, and it is claimed that successful results were obtained. The company expects to market their product within 30 days.

Mr. Grady had worked on the process, produced by a color filter composed of seven color segments instead of three, for eight years. It is said that the process can be used in professional as well as commercial work as ordinary film is used, and under ordinary lighting conditions.

It is also claimed that the film can be duplicated in unlimited quantities.

Universal Begins "Cohens and Kelly" Production

A new comedy drama revolving around the fortunes of the Cohen and Kelly screen families has been placed into work by Universal at the scene of the story, "The Cohens and the Kellys in Atlantic City." Initial filming was started last Thursday at the pleasnre resort, the entire prodnction unit having arrived from California the previous day. William J. Craft is presiding at the megaphone.

It is planned to conduct a beauty contest at the resort in conjunction with the film, the event to be incorporated into the picture. The winner will be given a screen test and a contract with Universal if satisfactory. A few scenes will be taken in New York. Talking sequences will be made when the unit returns to Universal City.

2 Pathe Melodramas Due In September

Two Western melodramas will be released by Pathe in September, "The Black Ace," starring Don Coleman, and "Burning Bridges," starring Harry Carey.

"The Black Ace," due Sept. 2, is a Texas Ranger story and in addition to Coleman the cast will include Jeanette Loff who is being featnred in a number of fortheoming Pathe feature releases. Others are J. P. McGowan, Noble Johnson, Ben Corbett, Ed Jones and Billy Butts.

Carey will play a dual role in "Burning Bridges," which there is said to be stirring climax. Kathleen Collins appears opposite the star and others in the cast are William Norton Bailey, Dave Kirby, Raymond Wells, Edward Phillips, Florence Midgley, Henry Barrows and Sam Allen.

Christie To Produce Cohen Stories

THE Octavus Roy Cohen stories of negro life in Birmingham, Ala., which have appeared in the Saturday Evening Post during recent years, will be made into a series of talking pictures by Al Christie, according to a recent announcement by Paramount. The author's contract with Christie gives the latter exclusive rights on these well known stories. No production date has been set but the producer is on the lookout for suitable types and story selections are being made.

Additions to Casts

"Moran of the Marines" (Paramount)—George Irving, Burr McIntosh, Tetsu Komai.

"The Woman" (Fox)—John Boles, Mary Astor, Ben Bard, Oscar Apfel, Lia Tora, Helen Lynch.

"His Private Life" (Paramount)—Kathryn Carver.

"The Shop Worn Angel" (Paramount)—Bert Woodruff.

"Unconquered" (Paramount)—Richard Dix, Florence Vidor.

"The Letter" (Paramount)—Arnold Kent, Claude King.

"Avalanche" (Paramount)—Baclanova, John Darrow.

"Ned McCobb's Daughter" (Pathe)—George Barraud, Carol Lombard, Edward Hearn.

"The Million Dollar Collar" (Warner Bros.)—Evelyn Pierce, Matty Kemp, Philo McCollough, Grove Liggon, Allen Cavin.

"Stolen Kisses" (Warner Bros.)—Agnes Franey, Reed Homes, Hallam Cooley, Phyllis Crane.

"The Family Row" (tentative) (Tiffany-Stahl)—Roy D'Arcy, Claire Windsor

"The Love Charm" (Tiffany-Stahl)—Ann Christy, Lucia Flamma.

"Times Square"—Alice Day, Arthur Lubin, John Miljan, Natalie Joyce, Eddie Kane.

"Stolen Love" (F B O)—Walter Heirs, Betty Blythe.

"Gold Braid" (M-G-M) — Gardner James.

"A Woman of Affairs" (M-G-M)—Hobart Bosworth.

"The Shakedown" (Universal)—George Kotsonaros, Jack Raymond, Harry Tenbrook.

Finney Heading Exhibitors' Service for U. A.

The exhibitors' service division of the United Artists publicity-advertising department will be headed by Edward Finney.

Originally beginning his career in the motion picture business as an exploitation worker for Samuel Goldwyn, Mr. Finney was connected with the publicity department of the old Metro company, and then for three years had charge of press sheets for M-G-M. He afterwards became supervisor of the sales promotion publication of Associated Exhibitors.

Louis John Bartels Joins "Canary" Cast

Louis John Bartels, best known as the creator of the title role in the stage production of "The Show Off," has been signed by Paramount to play the role of Mannix, one of the three suspects in S. S. Van Dine's "The Canary Murder Case." For the past few weeks, Bartels has been playing in "The Show Off" in Hollywood. Within a few days "The Canary Murder Case" is to get underway.

"Wolf Song" Will Be Gary Cooper Starring Vehicle

Paramount has purchased "Wolf Song," the novel by Harvey Ferguson, and will make it into a Gary Cooper starring vehicle. Production is due to start early in September. John Farrow has been assigned to prepare the screen play.

Talkies Interest Scott of Author's League

LEROY SCOTT, chairman of the Authors' League of New York, is registered at the Ambassador Hotel, Hollywood. Mr. Scott is there to look into the motion picture business first-hand for his organization, with particular interest in the returns to come to the Author's league fom the development of spoken pictures.

"If the latter are successful they will mark a new era of activity for authors," Mr. Scott stated, "and I am here to confer with production managers as to the possibilities of certain stories. The future can not be forecast at this time. I may say that spoken pictures still are in an experimental stage and have not yet been accepted by the public, but possibilities of their success apparently are unlimited.

Laemmle Selects Fields To Study Sound

Leonard Fields, Universal eastern scenario chief, has just been selected by Carl Laemmle, president of the Universal Pictures Corporation, to make a comprehensive study of sound pictures and all talking pictures from the story standpoint. Fields will have the full co-operation of the Electrical Research Products, Inc., which markets the Movietone equipment, the sound method adopted by Universal.

Eva Le Galliene Signs M-G-M Contract

Eva Le Gallienne, founder and director of the Civic Repertory theatre, has signed a contract with Metro-Goldwyn-Mayer to appear in talking motion pictures.

Miss La Gallienne, as a representative of legitimate drama, will be identified with representatives of the musical stage and of grand opera in Metro-Goldwyn-Mayer's group program in sound.

Rosenthal Appointed U. A. District Manager

William Rosenthal has been appointed by Al Lichtman of United Artists as district manager of the middle western territory that embraces Chicago, Indianapolis, Minneapolis and Omaha exchanges.

Premier May Be Guest Of M. P. T. O. A.

THE head of the Canadian Government, William McKenzie King, will in all probability be a guest of the Theatre Owners at the Ninth Annual Convention to be held at Toronto in October, according to information received from President J. C. Brady of the Canadian Division by the National office in New York City.

In conjunction with the Canadian move it is also likely that an outstanding representative of the American Government will attend and thus complete the bond of official good will.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Sound is Sole Topic in Hollywood

Leading Stars Now Seriously Consider Talking Sequences

(*Continued from page 603*)

the figure of 1,000 by the first of the New Year.

I have met a few people who were bearish on the sound situation, but even they express their opinions with reserve. Their feeling is that the tide cannot be held back, and that one has to be in the swim for self-protection if nothing else. Above all things there is the balance sheet of Warner Brothers, and the sensational advance in the market price of their stock a month or so ago as an incessant goal. Nobody can afford not to be out of this sweeping new gold rush.

Rockett's Views

I had a conversation with Al Rockett of First National just a few days ago that was a highly intelligent appraisal of conditions, and sounded a worth-while note of warning as well. The tenor of this talk is that everybody had better be on the lookout for new technical developments. "It is to be remembered that when the radio and the phonograph started the devices which they employed were far from the high degree of perfection that they have reached today," he said. "Old models had to be discarded for new ones in a very short time. The life of the old fashioned crystal set with the ear-phones was memorably brief. How, too, does the original gramaphone compare with the orthophonic of today? Of course, there is a long lapse of years in this case, but mechanical innovations progress much more rapidly now. While I don't say that we are going to enter a period of exactly similar development in talking pictures, it is something to be considered, and seriously considered. While our present appliances may not seem out of date a year from now, on the other hand they may.

"However, none of us can afford to be too conservative about this sound proposition. The present commercial possibilities are too great. We have to satisfy a demand that exists on the part of the public, and that is increasing from day to day. One must be in the running to enjoy these current benefits. At the same time, each move that is made should be dictated by common sense and judgment, and the understanding that what is good today in the matter of equipment may be antiquated tomorrow.

"There is another phase of this on which I may seem bearish, though I do not mean it to be just that. This is the bringing on of stage talent in wholesale fashion. This appears to go hand in hand with sound.

Risky Procedure

"To my mind this proeedure involves decided risks. It takes no account, it would seem, of the difficulties attendant on building up box-office popularity. Such popularity is won only in the isolated instance. With all the efforts that have been made to discover new talent in the past several years, actually there are only a very few real 'finds,' and it has taken consistent work and good pictures and exploitation to make the new names marketable.

"Rushing to the stage for talent and signing up people right and left without due regard to the peculiar nature of the movie industry itself, and seemingly without consideration of the fact that thousands of theatres are not yet equipped with sound devices, can only lead to disaster. The case of Al Jolson offers no proof contradictory of this. Jolson is a personality unique in show world. He was an ideal choice, but how many others are there that might be so termed?"

The Pomeroy Experiments

What Rockett remarked regarding further mechanical innovations may be said to have some relation to the Pomeroy experiments at present carried on. Here is a device which even has some of the sceptics converted to sound, because of its reputed better quality. The addition to equipment in the theatres that it will require is fortunately not extensive, but the exhibitor has cause for though in relation to these changes. If they ever effect the fundamental qualities of the devices now in use it will be very serious. The general belief exists that they will not do this, but it is an element in the sound development that will need providing for.

In addition to the double film method Paramount will use the disc type of recordings for their pictures. They have already included talking sequences in "Varsity," while in "Beggars of Life" Wallace Beery sings a song, and in "Abie's Irish Rose" Nancy Carroll will be heard in two vocal numbers. The players who talk in "Varsity" include Charles "Buddy" Rogers, Chester Conklin, Mary Brian and Phillips Holmes.

One of the most curious undertakings that I have heard of lately is that of Universal, which is making sound pictures on an open stage in a quiet part of their famous lot, known as Universal City. Its huge acreage makes possible the securing of very advantageous results.

Tiffany-Stahl Now Synchronizing First Sound Pictures

THE first two special productions of Tiffany-Stahl, "The Toilers," a Reginald Barker Special, and "The Cavalier," are now being synchronized with sound and will be ready for showing by September 1st. Eight other special productions will also be synchronized with sound by this company.

Tiffany-Stahl also announces that they will be the first company to release, in color, pictures to be synchronized with sound. These are as follows: The picturization of the musical composition "In A Persian Market," which will be ready for release on October 1st. "The Toy Shop" which will be ready for presentation on November 1st. "The Hawaiian Love Call" to be ready for release on December 15th. "A Japanese Carnival" to be released on January 1st—this picture will be taken in natural colors in Tokio, Japan, during the coronation of the Emperor. "In A Chinese Temple Garden" to be released on February 15th, all the scenes of which will be photographed in China.

Censors Waive Claim to Pass Hoover Film

THE Ohio censors changed their attitude with regard to handling sound censroing when it came to the Fox Movietone picture of Herbert Hoover's speech accepting the Republican nomination for the Presidency.

Fox had refused to submit sound to censorship and the board refused to get into any discussion on the subject regarding this picture. The board waived examination of this subject because of its nature, and passed it without hearing.

Sound Picture Reviews

By CHESTER J. SMITH

"Terry and Jerry"

FIELDS AND JOHNSON are the principals in this song and patter number taken from the vaudeville stage. They do a song or two but confine their humor largely to a gag with a long pieces of rubber. Each holds an end of the rubber in his mouth and then it is stretched to the utmost. The gag is to say "Omaha" without releasing the rubber from the mouth. Both register well on the Vitaphone. Their stuff howerve could be improved upon.

"Bright Moments"

Jack Benny is the wise-cracking vaudevillian in this sketch, in which he is assisted by Marie Marlo. Benny pulls a few good gags that should develop laughs. The girl has a "dumb" role and is made the butt of most of the jokes. They do little aside from a line of fairly good patter.

"Dixie Days"

This is the type of Vitaphone number that promises to have a wide appeal. It brings together a troupe of six or eight doing Darkey songs on a plantation and the numbers are exceptionally well rendered. Included in the song numbers are "All Along the Missisippi River," "All God's Chillun Got Shoes," "The Old Ark's a Moving" and "Hallalujah to the Lamb."

"A Friend of Father's"

Al Lydell, Bobby Higins and Lida Leah are the trio in this Vitaphone sketch which was directed by Murray Roth. It is a reproduction of their old vaudeville act and is interspersed with some fairly good patter. Higgins, a somewhat senile old man with a penchant for flappers, gives a good characterization. The act would be improved, perhaps, with a little more dancing.

"The Indian Baritone"

Chief Caupolican, the Indian baritone, has one of the best voices for reproduction that has been heard on the Vitaphone. It rings as clearly and truly as though he were appearing in person. The numbers given by him are "The Bedouin Love Song," "After Long Absence" and "Pale Moon." This is the type act that should be very popular in all classes of houses.

"The Question of Today"

This is an all-talkie sketch with the roles portrayed by Audrey Ferris, Landers Stevens, Georgie Cooper and Arthur Belasco. It is of the cheap dramatic type with a moral against the present-day flapper raiment, or lack of it. Audrey Ferris is the flapper who has been insulted by the sailor. Stevens is the police captain who justifies the action of the sailor with the preachment that the flapper raiment invites insult. It will probably go well in the smaller houses.

"The Death Ship"

Mitchell Lewis is the featured player in this melodramatic Vitaphone sketch that goes back to the old days of the ten, twent, thirt. It is the crudest type of melodrama and will probably have an appeal just because of that. The tale is of two men and a girl on a storm tossed ship and both of the men in love with the girl. They eventually cut the cards for her, the loser agreeing to jump overboard.

"Ann Grey and Her Boy Friend"

Ann Grey, assisted by a small jazz band, renders several numbers in highly approved style. She has a pleasing voice and personality and her program is a well arranged one. Her voice also registers well on the Vitaphone. The act is one that should be popular.

Vitaphone Announces New Acts for Release

Recent Vitaphone acts which are now ready for general release are Robert Ober in 2607-08, "A Regular Business Man"; Homer Dickinson in 2609, songs and monologue, Lydell and Higgins in 2620, "A Friend of Father's"; Karyl Norman in 2662, "Types" and 2663, "Silks and Satins"; Sarah Padden in 2664-65, "Across the Border"; Kitty Doner in 2668, "A Bit of Scotch"; Archie Gottler in 2670, a revue of his song numbers; 2599, "Thanksgiving Day," 2600, "Ann Gray and Her Boy Friends," "2680, Lynn Cowan in Community Singing; 2685, "The Croonaders," a popular vaudeville team in songs and musical selections; 2538, Dorothy Whitmore in a medley of popular songs, and 2539, Benny Rubin, vaudeville and musical comedy star in an act entitled "Seven Minutes of Your Time."

Switow Circuit Signs for 15 Sound Devices

Sam J. Switow, of the Switow Enterprises, Louisville, Leo F. Keiler, of the Strand Amusement Co. and Columbia Amusement Co., Paducah, and Lee L. Goldberg, of the Principal Theatres Corporation, have just returned from New York. While there they closed for fifteen new Vitaphone installations in their various theatres.

Like most of the leading exhibitors of today, they returned enthusiastic over "talking pictures." Mr. Switow at Lexington and Mr. Keiler at Paducah, have had Vitaphones in operation for over eighteen months.

Gus Edwards to Assist With Production

Harry Rapf, Metro-Goldwyn-Mayer producer, announces the signing of Gus Edwards, theatrical producer and song writer, who will now play an important part in the production or sound and talking pictures at the Culver City studios.

Edwards will leave New York soon for the coast. He will devote all his time to the creation of new musical compositions and supervision of scenes in films involving cabaret or musical comedy sequences.

Texas Public Pleads for Talking Equipment

The theatre going public of Temple, Tex., desired that Vitaphone be installed in the new Dent theatre being built there and asked the owners if it was possible to include this modern mechanism in the theatre. As a result of the unusual interest the Temple Chamber of Commerce is promoting the sale of tickets to the theatre and as a result will have Vitaphone.

60 Chicago Houses Will Be Equipped by Fall

According to latest reports on Movietone installations in the Chicago territory, sixty houses will have Movietone apparatus in place by early fall. Eleven theatres are at present using it and work of wiring a number of other houses is under way.

Bucher Tells of RCA Activities

Kane Joins Kennedy Staff and Will Do Own Synchronizing

E. E. Bucher, vice-president of the Radio Corporation of America elucidated somewhat on Photophone conditions the other day. Among items of interest to the trade he divulged were that during the week Pathe and F B O had definitely signed contracts and become licensees of Photophone; that Bob Kane was no longer production director of Photophone; that Kane was of the staff of Joseph P. Kennedy and with Kennedy would do his own synchronizing in the future; that relations between Kennedy and RCA were most amicable, and that so far as he knew, RCA was not behind any move to finance or assist with the financing of the reported Sapiro-Moss combination.

It had generally been supposed that contracts had long since been signed between RCA and F B O and Pathe, but it seems now, according to the information dispensed by Mr. Bucher, that these contracts were actually only signed during the current week.

"Pathe and F B O have now been granted official recording licenses under the Photophone process," said Mr. Bucher. "As soon as a studio situation is available then Mr. Kennedy and Mr. Kane will have their own recording studio in New York City and will do the synchronizing of the productions in which they are interested.

"It was erroneous information that Mr. Kane was ever signed as production manager for RCA. He merely came into this office to synchronize such productions of F B O as were ready or would be ready in the near future before Mr. Kennedy established his own studio in New York.

"There has not been the slightest friction between RCA and Mr. Kennedy or Mr. Kane. They and we are merely proceeding as it was originally intended we would. They will synchronize their new pictures as soon as they become established in their plant, and RCA Photophone stands ready to synchronize the pictures of any company that want our services in this direction.

The Kennedy synchronizing studio will have the complete cooperation of RCA experts. We will furnish them men as they require them and will offer them expert advice when it is sought, the same as we would do with any company licensed by RCA under the Photophone process. There has not at any time been the slightest friction between our company and Mr. Kennedy. The best evidence of our friendly relations is the signing this week of the contract with Pathe and F B O.

"If there is any agreement on between RCA and Mr. Sapiro whereby our company is to aid with the financing of a group of 200 theatres in New York, in which Mr. Sapiro and Mr. Moss are interested, I have heard nothing of it. Mr. Sapiro was here a few moments ago to discuss a certain subject, but it was of such minor importance that we talked of many other subjects without ever getting around to it.

"No, it would seem there was no further question regarding interchangeability between Photophone and Movietone. 'The Perfect Crime,' synchronized under the Photophone process is now being shown on Movietone equipment in several theatres in different parts of the country and it has not been necessary for the owners of these theatres to get permission from the Western Electric Company to reproduce this product on Movietone equipment.

"With our sound track now cut to 80 mils not the slightest change in equipment is necessary to interchange RCA and Movietone product, so there will be no more trouble in that direction and picture house owners need give it no more consideration. I think permission from either company will no longer be necessary. What we are demanding and what Western Electric is demanding is that quality pictures only, be reproduced on our equipment. Both companies will doubtless insist upon that as it would hardly be fair to reproduce cheap product of inferior sound recording companies on equipment of this type."

Gotham to Take Over Bristolphone, Disc Sound Device

GOTHAM has a deal near consummation whereby it will handle exclusively the sale and installation of Bristolphone, a disc sound device. To equip itself for this enterprise it will organize the Bristolphone Sales Corporation with offices at 1650 Broadway.

The device is claimed to be interchangeable with any other disc reproducing equipment on the market, and Gotham has early plans for the synchronization of ten pictures. The first, which will also have dialogue, is the "Girl From Argentine," starring Carmel Meyers.

Further developments in Gotham's sound tie-up are expected to include two reel novelties and acts, the ultimate aim being to put the company in a position to market a complete program in sound.

William H. Bristol, the inventor of Bristolphone, secured basic patents of disc sound synchronization ten years ago.

Warners Book Winter Garden for Talkies

WARNER BROS. PICTURES, Inc., have signed a contract with J. J. Shubert for the presentation of Vitaphone talking pictures at the New York Winter Garden. The contract begins in September when Warner Bros., will present Al Jolson in "The Singing Fool."

The length of the contract was not given but it was stated at the offices of the Shuberts that the Winter Garden will not definitely pass from the ranks as a revue theatre.

No Picture Will Be Silent in Five Years Says, Lasky

JESSE L. LASKY, first vice-president and production head of the Paramount Famous Lasky Corporation expresses the belief that within five years no motion picture will be silent and that screen productions will travel two different and well defined roads.

Discussing the subject in a lengthy interview, Mr. Lasky says, in part:

"There will be the all-dialogue picture, which will utilize the best features of stage and screen technique and which will be radically different from anything we know at present. This will be one distinct type of production, perhaps the most important from a popular standpoint, and undoubtedly one which will permit the screen to attain a degree of development hitherto undreamed of.

"The second course of the cinema will concern itself with productions devoid of dialogue, but with their drama heightened by a thoughtful use of the emphasis of sound. It is of this type that 'Wings,' 'Warming Up,' and 'Loves of An Aetress,' are the fore-runners. These pictures are complete in themselves, having no dependence on sound, but they respond marvelously to the advantages of sound. This type of picture will prove particularly valuable in its relation to the foreign market. One of the industry's greatest problems lies in producing synchronized pictures for European release, for it is obviously impracticable to have American players register their voices in more than one language and still have their lips in synchrony with their words.

"The greatest benefits of the film industry will come through a policy of painstaking effort and aggressive optimism that gives no recognition to hysteria. Motion pictures will continue to appeal to the public on a basis of merit and those producers who give the public the greatest measure of entertainment on the screen will be the leaders in the future as they have been in the past. Science and art have been welded into an inseparable bond and it is a union that spells a new era of entertainment for film devotees the world over."

Paramount Installs Equipment for Cutting Sound Film

SPECIAL equipment for the cutting of sound-synchronized film has been installed in the laboratories of the Paramount studio in Hollywood, according to an announcement by B. P. Schulberg, general manager of west coast production.

Working under the supervision of Roy J. Pomeroy, director of sound effects at the Hollywood plant, and James Wilkinson, head of the cutting department, specialists in the preparation of sound film, are now engaged in the highly technical work involved in audible-picture production.

Projection apparatus working in synchrony with the sound film makes it possible to throw the images of players on a miniature screen and hear their voices and incidental sound or music effects simultaneously, just as is the case in a theatre. In addition to the sound-film projector, synchronous cutting devices have been installed to aid in this new branch of studio work.

Andy Newmen and Merrill White, two members of the Paramount cutting stff who were connected with the sound work done by Pomeroy in "Wings," have been detailed as specialists in cutting sound film.

William Le Baron Again Sounds Warning to Go Slow

WILLIAM LE BARON, vice-president of F B O Pictures Corporation in charge of production, arrived in New York City on Monday, Aug. 13, for a two weeks' conference with other F B O executives.

Several weeks ago, when the sound picture commotion first started, Mr. Le Baron was interviewed by a NEWS representative on the subject of this new process of film making, its future and effect on the industry at large. At that time, Mr. Le Baron sounded a warning to go slow, held that the talkie and other synchronized pictures would in time find their definite place in this industry, but decried the hysteria they had caused among film people in New York City. "Hollywood was not excited," he said.

In another interview with the NEWS this week, Mr. Le Baron practically reiterated his previous statement and again sounded a warning to "take it easy." In line with a statement from the Western Electric Company this week, he commented on the fact that only about 450 sound projection installations had been made up to the present time and that W. E.'s schedule called for only a round thousand at the close of 1928. "What are all the several thousand theatres in the balance going to do for pictures?" he asked. "Why, show silent ones, of course, and that is the reason why F B O is proceeding along strictly careful lines in the matter of synchronized pictures.

"I believe," Mr. Le Baron continued, "that there will eventually be three distinct forms of entertainment. First, there will be the legitimate stage play with the human person and voice; second, the talking picture or all talking picture program; and third, the old reliable form of a good silent picture program, during which the patron as to exert but one sense — the sense of seeing. This enables the patron to relax, where on the other hand, either the stage play or the talking picture brings into use both hearing and sight. The silence and relaxation afforded by the silent drama is one of the chief reasons for its tremendous success.

Another interesting point Mr. Le Baron brought out in connection with West Coast activities in relation to sound proof and other new equipment needed for the manufacture of synchronized and other sound picture product, is that the rapid rate of procedure on the part of some producers may bring on some severe headaches when it is quite possible that much of this expensive apparatus, such as thoroughly sound proof stages, may be found unnecessary.

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Cinematographers Will Conduct Classes

The American Society of Cinematographers, with headquarters in Hollywood, has inaugurated a campaign of education among its membership of two hundred and fifty for the purpose of improving their technique in the photographing of sound pictures.

At a meeting of its Board of Governors the Society passed a resolution pledging all its resources to the "development and advancement of sound pictures for the benefit of its members and of the motion picture industry generally, in order that members of the A. S. C. may be able to give producers the most direct and efficient service in the combination of sound and photography, and further, that the Society lay a schedule of classes to be maintained for the instruction of its members."

U. A. Establishes Sound Service Stations

Six sound service stations, in as many cities that will serve as hubs of sales areas, have been established by United Artists' Film Maintenance Department. The stations are set up in exchanges of the company in New York, Chicago, Atlanta, Dallas, Kansas City and San Francisco. They started operation August 20.

New York will service Buffalo, New Haven, Boston, Philadelphia, Washington, New York and Pittsburgh territories. Chicago will service Detroit, Cleveland, Indianapolis, Cincinnati, Minneapolis and Chicago regions. Atlanta will cover itself, Charlotte and New Orleans territories. Kansas City will service St. Louis, Omaha, Kansas City and Denver. Dallas will be handled by Dallas. San Francisco will embrace Los Angeles, San Francisco, Seattle and Salt Lake City.

"The Terror" National Release Oct. 20

"The Terror," Warner Bros. second all-talking picture, has been set for national release October 20th. It will be released that day both in its Vitaphone and non-Vitaphone version. Previously there will be pre-release runs in a number of large cities. The picture was directed by Roy Del Ruth and includes in the cast, May McAvoy, Louise Fazenda, Edward Everett Horton, Alec Francis, Matthew Betz and Holmes Herbert.

Kansas Censors to Hear All Dialogue

The Kansas State Censor Board has joined those state boards that demand supervision over the sound and dialogue in pictures. Copies of the words in talking pictures must accompany the films when they are sent to the censor's office.

Franklin Compiles Manual on Sound

West Coast Managers Get Full Instruction On Theatre Equipment

THE technical department, under the supervision of Harold B. Franklin, president of West Coast Theatres, Inc., has compiled a manual of valuable information relative to the operation and maintenance of Movietone and Vitaphone equipment. It takes in every phase of these sound producing and reproducing devices and is invaluable to the managers of the West Coast circuit.

In his customary manner, Mr. Franklin has covered the field thoroughly. His manual gives a description of the main technical features with the applications of the equipment and just how it is applied to all phases of pictures in both production and reproduction. It goes fully into the methods of recording and synchronous reproduction. It tells in a simple and intelligent way of film recording, amplification, sound projectors and synchronism. It also outlines non-synchronous reproduction.

Briefly, Mr. Franklin gives a general description of Movietone and Vitaphone installations, recording and reproduction. He covers the different angles simply and thoroughly so that they are easily understood and completely instructive to his theatre managers.

He tells, among other things, how the sound records and just how it is reproduced and he tells the function of each part of the equipment. The same careful detail in describing how the sound is reproduced and amplified is also simply explained.

In a few paragraphs devoted to "What Is a Film Noise," Mr. Franklin says in part:

"Any mark in the sound track of a film that is not part of the sound record itself and which causes a change in the light entering the photo-electric cell will give rise to film noises. Film noise results from the sum total of all the markings along the sound track that do not belong there. Dust and dirt are the most prolific causes of film noise when they pass successfully through the sound gate."

Backstage equipment for Movietone and the loud speaking receiver are other subjects covered in the manual, as are storage batteries and their care. The latter subject is covered by John McGuinnes of the Electric Storage Battery Company and a recognized expert on the subject.

There are a list of instructions for the operation and maintenance of the Vitaphone synchronous and reproducing system with a description of the apparatus and its functions. The individual uses of the amplifier system are also given in full, as are the methods of adjusting sound volume and the maintenance of the apparatus.

In a paragraph devoted to "Rehearsing Movietone and Vitaphone Subjects," the manual says:

"In order to give the satisfactory performance with synchronized presentations adequate rehearsals are necessary to cover the various points. The house manager should be present at all of these rehearsals with an observer at the telephone set which is furnished with the sound equipment and is located at the rear of the auditorium to the projection room. All subjects should be run off in the same way as for the regular performance."

This manual, already distributed among the managers of the West Coast theatres, is of such an instructive nature that it is already being much sought by outside managers. It is only another proof of the foresight and showmanship ability of Mr. Franklin, who is convinced of the stability of sound pictures and who insists that his house managers be familiar with all details of programs they are displaying to their public.

Johnny Hines Company Will First Play Talkie on Stage

C. C. BURR, head of the Burr-Hines Enterprises is making elaborate preparations for the filming of an all-talkie comedy in which Johnny Hines will be the star. The Burr plan calls for first making the picture in the regular way and then rehearsing the company and making a stage tour for several weeks, during which the laughs will be "clocked" and the spacing perfected.

The company, following this, will be brought back on the sound stage and go right through with the making of the sound picture, with the play in charge of an experienced and successful stage director from Broadway. The straight motion picture will be in charge of a regular moving picture director, so that the two versions will be made under different direction.

Beery Will Sing in "Beggars of Life"

FOR the first time in his long career before the motion picture camera, Wallace Beery is singing a song that theatre audiences throughout the world will hear. This was when B. P. Schulberg, Paramount's general manager of West Coast production, announced that vocal, sound and musical effects will be heard in "Beggars of Life," Jim Tully's story of American hobo life, which William Wellman is directing.

The nature of the song Beery sings was not disclosed, but it is known that he sings it to a group of his hobo pals in one of the "jungle" episodes.

Six More Southern Houses Introduce Sound Film

Southern theatres are keeping pace with those in the North with the installation of sound and talking picture apparatus, six more houses having recently inaugurated Vitaphone and Movietone policies.

In Memphis, Tenn., at Loew's Palace and State theatres, Movietone subjects were introduced last week to capacity audiences while at Orlando, Fla., Western Electric equipment is being installed in the Beacham theatre for a scheduled showing of a sound accompanied picture on Aug. 27.

The Jefferson theatre in St. Augustine, Fla., is scheduled for its first sound picture program also on Aug. 27. This house will use the Western Electric system. The Western Electric system will also be used in the Ritz theatre at Macon, Ga., installation to be made some time during August. The Rialto, also in Macon, inaugurated Vitaphone and Movietone several weeks ago.

In the majority of these installations, the double turn table or sometimes referred to as "baby vitaphone," has been used. This provides for the use of non-synchronous accompaniments and is said to be meeting with considerable favor among exhibitors.

Chevalier's First to Be Synchronized

A motion picture enhanced by vocal and musical synchronization, will serve as the vehicle to introduce to the world's screens Maurice Chevalier, famous on the European stage. He arrives in the Hollywood film colony early in October.

Chevalier was signed to a contract by Jesse L. Lasky, when Paramount's first vice president in charge of production was abroad in June.

H. D'Abbadie D'Arrast, personal friend of Chevalier will direct the production.

Octavus Cohen Stories for Christie

Octavus Roy Cohen's stories of colored life in Birmingham will be made into talking pictures by the Christie Company and released by Paramount, Al Christie has announced.

A contract has been signed by Cohen giving Christie exclusive rights to the stories for picture purposes. Christie is already searching for types to play such characters as Sis Callie Flukers, Lawyer Evans Chew, Bud Peagler, Dr. Brutus Herring, and Miss Lutisha Atcherson.

"All Talkie Nutty" Says Count de la Coudraye

The Marquis Henri De La Falaise de la Coudraye, better known as Gloria Swanson's husband, took occasion to air his dissatisfaction of talking motion pictures the other day.

"They're all nutty out there," he said. "Talking, talkies, nothing but talkies. They'll be sorry. People don't go to the movies to hear. They go to see. The producers, the actors, they are nutty."

Equity Gives Plans to Apply to Broadway Shows

THOUGH the proposed deal for the purchase of Vocafilm by a group of Broadway legitimate producers has been held up at least temporarily, Equity has outlined its plans for members of the association to govern working conditions on pictures to be made by these Broadway producers. These rules do not apply to contracts made with regular motion picture produeers. They forbid members of the asseciation to appear in sight and sound recording of current dramatic or musical plays in which they are appearing without first consulting Equity headquarters.

Legislation outlined in this latest edict is intended only to be temporary and to hold good only until the producing managers make a definite proposition to Equity.

The text of the Equity edict in part follows:

"With regard to future productions of that nature Equity members are further notified that they may not sign contracts which contain riders or addenda covering such appearances unless they have the approval of Equity.

"If any contracts are signed which contain these added clauses and are not approved by Equity, the association will not recognize the validity of any matter which is foreign to the text of the standard contract.

"These rulings cover only the dramatic and musical productions in which Equity members are appearing or may appear and are not intended to include such productions as are made by the regular motion picture companies for which actors are signed on separate contracts.

"For a week or two prior to the issuance of these regulations, Equity had been aware that a group of seven or eight Broadway producing managers, including W. A. Brady, A. H. Woods, the Shuberts, Arthur Hammerstein, Sam Harris, Al. Lewis, Florenz Ziegfeld and possibly one or two others were considering the purchase of a device known as Vocafilm, a disc recording apparatus, and were planning to record performances of their legitimate productions with their legitimate companies.

"Equity's executive secretary had attended one of these conferences and was aware of the plans but the discussion was tentative and before anything definite could be reached there would have to be investigation and further meetings.

"Suddenly, without advance warning, the newspapers informed Equity that these negotiations had been completed, that the managers were prepared to begin work on these productions, and asked Equity's reaction to the situation. The rulings given at the beginning of this article were then issued.

"Subsequently it became apparent from the managers that the announcement in the newspapers was premature and that plans were not nearly as far advanced as that announcement would seem to indicate. And they protested with every evidence of sincerity that they intended to lay a proposition before Equity, prior to making any requests for such services of their companies.

"Equity believes these assurances, but until the proposition is made and acepted by Equity the rulings must stand.

"Just one word as to why these rulings have been issued for this particular type of work and have not been made for every form of sight and sound recording, Movietone, Vitaphone, Firnatone and all the others of that sort.

"In these latter forms the engagement is made separately and is not conditional upon another contract for a different form of work. In other words, the Equity member does not have to throw in this work in order to get some other enggement, or to give it at a discount because of the other.

"Undoubtedly producing managers will pick some of their future casts with an eye to recording their performances. But in such cases Equity thinks it only fair that when such recordings seem likely to interfere with the run of the play, and hence the length of the employment of the members, they should receive suitable remuneration for it.

"Equity will keep in touch with developments in this field and will notify its members of any changes in these regulations."

Albany Houses Prepared for Smith Speech

The motion pieture theatres of Albany, N. Y., as well as in many other villages and cities, installed radio reception sets this week in order that their patrons might hear Governor Smith's aeceptance speech. The theatres in Albany eashed in heavily by handling thousands of persons who were unable to get within a bloek or two of the Capitol steps where the notifieation exercises were held. Thousands of persons in motion picture theatres throughout the country were also able to see and hear Governor Smith delivering his acceptance speech at Albany on Wednesday night. The Fox Movietone News Company had sent a representative to Albany several days in advance of the notifieation and had made talking pictures of Governor Smith as he read from an advanee copy of his speech. The films were released for exhibition throughout the country simultaneously with Governor Smith's speech from the steps of the State Capitol.

Enlarges Orchestra as "Canned" Protest

The personnel of the Capitol's 20-piece symphonie orehestra has just been announeed by Eph Charninsky, conductor, and will make its initial appearance on August 28th. Mr. Charninsky states that the installation of this orchestra which will be the largest in Dallas is a protest against eanned musie and that he believes the public will respond and prove that an orehestra is more appreeiated than the various sound deviees.

Six Features from FBO During September

Six features, two with music sound and talking sequences, will be released by FBO during September.

"Taxi Thirteen," one of the sound pictures, is due on September 2 and the cast includes Chester Conklin and Martha Sleeper. On the same date will be released "Dog Law," starring Ranger, an FBO dog. On September 9, "Stoeks and Blondes," with Gertrude Astor, Jaequeline Logan, "Skeets" Gallagher and Albert Conti. September 16 will see "Charge of the Gauehos" with Jaequeline Logan and Francis X. Bushman, also "The Young Whirlwind," a Buzz Barton vehiele. On September 23, another sound picture "The Hit of the Show," with Joe Brown, Gertrude Olmstead, Daphne Pollard and Gertrude Astor. Sound or silent prints will be available on the latter.

FitzPatrick to Produce "Lady of Lake"

James A. FitzPatrick, pioneer producer of synehronized music films, who recently sailed for England to make the first subjeets in a Music Travelogue Series, in sound for Paramount release, also plans to produee Sir Walter Seott's "Lady of the Lake" as a super-sound feature for a British film company.

Twelve one-reel pictures will eompose the Music Travelogue Series, and sound will be recorded simultaneously with the photographing of action at old world landmarks and locales that inspired great masters to create musical masterpieces. "Lady of the Lake" will be staged in Seotland with an English east.

Bill Bailey Completes Talkie for "U"

Billy Bailey of the vaudeville team of Bailey and Barnum has just completed a novelty talking film at Universal City. It is produced in the form of a vaudeville act, having monologue and singing, reproduced through the movietone device. Bailey introduces such songs as "Rollin' Along," "My Mammy," "June Night" and "Cantaloupe" in the film numbers for whieh he is well and favorably known on the vaudeville stage. The picture is a one-reeler.

First Animated Cartoon Seen With Sound

"Dinner Time," the Pathe Aesop Film Fable that holds the distinetion of being the first animated cartoon subject in sound, is eurently being seen and heard at the Mark Strand theatre in New York.

156 W. 44th ST. NEW YORK
LEO MORRISON
BRYANT 5289
HAS ARRANGED LONG TERM CONTRACT
FOR
CLARK AND McCULLOGH
WITH
FOX MOVIETONE

ABE I. FEINBERG
ATTRACTIONS
TALKING PICTURE
AND EXCLUSIVE MATERIAL
SUITE 1510 1560 BROADWAY BRYANT 5357

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION
By Charles E. Lewis



The Cruise of the "News"

AFTER bidding friend "Tim" Roberts good bye (I hope not for long) I set sail northeast and drifted through Medina. . . . not so exciting . . . Lodi . . . likewise . . . looking into some of the real smaller towns with their few hundred seaters . . . but it was easy to see why the smaller town movie fan prefers to drive to the larger cities . . . the small town exhibitor should get wise to himself . . . give them real shows and presented that way . . . instead of dishing it out like hash . . . and making them take it any old way . . . Kept on going and eased into Cleveland . . . the big town was a relief after so much time in the "tall timbers," but it gave us a chance to overhaul the ship . . . and ourselves as well . . . and also to see "Warming Up" . . . and we vote this a box office picture any day of the year and in any town . . . But sorry we could not enthuse over the addition of the "noise" . . . or do they call it "sound" . . . audience comment around me set me to thinking that it would have been just as good without the shouting, etc., but the music synchronization was good as well as the handling of the theme song . . . this, to me, seems to add greatly to the picture . . . business in this city very brisk in spite of abnormally hot weather . . . Sailed out of here into Willoughby . . . nice town this . . . and a nice new theatre all ready to open . . . looks good to me . . . thence into Ashtabula . . . this town revives memories of a pleasant acquaintance with a Mr. Seoville whom I knew back in the days of "Paul Rainey's African Hunt" . . . Gosh . . . this sounds like I'm an old man . . . but I was young once, and still am, and the picture on the top of this page was NOT taken ten years ago . . . Ashtabula's O. K. . . . and theoretically looks good and is good . . . just as one of the exhibitors there said . . . on to Conneaut . . . and into the various houses, but things are just normal and going along as usual . . . Back over the state line and once more in Pennsylvania . . . and into Erie, where theatres seemed to grow in bunches like bananas . . . took in a show at the Strand . . . business NOT so good . . . though they give you a lot for your money . . . feature "Tiger Lady" F. P. . . . three Vitaphone acts . . . News . . . Fables . . . Comedy . . . and they charge the same as the Vaudeville house round the corner . . . looked to me like the customers were not excited over the talkies . . . but the trailer announcing a Warner sound picture brought forth lots of attention from them . . . so maybe they only feel dull on straight acts . . . the vaudeville house got a better break in business tonight . . . changed my tactics here and just visited the theatres and left the managers alone . . . seemed like I ought to watch the audience a little more at this stage . . . left in the morning . . . stopped off at Westfield, N. Y. . . . ran off the course to look at Jamestown . . . back up north through Hamburg and into Buffalo . . . They are getting so many talkie houses here that I shouldn't wonder if the fans' appetite for them grew dull . . . but took in the synchronized version of "Street Angel" and liked it so well that I stayed for a second view . . . and still liked it . . . and so did the audience . . . the singing sequence of the theme song is a corking idea . . . and will save many a picture . . . that might be otherwise "not so good" . . . synchronizationally (Wot a word) speaking . . . also looked into one of the vaudeville houses . . . and business also good . . . so I guess they are all happy . . . Next through Batavia . . . Rochester . . . Auburn . . . Syracuse . . . all interesting and especially so as I was watching the audience angle more than earlier in the trip . . . Eckel Theatre had the edge on business tonight . . . and they have an organist that takes first prize as far as I am concerned . . . Forster is his name and I last heard him in the Empire Theatre . . . same town some three years ago . . . I liked Eckel's idea of music during break of show via the Vitaphone . . . it helped keep the customers happy while the crowd was moving . . . and, in fact, I was sorry when it was over . . . usually an intermission gets on one's nerves . . . but not when someone uses his head . . . and Vitaphone . . . Oneida next stop then into Utica . . . Olympic had a nice display . . . will take in a show before leaving . . . See you next week.

Notice

During my absence from the NEWS office for the past month or so, many letters and contributions were received. I could have published most of these suggestions, but would not have been able to do them justice in the presentation on the CLUB pages. Instead I filed them until my return and those of our members who may have been looking for them are advised that they will appear in early issues of the NEWS.

C. E. L.

Meet Fred Sykes of Australia



From out in Sydney, Australia, comes the membership application of Frederick Sykes who is running the Piccadilly Theatre there. Mr. Sykes has put over some wonderful stunts out his way, and we are sure that every member of the CLUB will look forward with great interest to reading about them. So hustle some of them along brother Sykes, and let us publish them here.

It is interesting to note that membership in the CLUB is rapidly reaching to every corner of the earth. Those of you who are already members should indeed be proud of the fact that you are one of us. Right?

We Hear From R. J. Jarebek

We must again admit to a weakness for the Pacific Coast and tell you about Randall J. Jarebek, manager of the Plaza Theatre in San Diego, Calif. He writes to tell the Club members about his exploitation on "The Lion and the Mouse" and he certainly covered it efficiently, no getting away from that. He sent out 10,000 regular post cards which read, partly, as follows:

Dear Friend:

The first talking motion picture, "The Lion and the Mouse," with Lionel Barrymore, opens for an extended run at the Plaza Theatre Saturday, June 30th.

This is the newest form of theatre entertainment, and since there is no proper name to describe it we are asking for your help.

After seeing "The Lion and the Mouse," write us a letter giving us your impression of the picture, together with a word or slogan which describes the talking picture.

He then went on in another brief paragraph to set forth what he wanted. The results were greater than he ever anticipated.

Towards the end of the run he stimulated

(*Continued on following page*)

some more interest in the picture, as well as box office, by sending out three thousand post cards with the picture of Conrad Nagel and telling them about talking pictures again.

The reason we like to publish this type of advertising is that it calls attention to stunts that can be fitted to most any picture with merit, providing it is not repeated too often. Don't make your theatre a mail box pest, if you know what we mean. And for something different, something dignified and a sure-fire business getter, try this post card or personal letter angle. We are certain you will be pleased with the idea as well as the results.

Mr. Jarebek tells us that business in general out his way is going along nice and it is indeed a pleasure to hear such sweet words.

Selling Yourself to the Public

"Telling the World" all about yourself can also be used to further the interests of your theatre if you can follow the idea suggested and executed by Manager Fred E. Johnson of Cambridge, Ohio.

Mr. Johnson recently, at the request of the local paper, wrote an interesting article for publication in that paper about his own experiences and work as a theatre manager since he entered the business. Through this medium everyone in the town took another view of both Mr. Johnson and the theatre he runs. This strikes us as being a corking idea because this business of ours certainly lends itself to a good newspaper story, and with a little common sense and imagination you ought to have very little trouble getting your local paper to run it. Everybody is interested in the life of a theatre manager and the public will "Eat" every word you write. And it just gives your theatre a little more prominence and who ever heard of that hurting. This is a great idea and should offer possibilities to those of you who have any influence with your local papers. Incidentally, if you put it over, send us a copy of the paper.

Bronx Manager Writes Bureau

Sidney Oshrin, of the Allerton Theatre, Bronx, N. Y., has already taken advantage of the CLUB personal service bureau in requesting information relative to theatre operation. These requests will be answered direct, unless the request and the answer happens to be of interest to the members in general, then we will answer it through the CLUB pages.

We urge all members of the CLUB to take advantage of this Bureau and address any request for information that they may desire. Whether it refers to exploitation on a particular picture, or some problem in theatre operation and management, makes no difference it will receive our utmost attention and the advice or suggestions offered will be based upon actual experience and knowledge. If we get a "tough" one that is too hard for us to figure out, we will let the members send in their answers.

Remember "USE THE NEWS" it's the CLUB slogan and the best advice you ever received.

MANAGER'S ROUND TABLE CLUB

If your name was not on the First Membership List be sure it's on the Second one to be published very soon.

Get into the Club if you want to be affiliated with this great group of Showmen.

Here's the Application Blank— You Do the Rest

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

Stage Weddings Popular

Revival of Old Ballyhoo Idea Proves Strong Attraction for Prospective Brides and Grooms

DESPITE the horror with which William Allen White views them, the wedding ceremony performed on the stages of picture theatres continues to enjoy considerable popularity both as a means for prospective brides and grooms to obtain gifts offered by local merchants and the public which participates merely as amused spectators.

During the past year the picture theatre managers have made much use of the stage wedding as a special attraction, usually put on in cooperation with local merchants or the newspaper. In recent months these public ceremonies have taken place at theatres large and small in cities and villages. One put on with considerable ballyhoo in a theatre in the Kansas City territory brought forth a plaint from William Allen White, Emporia newspaper editor and publisher, who registered his disapproval of making a show of something which was and should be sacred.

The success of the stage wedding from a standpoint of popular interest and the box office, however, has resulted in its application as a showmanship device in one town after another.

Two of the most recent examples of successful stage weddings reported to this publication are those put on at the Palace theatre, Jacksonville, Fla., and the Riviera theatre in Waterloo, Ia.

Advertises for Principals

Although stage weddings are not entirely new to Jacksonville, Manager C. T. Chapin decided that "Heart to Heart" a First National picture, would be an appropriate offering with which to tie up a nuptial ceremony performed on the stage of the Palace theatre.

About a month previous to the date of the showing, Chapin ran an ad in the papers featuring the following request: "Wanted—a young couple to get married, will furnish trousseau and pay expenses. If interested call 5-0163 or write c/o Box 1474 Jacksonville, Fla."

The ad was responsible for approximately 100 answers not only from the city but from different towns throughout the state as far south as Orlando. Out of this number, only three couples were asked to have an interview. The others were middle aged people who thought this ad to be a matrimonial bureau just opening offices in the city and they wrote in for photographs, descriptions and usually their last paragraphs would read, "I want a man who has plenty of money and can take care of me for the rest of my life for I am tired of taking in washings." Of the three couples first selected, one couple was finally selected to appear on the stage where the wedding was performed.

The different merchants in town contributed very generously and the bride and groom received presents that they wouldn't have received otherwise. The flowers were given for the wedding by a local florist and he also furnished the kneeling stool, four candelabrums each holding eight candles; and a fence which extended the full length of the stage with a gate in the center through which the bride and groom passes.

Mgr. H. D. Grove of the Riviera Theatre, Waterloo, Ia., was successful in arranging a stage wedding to take place during the showing of "Half a Bride."

The success of the wedding was made possible to a large extent to the splendid co-operation of the Waterloo Tribune. The newspaper broke the first story in their Sunday edition eleven days in advance of picture—following with daily stories with some of them on the front page.

Newspaper Cooperates

In addition to the articles appearing in the newspaper, the newspaper's broadcasting station was also used daily in making announcements about the wedding.

The town merchants also rendered wholehearted support by donating gifts and showing them in their windows in advance together with window cards carrying copy about the picture, wedding, theatre and play dates.

The President of Upper Iowa University performed the ceremony as both the bride and groom were students at the university. The wedding went over without a flaw and numerous favorable comments were received on the manner in which the ceremony was handled.

The stunt was responsible for building up a lot of goodwill among the townspeople and among the merchants especially. Even the editor of the newspaper said he felt quite proud to have been associated with the Riviera in this undertaking.

Novel Angle Used in Page Of Cooperative Ads

Through the co-operation of the Columbia Record, Manager Tom Halliday was able to get a full-page of co-operative ads in connection with "Telling the World" the current attraction at the Imperial Theatre, Columbia, S. C.

Every one of the eleven merchants participating in the co-operative page used the title of the picture, "Telling the World" in some auspicious manner—many of the ads even showing cuts of William Haines and Anita Page, the two principals in the picture.

The contest was open to everybody who cared to try for free tickets. To the first person sending in the neatest correct count of the number of times the letter "E" appears in this page, free tickets to the show will be given. Send your count to the Contest Editor. For the first nearest correct, ten tickets will be given; to the next five nearest correct will be given two each."

Showmanship

Briefs

ANOTHER theatre which has adopted the plan of ultilizing the Movietone in connection with localized news reels is the Strand, one of the leading Scranton, Pa., houses of the Comerford Amusement Company's chain. During the week of August 13 the Strand showed news pictures of the members of the Anthracite Male Chorus, an organization of Scranton male singers who journeyed to Theorchy, Wales, and won first prize in the competition in their class in the National Eisteddfod. The Scranton singers were snapped by a Movietone cameraman shortly before their sailing from New York, and are heard on the screen in two selections sung in the Welsh language.

MANAGER MARSLINE K. MOORE took to the air in advertising "The Lion and the Mouse" at the Joie Theatre, Fort Smith, Ark. Instead of circling the clouds with an aeroplane dropping heralds, etc., which has been effectively used, Moore secured gratis the use of one of the large Goodyear Hydrogen Balloons. The balloon was inflated and tied off with a rope so as to tower several hundred feet in the air over the theatre. A 30-foot banner was attached to the baloon.

AN old flivver borrowed from the local Ford Agency was the main feature of a successful ballyhoo for the showing of "Harold Teen" at the Florida theatre in St. Petersburg, Fla., recently. This stunt was staged by Manager Roy L. Smart and was similar to several other like ballyhoo ideas used for this picture. The old Ford was driven about town by a young fellow wearing a collegiate hat and a slicker.

J. L. CARTWRIGHT, manager of the Lyric theatre, Jackson, Tenn., devised an unusual lobby arrangement to stress the mystery angle of the title "The Mysterious Lady." Cartwright enclosed the front and sides of the lobby booth with panels carrying the name of the star and title of the picture. The side panels flanked a large question mark cut out in the board covering the front window of the booth. The ticket seller, a young woman, could be seen through the question mark cutout. She wore a black silk mask upon which was lettered the title "The Mysterious Lady."

ALL the girls in Mishawaka, Ind., under twelve whose names were Mary were guests at a special performance of "My Best Girl" at the Tivoli theatre, where Manager E. H. Wood acted as host at a party in honor of Mary Pickford, star of the film. The event proved a popular stunt and a means of obtaining valuable publicity for the theatre and the picture.

GREAT States Theatres, Inc., will inaugurate the fall season with Greater Show Season, in all the towns in which they have theatres. It is already being heavily advertised by local decorations, banners, etc., the publicity being in charge of Miss Madeline Woods.

RUTH HAGA, a 20-year-old Minneapolis girl was selected as the winner of the Publix-Tribune Opportunity contest conducted at the Minnesota theatre in Minneapolis. The contest was launched as a search for talent for the stage shows at the Minnesota.

"Varsity Drag" Marathoners Dance Race to Portland Theatre

LLOYD MAXWELL, new manager of the Portland Theatre, Portland, Ore., advertising the new house staged the first Collegiate Drag Marathon held in the West. Ten couples entered the contest at the Hollywood Theatre, two miles away, and the largest West Coast suburban house, and the winners, Charlotte Ashby and John La Porte danced the distance in one hour and five minutes and took first prize of $75. The second prize was $25 and the third a season pass for two to the Portland theatre.

Vic Christensen, Portland dance instructor, and Earl Simmons, Northwest representative for Fanchon & Marco, acted as judges. Music for the dancers was broadcast by West Coast theatres station, KWJJ and received by autos fitted with loud speakers along the course.

Refrigerator Company Arranges Display for "Warming Up"

WARMTH and Coolness was the theme of the tie-up between the theatre and the distributor of Kelvinator Refrigerators in exploiting Richard Dix in "Warming Up" at the Capitol Theatre, Sioux City, Ia.

The Electric Company had a window display of Kelvinator refrigerators and a large card in the center contained the following copy, "It's Warming Up Outside but it's always cool in a Kelvinator! See Richard Dix in Warming Up at the refrigerated Capitol August 8-9-10."

Two other stores—selling electric fans had a similar tie-up as the Kelvinator refrigerators; their copy reading, "It's Warming Up outside but it's always cool when you use a . . . . electric fan, etc."

Two sporting goods stores had co-operative window displays showing baseball outfits and equipment together with stills from the picture and cards announcing the title of picture, theatre and play dates.

The local baseball manager permitted the placing of a 30-foot banner across the front of the entrance to the ball park on the opening day of picture.

Show How News Films are Made In Street Stunt for Picture

MANAGER FRED O. SLENKER borrowed a motion picture camera to exploit Bebe Daniels in "Hot News" playing at the Columbia Theatre, Davenport, Ia.

Two of the ushers were used in the camera ballyhoo; one acting as the cameraman and the other as his assistant.

As the camera was set up at different street intersections, a crowd soon began to gather. The cameraman made certain gestures as if taking a real shot. As soon as the crowd had become sufficiently large the assistant would let the lid of the suitcase open up revealing the title of picture, name of star, theatre and play dates.

This stunt was repeated at various street intersections and in other places where there were a number of people. The stunt not only got plenty of attention but was partly responsible for publicizing the picture for its successful engagement.

Greater Talking Movie Season in Spokane

RAY A. GROMBACHER, president of the M. P. T. O. W., and operator of two theatres in Spokane, has inaugurated a "Greater Talking Movie Season" in that city to introduce his elaborated policy of sound presentations at the Liberty and Granada theatres.

Grombacher has installed Movietone to complement his Vitaphone apparatus at the Granada as well as Electrical Research Company's non-synchronous device for cueing pictures in both the Granada and the Liberty. A policy of 25 cents straight admissions has been inaugurated at the Granada.

Flowers Collected at Box Office Sent to Hospitals

As a goodwill promotion plan, the Embassy Theatre, Allentown, Pa., in connection with the showing of "The Street Angel," on August 21 held a special matinee at 9.30 o'clock in the morning for children 12 years old or under, admittance being free with the presentation of a bunch of fresh flowers. There was no restriction as to the kind of flowers. The flowers were distributed among the hospitals of the city.

J. K. Emmet Named Gen'l Manager of Capitol

Major Edward Bowes has appointed Joseph K. Emmet as General Manager of the Capitol Theatre in New York. Mr. Emmet was, at one time, a well-known stage star but for the past five-and-one-half years he has been manager of the State Theatre. His Father was a celebrated actor "Fritz Emmet."

Local "Our Gang" Comedy a Hit in Birmingham

Loew's Temple Theatre in Birmingham has landed on the front pages for several good newspaper stories through the campaign on "Our Gang." Ambitious youngsters were given a chance to show their ability in competition for a place with one of the Hal Roach units in Hollywood. Harry Weiss launched the campaign while he was in the managerial post, and when he left to accept a promotion in the Loew organization, which took him to Norfolk as City Manager, his successor, Manager Robert Ungerfeld, continued to keep interest keen.

Heavy Publicity Drive for Girl Mystic at Tampa

The Tampa Theatre, Tampa, Fla., put over some good front page publicity in connection with the engagement there of Gene Dennis, the school girl psychic. Miss Dennis called on Chief of Police Logan and slipped him the info on some recent mysteries, all of which the Chief said, worked in well with clues he had. She then visited Mayor McKay and told him a few secrets, which the Mayor admitted were known to but one other person. He is wondering who let that out. Anyhow, the stunt got on the front pages of the local papers, with photographs and everything.

Nine Months for Roesner as M. C. at Capitol

On Wednesday of this week Walt Roesner celebrated the ninth month of his engagement as Master of Ceremonies and conductor of the Capitolians at the Capitol Theatre in New York. Roesner was brought to New York from California when the Capitol inaugurated the band act policy in conjunction with feature picture presentations.

Great States Theatre Men Hold Chicago Convention

Great States Theatres, Inc., held a convention of all their managers at the Sherman Hotel, Chicago, last week. The meeting was presided over by Jules J. Rubens, vice-president and general manager.

Auto Agent Donates Car for Theatre Stunt

THE Chrysler Agency of Davenport, Ia., were solely responsible for the sponsoring of endurance run with one of their new models. Manager George M. Watson, always seeking an opportunity for exploiting his pictures, arranged a tie-up with the Agency that proved of material value in advertising "The Cossacks" playing at the Garden Theatre, Davenport, Ia.

The rear of the car carried a sign on which was lettered the title of picture, name of star, play dates and name of theatres in addition to catchy sales copy about the attraction.

This car traveled the near-by cities and smaller towns where the driver of the car slowed down enough to pass out 2,000 heralds to people on the streets.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd— Phone Granite 3982.

U. A. Well Up On New Season Product

Thirteen Are Completed or in Production and Work on Balance Will Soon Begin

THIRTEEN of the nineteen United Artists Pictures being distributed this season are completed or in production, and the remaining six will be in production within the month. "Steamboat Bill, Jr.," "Two Lovers," "Tempest," "The Woman Disputed," "The Battle of the Sexes," "Revenge" and "Hell's Angels" are completed.

Vilma Banky's "The Awakening," D. W. Griffith's "The Love Song," Ronald Colman's "The Rescue," Douglas Fairbanks' "The Iron Mask," Rex Ingram's "Three Passions" and Henry King's "She Goes to War" are in production, four of the films almost completed.

Gloria Swanson's "Queen Kelly" enters production before September 1. Charlie Chaplin's unit is building sets for "City Lights." Camilla Horn is en route to California to play opposite John Barrymore in the Ernst Lubitsch production that will be started within a few weeks. Mary Pickford's story is nearly ready and production begins in September. Roland West's "Nightstick" and Herbert Brenon's "Lummox" have been scenarized and adapted and they have reached the casting point.

U. A. claims that never before in the history of the company have so many pictures been completed so early in the season.

"The Battle of the Sexes" will be released nationally October 13th; Norma Talmadge's "The Woman Disputed" will be distributed October 20th; and November 3rd is the date on Dolores del Rio's "Revenge." All three will be synchronized with scores and sound effects.

John Barrymore's "Tempest" is set for national release August 25th, with synchronized prints; and "Two Lovers," final Colman-Banky picture, goes out to the country September 7, with sound.

Frank Urson Dies

Scores of friends of Frank Urson, well known director, were shocked last Friday to learn of his death in Indian Lake, near Niles, Mich. He died of a heart attack, according to relatives. He assisted Cecil De Mille in the production of "The Godless Girl," which opened Monday night, and expected to attend the premiere.

Wins Suit

Dorothy Devore, screen actress, won her suit against Krellberg Pictures Corp. for $1750 for alleged breach of contract. Miss Devore stated she was employed to play the lead in "The Girl That God Forgot."

Sennett Star Injured

Sally Eilers, Mack Sennett star and a 1928 Wampas star, was painfully injured last Wednesday when her roadster collided with a milk truck on Melrose avenue as she was going to the studio.

Carl Laemmle Speaks

Carl Laemmle, president of Universal Pictures Corporation, sitting in his office at Universal City on Saturday, August 18, addressed a sales convention in session in Berlin, Germany.

Christie-Collins Wedding

Al Christie, head of the Christie Comedy Company, and Shirley Collins, motion picture actress, were married in Yuma, Ariz., on August 15.

The Christie Studio is closed at present and will remain closed for several weeks while sound stages and devices are being installed.

Colleen Entertains

Colleen Moore, cruising in Mexican waters, recently entertained on board her palatial yacht, Sally O'Neill, Buster Collier, M. H. Hoffman, and two other principals of "The Floating College," featuring Miss O'Neill, and produced by Tiffany-Stahl.

"The Godless Girl"

John C. Flinn, vice-president of Pathe exchanges and a staff of technicians, were present for the opening of "The Godless Girl" at the Baltimore theatre.

Completes Two

General Pictures Corp. has completed two productions at San Mateo studios, starring Richard Talmadge. Oscar Price, president and general manager, and William H. Jenner, production manager, will leave soon for New York with the initial prints. The company plans to make a series of features for the independent market.

Latest Fox Acquisition

Charles Condon, youthful scenarist, is the latest acquisition to the Fox Film scenario department. Condon, a former publicity head, has been responsible for the adaptation of such successes as "What Happened to Father," "Jaws of Steel," "One Round Hogan," "Dog of the Regiment," and his current production, "Caught in the Fog."

Marie Prevost

Marie Prevost has been engaged for one of the most interesting pictures in the offing. It is called "The Exodus of the New World," and will be an epic of the Mormons traveling West under the leadership of Brigham Young in 1846-7. Ray Johston will direct the popular star.

Mother Role

Eugenie Besserer, a popular and reliable character actress, will play the role of the mother in "The Little Angel," Norma Shearer's new starring picture for M-G-M. Sam Wood will direct.

Short Comedies

Arthur Lake's latest short comedy, "Horace in the Army," has been completed and is the sixth of the "Horace in Hollywood" series of one-reelers directed by Edward Luddy.

Elevated

Otto Brower, formerly an assistant on the Paramount lot, has been elevated to a full-fledged director by B. P. Schulberg, General Manager of West Coast Production, and will direct "Avalanche," which goes into production soon.

Johnnie Darrow

John Darrow, rising young Caddo player, has been signed for an important supporting role with Jack Holt in "Avalanche," a Zane Grey story. Darrow was loaned for the part by Howard Hughes, who has the young actor under contract. Darrow scored

(*Continued on following page*)

Lloyd Starts Shooting September 4th

HAROLD LLOYD has completed preliminary arrangements and will start shooting on his new production September 4th. It will be a sound picture, though to what extent has not yet been determined. A considerable portion of the new picture will be set in San Francisco's Chinatown and stress will be laid on the mystery element.

Lloyd will follow his policy of selecting a new leading lady for each picture and he has not yet decided who will play oposite him in this one. Tests are being made of several of the younger set of Hollywood screen aspirants. The comedian has given every angle of the sound situation his careful scrutiny but feels that his plans in this respect will have to remain secret for the present.

Hollywood—*Continued*

a nationwide hit as the cub reporter in "The Racket," and has an equally important part in "Hell's Angels," the Caddo air epic.

Our Gang En Route

"Our Gang," Hal Roach's Rascals, traveled east in a specially equipped Pullman coach, with sound-proof walls, unbreakable furniture, and all kinds of shock absorbers. This is their first glimpse of the country outside of California.

Harold Shumate

Harold Shumate, producing supervisor for Sam Sax-Gotham Productions, is personally writing the adaptation and continuity of the Owen Davis play, "Through the Breakers," recently purchased for production under Joseph Boyle's direction.

Mr. Hale Takes Rest

With eight pictures in the current cinema year to his credit, and his boxoffice rating leaping upward as a comedy drawing card, Alan Hale has definitely renounced direction for the present.

Paul Fejos

"Erik the Great," the second picture to be directed by Paul Fejos for Universal, has started production with Conrad Veidt and Mary Philbin in the starring roles.

Dialogue

Carlie Byer, who spent several years on the stage before taking up a motion picture career, has several dialogue sequences in Reginald Denny's current Universal picture, "Red Hot Speed."

Another Glyn Story

Clarence Badger will direct "Three Week Ends," the Elinor Glyn story purchased for Clara Bow, for which preparations are under way at the Paramount Studios.

Art Director

Henry King has engaged the services of Robert M. Haas as art director for "She Goes to War," the Henry King production for release through United Artists.

Add Gold Braid

Wade Boteler, well known for his work in "Soft Cushions" and "Let It Rain," has been added to the cast of "Gold Braid," Ramon Novarro's new M-G-M romance of naval aviation.

Working Fast

Earle Snell turned out the continuity of "The Cohens and the Kellys in Atlantic City" in five days time.

Jacqueline Logan

It was decided that Jacqueline Logan did much to make "The Blood Ship" an outstanding success. Consequently, she has been signed to play the lead in "Driftwood," a story by the late Richard Harding Davis, which will be directed by William Christy Cabanne. Lillie Hayward, who adapted "Runaway Girls," is busy writing the script for "Driftwood."

Natural Color

Richard Dix's forthcoming Paramount production, "Redskin," will be filmed entirely in natural colors. Louise Brooks will play opposite the star.

Will Title "Submarine"

Pandro Berman has been appointed film and title editor for Columbia. He will immediately assume charge of the editorial work on "Submarine," the special Frank Capra production, "The Street of Illusion," which Erle C. Kenton directed, and "Sinners' Parade," which is now being completed under John Adolfi's direction.

Ruth Taylor

Ruth Taylor, following completion of her role with James Hall in Anne Nichols' "Just Married," will play the part of Margaret Odell, the Broadway butterfly, in the Paramount picturization of S. S. Van Dine's "The Canary Murder Case."

Eddie Cline Signed

Eddie Cline has been signed by Tiffany-Stahl to direct Sally O'Neil in "Applause," a story of the stage.

Victor Fleming

Victor Fleming, director of "The Way of All Flesh," and Ann Nichols' "Abie's Irish Rose," for Paramount, is to film Harvey Ferguson's "Wolf Song."

"Haunted House"

Johnnie Gough, well-known character actor, is the latest addition to the cast of "The Haunted House," the Owen Davis mystery melodrama which Benjamin Christensen is directing for First National Pictures in Burbank.

Director Reassigned

"Fancy Baggage" and "One Stolen Night," two of the special Warner Winners soon to be started on the coast, have had their directors reassigned by J. L. Warner. According to previous announcement, Scott R. Dunlap was given the direction of "Fancy Baggage" and John Adolfi was handed the megaphone for "One Stolen Night." The assignments have now been reversed with Mr. Adolfi scheduled to make "Fancy Baggage" and Mr. Dunlap directing "One Stolen Night."

"My Wild Irish Rose"

Ralph Ceder has completed production of "My Wild Irish Rose," one of the H. C. Witwer-Cosmopolitan Magazine story series which Larry Darmour is producing for FBO.

In Work at Gotham

Budd Rogers, Vice-President of Gotham Productions, announces that production is well on its way with "Through the Breakers," adapted from the stage play by Owen Davis. The cast features Margaret Livingston, Holmes Herbert, Natalie Joyce, Clyde Cook and Frank Hagney. Harold Shumate, who is supervising the production, did the adaptation. Joseph C. Boyle is wielding the megaphone.

Another Talkie

Still another all-talking picture was started last week on the Vitaphone stages of the Warner Bros. studio when Director Lloyd Bacon took the first scenes for "Stark Mad."

"The Floating College"

E. J. Ratcliffe and Gene Alsace have been added to the cast of the Tiffany-Stahl production, "The Floating College," in which Sally O'Neill and Buster Collier play the leading role under the direction of George Crone.

Gag Man

Alf Golding has been engaged by Tiffany-Stahl to supervise the "gag" work on "The Floating College."

"The Family Row"

Lawrence Gray, Claire Windsor, Roy D'Arcy and Jed Prouty are playing the prineipal roles in the Tiffany-Stahl production "The Family Row" now being directed by James Flood.

Jack London Story

Work has been started on the filming of one of the Jack London stories for Tiffany-Stahl under the direction of Elmer Clifton. The cast so far selected includes Patsy Ruth Miller, Malcolm McGregor, Wallace MacDonald and Ray Hallor.

In Work

"Mickey's Movies," the first of the new juvenile series being made by Larry Darmour for FBO, went into production last week. The series are based on Fontaine Fox's internationally famous cartoon strip. The same cast of youngsters that appeared in the first "Mickey McGuire" series have been cast in the new series.

Shackelford Signed

Floyd Shackelford has been signed to appear in two Warner Bros. pictures, both of which are now in production at the Warner studio. His first part will be in "Hard Boiled Rose," now being directed by F. Harmon Weight. When Shackelford completes this role, he will immediately begin another in "Stark Mad," an all-talking Vitaphone picture.

Korda and Sills

Alexander Korda is to direct Milton Sills in his next starring vehicle for First National Pictures.

It is tentatively titled "The Comedy of Life" and is a story of Venice today.

Two for Seiter

Not only will William A. Seiter direct Colleen Moore's next picture, "Synthetic Sin," but Producer John McCormick has also secured him to handle the direction of Miss Moore's following production, "The Richest Girl on Earth," a comedy, by John Emmett. Both First National's.

Tom J. Geraghty, who has written the scenario for "Synthetic Sin," will also work on "The Richest Girl on Earth."

Key City Reports

New York City

ANOTHER excellent week's trade was chalked up by the majority of Broadway houses for the past seven days. Although temperature was well up around the 80 mark the weather on the whole was fair and since most of houses have installed refrigeration plants the heat really seems to pull a lot of patrons off the street when they feel the draught of conditioned air sweep by.

"With "Four Sons" (Fox) to shout about the Roxy again went after records and from all accounts the effort was successful. It is claimed that the first week's business done by this picture broke all previous marks hung up in this big house. With this big start and the strong possiblity of the picture being held as long as "Street Angel," Roxy can continue his quest for broadbill swordfish and Adirondack trout.

The Capitol also kept up the fast pace set by "The Mysterious Lady (M-G-M) the first week. The second week was equally good. Down the street at the Paramount, that house with "Just Married" (Par) well kept up that profitable average for Publix. At the Strand, "Glorious Betsy" (W. B.) continued to demonstrate that the talkies can hold their own.

The Rialto ushered in "The Patriot" and sound and this picture received plenty of praise from the press. It's off to a good start after the Rialto's mediocre week's showing with "Loves of an Actress." At the Rivoli, FBO's "Perfect Crime," with sound effects and dialogue, did another excellent week's business. The Cameo made a nice showing with "Fortune's Fool."

Among the specials the Astor with "White Shadows in the South Seas" (M-G-M) continues to brisk trade and the same can be said for First National's "Lilac Time" at the Central. Both are making a most excellent showing among the two-a-days. After celebrating its year's stay at the Criterion, "Wings" goes right along at a smart pace, publicity of the event giving business a spurt.

The Embassy premiered Columbia's "The Scarlet Lady" last Tuesday and the week was just a fair one. Better dope on this in next week's report. At the Globe, Fox's "Red Dance" put in another week which was not so good and the same report will go for "Lost in the Arctic" (Fox) at the Gaiety.

More honors for talking pictures are reflected in the first returns on "The Terror" (W. B.) at Warners theatre. The reviewers were kind, generous advertising used and business is good.

After all is said and done, it cannot be disputed that from the past several weeks pictures with sound effects and dialogue are the ones doing the biggest share of the business. Novelty or not, the public is paying real cash to look them over and it appears that they are getting their money's worth.

Cleveland

THE most unusual spectacle presents itself of having summer records exceed average winter records. While this it not the general order of affairs all over the city, nor even the usual thing at the downtown houses, still it exists often enough to deserve comment. Three things contribute to this change from the old days when houses either closed up for the summer or played revivals. These three things are, first, the cooling systems which entice perspiring crowds into the cooler atmosphere; second, the novelty of sound pictures, and last, the showing of new season's product during the warm months instead of holding them over until fall, as used to be the film theatre fashion. So we have the pleasure to announce that the first-run houses last week all played to what would be considered very nice business in the height of the theatrical season.

"Glorious Betsy," in its second week at the Stillman, drew most favorable comments as a picture of unusual interest, and also attracted consistently big crowds. The talking sequences were well liked by the majority.

"Four Walls" did a whale of a business at the Allen. Novelty, sincerity and good work put this picture over right.

"The Loves of an Actress," pleasing enough entertainment, did highly satisfactory summer business at the State.

"The Magnificent Flirt," which almost reaches the high spots of clever, sophisticated screen presentation, proved to be interesting enough to draw standing room audiences at the Palace. Frances White, the vaudeville headliner, was no mean magnet in drawing audiences to the Palace, so between the good vaudeville bill and an interesting feature picture, there was good reason for splendid business.

"Three Ring Marriage" and "Say It With Sables" split the week at Keith's East 105th Street Theatre, with satisfactory results.

"Forbidden Hours," playing a first-run neighborhood engagement the first half of the week at the Park did moderately well, while "The Bellamy Trial" went over big at the last half of the week.

Neighborhood houses as a whole report that business is picking up.

Chicago

SLIGHT relief in the weather for a few days helped business in neighborhood houses, the big loop houses continuing to hold up.

"Four Walls" on the screen, with "Flapperettes" as the stage show, plus H. Leopold Spitalny's "Cavalleria Rusticana," did well at the Chicago.

"Lights of New York," the first all talking picture, continued to draw big crowds to McVickers.

Box office receipts at the Oriental were satisfactory with "The Cardboard Lover" as the screen feature, Al Kvale leading the stage show and Ruth Etting in person.

The Roosevelt, too, with its talking picture "Lilac Time," plus Herbert Hoover's acceptance speech, turned in a fair box office statement.

"King of Kings" held up to expectations in its last week at United Artists theatre.

The Tivoli attendance probably was the feature of local theatres last week, Jackie Coogan in person with "Forgotten Faces" on the screen, and Bennie Kreuger leading the stage show, accounting for capacity business during the entire week.

Business at the Capitol and Avalon was good, the former having as its screen attraction "The Cop," with Vitaphone and Movietone, and the latter "Drums of Love," with Vitaphone and Movietone.

"The Lion and the Mouse" was the screen feature at Marks Brothers Granada and Marbro, and both theatres turned in exceptionally large box office receipts.

Albany

ALBANY and vicinity sweltered last week and as a result business was none too good at a majority of motion picture theatres in Albany and Troy. But when the weather became cooler on Friday there was an immediate response in what appeared to be picture-hungry men and women who flocked to the theatres sand gave evidence of what might be expected when the new product is released and the cool fall days arrive.

In Albany, "Glorious Betsy," with Dolores Costello, the second or third "talkie" that has struck town, polled good business when one stops to consider the weather.

At the Leland theatre "Road House," running the last three days of the week, played to standing room business two out of the three nights. The Leland is now splitting its week and may continue to do so until September. The fore part of the week was given over to Dolores Del Rio in "The Gateway of the Moon." While business was good, it was not up to the last three days of the week.

The outstanding picture of the week proved to be "We Americans" at Proctor's theatre. This picture packed the theatre afternoon and evening.

At the Clinton Square theatre "Lady Raffles" and "Painted Post" were coupled in a double feature program that ran the week to ordinary business.

At the Ritz, in Albany, "Midnite Life" ran fair.

Some of the neighborhood houses report satisfactory business, while others are complaining.

In the neighboring city of Troy, "The Lion and the Mouse," a "talkie," showed itself an excellent business getter. The theatre was packed practically every night during the week. The Lincoln ran double features the last of the week, using "Road House" and "Prowlers of the Sea." Proctor's used "His Tiger Lady" to fair business.

Minneapolis

THE week's theatre business was just about average last week, with no especially big box office attractions to draw the crowds.

At the State, "Forgotten Faces" proved a first rate melodrama, but it didn't do as nice a business as it deserved to do.

The attraction at the Minnesota theatre was Pola Negri in "Loves of an Actress," supplemented by the Publix unit show, "Rah! Rah! Rah!" and this film did about the average business.

At the Hennepin-Orpheum Margaret Anglin was making a personal appearance and was the chief drawing card, but Monte Blue in "Across the Atlantic" proved popular, nevertheless.

At the Lyric Adolph Menjou pleased the crowds in "The Tiger Lady," while at the Grand the Tunney-Heeney fight films were a big maget for all the fight fans, rounding out a program which included "Telling the World."

Business at the neighborhood houses was generally good, cool weather being somewhat responsible for this. Among the pictures shown at the outlying houses were "Telling the World," "Ladies of the Mob," "Happiness Ahead," "Honeymoon" and "Skyscraper."

Baltimore

COOL nights during the week beginning Monday, August 13, helped business at some of the first-run theatres in Baltimore, after the torrid weather that this town had been through recently.

Some people liked "Loves of an Actress," the sound, song and musical production starring Pola Negri, and many others did not. This was the first feature sound picture offered at Loew's Century with the stage presentation act "Babes on Broadway."

Throughout the week business was very good in that refrigerated house.

At the Keith-Albee New Garden theatre "Love Hungry," starring Lois Moran, was the feature film attraction with six acts of Keith-Albee vaudeville. Attendance throughout the week was very good, compared to what it has been at that house recently.

"Street Angel," the sound, song and musical film, went over excellently during its second week at the New theatre, lines forming each day. Other sound and talking short films were shown on the same bill.

Business at the Rivoli was very good for the week with "Women They Talk About," a sound film. It was retained for a second week.

"The Whip Woman," co-starring Estelle Taylor and Antonio Moreno, went over only fair at refrigerated Stanley.

"Just Married," Anne Nichols' farce comedy, proved only so-so as a patron puller at Loew's Valencia with musical accompaniment furnished by a non-synchronous device which sounded very poorly.

"Decomeron Nights," the Herbert Wilcox English production, with Lionel Barrymore, proved a poor attraction at the Little theatre with its 250 seats. It started off good, then slumped, and then came up again Saturday night.

"The Little Yellow Mouse," from the Beatrice Burton novel, at the Keith-Albee Hippodrome, with five acts of Keith-Albee family time vaudeville, did poor business.

Ottawa

AN impressive picture at the Regent and a "Take-a-Chance Week" at B. F. Keith's theatre caused many residents of Ottawa, Ontario, to forget the extreme heat during the week of August 13. Attendance at downtown theatres is keeping above summer average but the neighborhood shows are feeling the effects of the warmth, countless families being at the rural resorts.

"The Cossacks" at the Regent theatre was so good that Viscount Willingdon, the representative of the King down at Rideau Hall, heard about it and brought an official party with him to see it. The common people also flocked to the Gilbert-Adoree production and it was well liked.

Manager J. M. Franklin pulled a "Take-a-Chance Week" at Keith's and much curiosity and comment were aroused, patronage being well above the week before. The feature turned out to be "The Hawk's Nest," with Milton Sills, and this was the strong point of the bill.

Beery and Hatton appeared at the Imperial in "The Big Killing" and this team drew many followers. Their stuff this time was classed as fair. Beery, Hatton & Company have built up an excellent trade in Ottawa.

Adolphe Menjou took a turn at the Centre theatre, when he appeared in "Serenade" for the first half, with "Heart to Heart," with Mary Astor and Hughes, on the screen for the last half. The stars' names were the draw, particularly with Menjou, and patronage was fairly good.

One of the best pictures in months at the Laurier theatre, Hull, was "The Crowd," and its treatment of commonplace things brought both tears and laughter. Business was good.

"Law and the Man" was a good old type of drama and it drew fair patronage to the Eden theatre.

The Fern theatre had second run of "Last Command" and Manager Robertson ran matinees Thursday and Saturday to take care of extra business.

The Columbia also had a good neighborhood feature in "The Blood Ship," which was presented along with the last chapter of "The Masked Menace." The combination got fair to good business. Manager Nolan had the final of "Trail of the Tiger" at the Rex theatre and this, with "Blood Will Tell" as the feature, brought plenty of juveniles.

Tampa

THE Tampa last week featured the stage attraction above the screen. This is only the second time in the history of the house where the stage presentation was given the stellar position. Gene Dennis, the school girl psychic, who tells the customers most anything they choose to ask, seemed to merit the unusual prominence given her by the management for she was the real drawing power of the week.

The pictures featured were "Good Morning Judge" and "Don't Marry." Both features went over nicely but would have hardly held up alone. As it was the week went over very good, with the exception of Monday, when a storm held forth.

"The Lights of New York" completed a 10-day run at the Victory and went over big all the way through. An excellent program of Vitaphone acts and the Movietone News were shown in addition to the talkie feature.

The Franklin had all second runs this week, with the exception of the usual Saturday western. "Ben Hur" opened the week and brought two days of fine business.

"Rose Marie" and "Easy Come, Easy Go" were the other features and they both did nicely. The Western used Saturday was "The Flying Cowboy."

With the other houses lined up with box office cards the Strand found the going hard with their trio of non-clicking pictures. As a consequence the business for the week showed up just fair. Pictures used this week were "The Road House," "The Bush Leaguer" and "The Way of the Strong." However, the worm will turn for scenes of the local "Our Gang" comedy are being shot and the interest is great, so Manager Lykes looks for a mop-up when it comes in for a run and has had the old S.R.O. sign all regilded.

Pittsburgh

AT the Penn John Gilbert in "Four Walls" pleased capacity audiences at every performance. This is a crackerjack underworld drama, with Gilbert doing some real acting for a change. The Publix Unit known as "Harem-Scarem" was the stage attraction, and, as usual, proved to be a very entertaining offering.

The Stanley dropped presentations this week and got by with "Lilac Time," accompanied by the Vitaphone. The film made a hit here, and business was good.

"The News Parade" was the screen attraction at the Grand, and is an amusing comedy-drama, patterned after the William Haines type of entertainment. An Our Gang comedy, "Olympic Games," almost stole the show. A vaudeville act, "The Russian Cossacks," rounded out the bill.

The Alhambra did but fair business with "Diamond Handcuffs."

At the Cameraphone, a double bill got average crowds. Films shown were "Bare Knees" and "The Way of the Strong."

At the Liberty, first half of the week, "Beware of Blondes" got but average business, and the last half of the week saw "Broadway Daddies" playing to average business.

Salt Lake City

DOWNTOWN theatre patronage has averaged fairly well this past week considering the fact that one of the warmest weeks of the summer season has been experienced.

The out-of-door resorts and canyons are having an exceptionally big season here but the moving picture theatres are holding their own very well.

"The Mating Call," a Paramount picture featuring Thomas Meighan, drew good sized houses to the Capitol, in connection with Fanchon and Marco's "Great White Way Idea," a stage presentation which is also a great drawing card here. Verdi and Record are featured in this stage offering, assisted by Vina Zolle and Elmer Hurling, Betty and Marguerite, proteges of Fanchon and Marco, who introduce several of their acrobatic creations. Ralph Pollock conducts the Capitol band in popular numbers and Alexander Schreiner offers an organ solo.

"The Mysterious Lady" with Greta Garbo and Conrad Nagel played to crowded houses at the Pantages, which also offers vaudeville.

May McAvoy and Jason Robards in "Irish Hearts" went over to above the average crowds at the American, which also presented "Fat Saunders" in the "Country Store."

"Don't Marry," featuring Lois Moran and Neil Hamilton, proved to be a very satisfactory drawing card at the Paramount Empress, where fairly crowded houses have been the rule.

The latest talking picture to be shown at the Victory theatre here in conjunction with the Vitaphone is "Women They Talk About," featuring William Collier, Jr., Irene Rich and Audrey Ferris. This production was received very favorably by large houses.

George O'Brien in "East Side, West Side" and also "The Raider Emden" made up the bill at the State theatre, and were well patronized, as was the Tower, a neighborhood house, featuring Buck Jones in "Black Jack."

Los Angeles

GREATER Movie Season is on. It seems to have stimulated business. At least, something has started the ball rolling, for motion picture houses here report gratifying patronage.

"White Shadows of the South Seas" has proved splendid drawing power at Gauman's Chinese. It is attracting good crowds and promises to run some time.

At Loew's State, William Haines, in "Excess Baggage," began drawing with the opening performance. It succeeded "The Red Dance," which also was an attraction that gathered them in.

"Warming Up" at the Metropolitan enjoyed splendid business and set a pace for "Forgotten Faces," with Clive Brook and Baclanova. However, the latter opened to capacity.

"The Man Who Laughs," at United Artists Theatre, was well received, and indications point to splendid business for an extended run.

"Lights of New York," at Warner Bros., is in its last week. Business at their Hollywood Theatre failed to hold on as well as other attractions which preceded it in the Hollywood house. "The Terror," another Vitaphoner, will follow.

"Lilac Time," at the Carthay Circle, is also on the wane, but no closing date has yet been announced.

Considerable advance interest was evidenced in the opening of "The Godless Girl," the latest C. B. DeMille picture, which was to make its bow at the Biltmore Theatre on Monday, August 20.

However, "Greater Movie Season" and its stimulating spirit has served its purpose. In general, business was excellent.

Portland

A CONTINUATION of ideal summer weather materially increased box office receipts, coupled with exceptional screen offerings at the various houses, and all houses in consequence showed stimulated business.

At the Columbia a nice increase in receipts was reported with "Freedom of the Press" from the pen of Peter B. Kyne, and many local reviews boosted the screen version.

Two hours of wonderful entertainment was again served the patrons of The Portland who saw Marion Davies in "Her Cardboard Lover" and voted it good.

Jacqueline Logan in "Midnight Madness" brought good box office returns at Tebbett's Oriental. Two delightful concert numbers were provided by Josef Srodka.

Manager Thomas of the Broadway introduced a novelty in putting a loud speaker at the front of the house under the box office and relaying the last 15 minutes of the Richard Dix offering, "Warming Up." The income was not quite as large as for "Four Sons," but went over in good shape.

Bessie Love and Tom Moore in "Anybody Here Seen Kelly" was the screen attraction at Pantages, while the main stage attractions was a clever bunch of dancers in "Dancers a la Carte," starring Garry Swan and Helen Lucille.

"Lights of New York" went into its fourth big week at the Oriental and crowds continued. The usual number of excellent Vitaphone acts were headed by Clark & McCullough.

A world premiere was featured at the Capitol theatre, "The Old Oregon Trail," which proved very popular, especially with a number of native Oregonians.

First road show of the season, "A Night in Spain," did capacity business at the reopening of the Liberty.

Two exceptional offerings which are registering well at the Rivoli, "The Legion of the Condemned," and Portland's own Ruth Taylor, in her screen success, "Gentlemen Prefer Blondes."

Seattle

THE last week meant big money for practically all downtown first-run houses, despite warm summer weather. The occasion was triple—the opening of a new theatre, two changes in policy, and a general list of big attractions.

First in the money came the Seattle Theatre with "The Mysterious Lady" on the screen and the Fanchon-Marco stage revue, "Bathtub Idea," with Gene Morgan opening as master of ceremonies. The picture was quite pleasing to audiences, but the crowds were due to a great extent to the stage show. It was the first of the Fanchon-Marco revues to play this house, succeeding the Publix revues, and marked the opening of the new stage season at the Seattle. Altogether a very good week—probably the best in several months.

Second in the running came the Fifth Avenue Theatre, inaugurating its new policy of big sound pictures and no more stage revues. "Street Angel" was the opening attraction, and it kept the big house packed at all times. Movietone News was also featured, and the musical specialty by Hermie King and his orchestra, who remains at the theatre, was very well received. A very strong week, nearing capacity.

The new opening was John Hamrick's Music Box Theatre, a 1,000-seat "intimate" type of house directly across from his Blue Mouse Theatre. "Glorious Betsy" was the opening attraction, and it kept the house packed at all times, with long waiting lines at every performance. The opening was unusual in two ways—there was no private invitational preview, and the opening picture was not a "flop," booked with the idea that the people will come the opening week regardless of the film. In brief, it was another bit of Mr. Hamrick's smart showmanship throughout, and business was capacity.

Directly across the street, "Lights of New York" kept a waiting line in front of the Blue Mouse Theatre every night of the week, despite the fact that it was the third week for this film. Matinees were also strong, and the film goes another week. Business very good.

At the United Artists Theatre, a big double bill, consisting of "United States Smith" and the Tunney-Heeney fight films, kept this house better filled than it ever has been before under the present 25-cent admission policy. The bill was held for nine days instead of the usual week, and played to good business.

The Columbia fared just moderately will with "His Tiger Lady," but it could not do much better with the keen competition around it on every side. The loss of Francesco Longo and the All-Artist Orchestra, who have gone to Radio KJR, has made a difference at the box office also. A fair week.

The first-run houses used second-run films during the week—"The Garden of Eden" at the Winter Garden and "After Six Days" at the Embassy. Both attractions played to fair business only.

The vaudeville houses also did just a fair gross, with "Man Made Women" at the Orpheum and "Hell Ship Bronson" at the Pantages. Neither of the films were considered particularly strong.

Dallas

BUSINESS at the Dallas first-run theatres suffered a rather sharp decline in comparison with that of the previous week, and receipts for the past seven days have only been fair. The intense heat gets the blame, and it well deserves it, for Dallas received seven days of continuous blistering heat.

At the Majestic, "No Other Woman," with Dolores Del Rio proved to be one of the two best drawing cards of the week and business was good but not big. The picture was well liked, and a Movietone short of Herbert Hoover accepting the nomination proved a business getter. Charles Withers headed a good Interstate bill and more than pleased.

"Hot News," with Bebe Daniels and Neil Hamilton at the Melba, proved to be the other good draw of the week and receipts were good throughout the week. Matinees were much better, although the heat was intense each afternoon. An unusually attractive lobby display helped sell the show.

The Palace extended a lot of good publicity on the past week's show, which they designated as "Take a Chance Week," and with no other description of the program other than that it was an exceptionally good bill, and the picture was kept secret. However this stunt failed to get them and business was only fair. The picture offered was "Loves of an Actress," with Pola Negri.

At the Capitol, "Buck Privates," starring Malcom McGregor and Lya de Putti, secured a fair attendance, although business was still off, although the picture was well received. Matinees have been low at the Capitol for the past several weeks, which does much towards keeping the week's receipts down.

"Three Ring Marriage," with Mary Astor and Lloyd Hughes, brought only fair business to the Old Mill. Business has been down at the Old Mill for the past few weeks, but the figures are still on the safe side.

"Good Morning, Judge," with Reginald Denny and Mary Nolan, and "The Yellow Lily," with Billie Dove and Clive Brook, enjoyed fairly good business for the past week, but receipts were off of the usual high average at the Arcadia.

Cincinnati

THE clouds which have hovering over Cincinati for the past week have contained the proverbial silver lining, in so far as the theatres are concerned. This is but another way of saying that all houses are on the long-looked upward trend.

Greta Garbo, in "The Mysterious Lady," together with an unusually good array of acts, kept 'em coming in a constant stream at the Albee, the entire program winning high praise from the local critics.

Shekels likewise jingled in the Capitol box office in a manner which was highly pleasing to the management. "The Lion and the Mouse" was both seen and heard at this house to the entire satisfaction of all customers.

Keith's, with "Good Time Charley," while not enjoying a record-breaking week, nevertheless showed very considerable improvement in returns.

Sid Chaplin in "Skirts" at the Lyric piled up a beautiful gross at this house, Chaplin being a favorite with Cincinnati fans.

"Heart To Heart," at the Strand, proved a very good draw; in fact, the returns were quite above the average for the past several weeks.

"Grip of the Yukon," the first-half attraction at the Family, with Rin-Tin-Tin in "A Race for Life," for the remainder of the week, attracted heavily, both pictures registering favorably with the audiences.

The Palace, pictures and vaudeville, where Viola Dana made a personal appearance for the week, proved a mecca for the fans, who turned out in larger numbers than for a long time.

The managers are silently hoping that the "jinx" has been permanently removed.

Des Moines

AT the Des Moines theatre "Glorious Betsy," Warner Brothers picture, brought them in in spite of the hot weather. The Movietone was enthusiastically received.

At the Capitol theatre, where John Gilbert in "Four Walls" was featured, the week was a fine one. The picture was heavily billed and was conceded to draw above the stage show.

At the Strand theatre the report shows the business right up to average in spite of the fact that very warm weather set in. "The Devil Dancer" with Gilda Gray did very well as did Thompson's feature for Paramount of "Kit Carson."

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Philadelphia

MOST of the downtown motion picture theatres reported an improvement in business over the previous week, due probably to the prevailing cooler weather.

The Stanley had a good week, considering the season, with Greta Garbo in "The Mysterious Lady," a gripping film with many tense situations and an unusually interesting added attraction, Cecil Lean and Cleo Mayfield.

The Arcadia, with the mystery film, "Thirteen Washington Square," reported fair business.

The Fox, with "Win That Girl" on the screen and a surrounding bill featuring Miss Irene Franklin, the Four Nightingales and Frank De Voe, had nothing to complain of.

"Warming Up," with Richard Dix in Paramount's realistic sound film, brought out the baseball fans to the Aldine, and business was fairly good.

The Stanton showed "The Strange Case of Captain Ramper," an unusual German film, which held the attention of the audience from start to finish. A remarkably good picture very favorably reviewed.

"Forbidden Hours" closed its second week at the Karlton, and played to fair midsummer business.

The Carman, with "U. S. Smith" on the screen and a most enjoyable stage show, "The Girls' Band Revue," featuring Bert Earle and his Melody Girls, reports average midsummer attendance.

The Forum, with King Vidor's "The Crowd" and a Futuristic Dance Revue on the stage, had a fair week.

Atlanta

KEITH'S Georgia and the Capitol tied for first honors last week, with the other theatres falling down below average.

At the Capitol the Eviston-Napier stock company proved the drawing magnet, although Conrad Nagel in "Michigan Kid" was well liked.

Keith's Georgia reaped a good box office, steadily increasing each day, with their feature, Clive Brook in "Forgotten Faces."

The Howard fell hard, playing Poli Negri in "Loves of an Actress," while Loew's Grand suffered with the Cody-Pringle team in "Beau Broadway."

For the third week "Lights of New York" held its own remarkably well for the Rialto, the third week being an increase over the second.

The Metropolitan's youthful audience doubled this week to see the Hughes-Astor team in "Three Ring Marriage. A fair week all told.

Three Westerns, "Crooks Can't Win," "Little Buckaroo," and "The Adventurer," brought the Tudor an average week, and three first runs, "Say It With Diamonds," "Christine of the Big Top," and "Women Who Dare," plus three second runs, held the New Alamo steady.

Continued rains the first four days of the week hurt the theatre business, but a new leap was taken Friday.

Kansas City

HOT weather continued, but attendance took a turn for the better in Kansas City for the wee.

At Loew's Midland "White Shadows in the South Seas" did a better business than any other picture in the last several weeks, aside from "Ramona," probably because of the fact that the former marked the introduction of sound pictures at Loew's Midland.

At the Pantages "Clothes Make the Woman" did a good week's business, although it did not overshadow other pictures of the last weeks by much of a margin.

"Forgotten Faces" at the Newman played to a larger attendance than the past weeks have shown. The Newman is closing soon for improvements.

At the Mainstreet "Tenth Avenue" attracted crowds during the week which would just about measure up to the average attendance for the last month.

"Red Lips" at the Uptown, starring Buddy Rogers, a Kansas City youth, showed a marked increase in attendance because of "local color."

Nothing out of the ordinary in exploitation was used by any of the houses, the only departure from the usual procedure being an increase of about 50 per cent in Sunday newspaper advertising on the part of the Uptown.

Milwaukee

HOT weather descended upon Milwaukee toward the end of the week and spoiled what would otherwise have been a very profitable week in downtown show houses. The week started cool and over the week-end the theatres enjoyed unusually good patronage for this time of the year.

The Wisconsin was very well attended, especially before the advent of the hot spell. The feature here was "The Mysterious Lady." Added to that a new master of ceremonies was introduced, Nat Nazarro, Jr., which helped to bring in good crowds.

The Garden with "Glorious Betsy" was always well filled. "Glorious Betsy" is being held over for another week.

Business was rather slack at the Merrill, where "A Certain Young Man" was featured, and at the Strand, which offered "Say It With Sables."

The vaudeville houses were well patronized throughout the week. The Riverhead offered "A Race for Life" as the photoplay feature, and "Road House" played at the Orpheum.

Neighborhood houses were less fortunate than the down town houses, and for the most part, did not get the patronage their programs warranted.

The Oriental and Tower did fairly well with "Laugh, Clown, Laugh."

"The Street of Sin" was not very well patronized at the Uptown, Garfield and Modjeska.

The Venetian was well attended during the showing of "Ship Comes In." The Colonial did good business with "Walking Back."

San Francisco

AS the weather, during the past week, had a tendency to be cloudy and not warm and as the people are returning from their vacations, getting ready for the schools which open in about one week, the first run motion picture theatres did well, especially for this time of the year.

The El Capitan theatre, the city's largest and newest house, did especially well with the picture "Hero for a Night," together with a high class stage presentation, "In Birdland."

"The Street Angel," as shown at the St. Francis theatre during its fourth and last week, although well liked by those attending, the box office reported only a fair business.

The Loew's Warfield theatre was crowded all week with the picture "Fazil," which was shown together with the Fanchon and Marco Idea, "High Yellah."

The Embassy theatre is continuing to do remarkable business with the picture and Vitaphone, "Lights of New York." The management and publicity stunts here put on have been praised.

"Forgotten Faces," together with the Publix revue, "Galloping On," did well in the evenings but in the afternoons the business fell down.

"Hangman's House," together with vaudeville acts at the Pantages did only a fair business.

"On to Reno," together with special vaudeville acts at the Golden Gate theatre, did not draw as many as expected, although the first three nights that theatre was more than crowded. The Union Square theatre reported fair business with the picture, "The House of Scandal," "The Collegians," a comedy and vaudeville acts.

Charlie Chaplin drew large crowds every evening and afternoon at the Alexandria theatre in the picture, "The Circus. The able management of this theatre is what drew the crowds as Chaplin is not so well liked in this city any more.

The Coliseum reported remarkable business with the picture, "Easy Come, Easy Go," together with vaudeville acts.

4 Pathe Features to Be Released in August

Four feature productions, three dramas and a western, will be released by the Pathe exchanges during the present month.

"Tenth Avenue," a special with Phyllis Haver and Victor Varconi, was released on August 5. On this date, also, was issued "Saddle Mates," a Wally Wales western vehicle in which Peggy Montgomery is seen opposite the cowboy star.

August 19 will be the date of release for "The Cop," a special which stars William Boyd, with Alan Hale and Jacqueline Logan in support. The final release for the month will be "The Red Mark," a special in which Nena Quartara and Gustav von Seyffertitz are featured. This feature will arrive on August 26.

Ufa Eastern Lists First 5 Feature Releases

Beginning August 15, Ufa Eastern Division Distribution, Inc., will release five feature productions of the schedule of 26 Ufa films they have set for this season.

The five pictures that have been selected to inaugurate the new season's selling campaign are as follows: "The Apache of Paris," "Milak of the Snowlands," "Bondage," featuring Heinrich George, and directed by Richard Eichberg; "Guilty," featuring Willy Fritsch and Suzy Vernon, and "When Duty Calls," starring Rudolf Rittner.

Paramount News' Birthday Brings Congratulations

Emanuel Cohen, editor of Paramount News, is the recipient of many messages of congratulation on the first birthday of Paramount News, celebrated last week with the issue 104.

Government cabinet officers, state officials, exhibitors and exchangemen complimented Cohen on his ability.

Jack Holt to Star in the "Avalanche"

A new Zane Gray story, "Avalanche," will be Jack Holt's next vehicle for Paramount, and the third under his contract with the company. J. Walter Ruben will prepare the adaptation and scenario. The director and leading woman will be known inside of a few days.

Opinions on Pictures

The First Kiss

Don't Expect Too Much From It

(Reviewed by Laurence Reid)

THE young love teams have their irons in the fire these days, the fashion having been started when Charlie Farrell and Janet Gaynor walked up seven flights of stairs to find romance in their heavenly hovel. The Paramount team of Fay Wray and Gary Cooper haven't the strongest dish in the world here, but they, with some assistance from a few others in the cast, make it more than tolerable.

It is woven from the old familiar thread of a shiftless youth who resolves to make something of himself when romance bowls him over. And to furnish contrast he is painted as a member of the "white trash" brigade, while the girl friend is one of the first families of Maryland. The background is all to the bivalve, Gary and his three brothers ekeing out a precarious living playing hide and seek with oysters. The atmosphere is authentic, the company having shot actual locations along Chesapeake Bay.

The story builds pretty well, but from the moment the proud missy slaps the hero's face, you can guess its action. The youth had once belonged to a proud family, so with the urge to amount to something he turns to stealing. This is necessary to educate his brothers. It brings on a courtroom scene, which is fairly interesting. In the end everything is hunky-dory.

The stars do well by their roles though Cooper might have injected more fire into his performance.

Drawing Power: For large and small houses. New starring team should bring them. **Exploitation Angles:** Play up new starring combination for romances. Tease the title.

THEME: Romantic drama of shiftless youth who makes good when he meets right girl.

Produced and **distributed** by Famous Players. **Length**, six reels. **Released**, August, 1928. **Cast:** Gary Cooper, Fay Wray, Leslie Fenton, Lane Chandler.

Out of the Ruins

Flavored With War Stuff—Pretty Good

(Reviewed by Laurence Reid)

THEY haven't given Richard Barthelmess another "Patent Leather Kid" this time, even though it does shape up as pretty good entertainment. The new essay carries both a pre-war and a post-war flavor and relies on its sentiment and romance to carry it along. Most every branch of the foreign service has been shown on the screen except the Blue Devils of France. So with that object in mind it behooved Barthelmess to put on the uniform of a Blue Devil. He makes a good appearance.

The fight sequences are subordinated in favor of the love interest. And this element has its pretty head up most of the time. All kinds of romantic scenes are shown, from the tender to the passionate. Which is cause to hand a large bouquet to Marian Nixon for her work in the clinches and out of them. Heretofore identified with comedies she proves herself competent to portray the heavier type of roles. Both Richard and the girl are very sincere in their performances.

The idea builds around the young soldier walking out of his regiment to be with the girl of his heart. When he attempts to walk back, the headquarters are waiting for him. He is all set for the firing squad, but a gentleman's agreement is established among the executioners—with the result that the deserter's life is spared.

It's a simple yarn—and really not strong enough for the star. And it's slow of action—so much so that important scenes are retarded. The war incident is pretty ancient. With a little judicious trimming here and there it should offer better entertainment.

Drawing Power: Star has following. Playing him up along with Miss Nixon should get results. For better houses. **Exploitation Angles:** Play up title and bill as a romance of the famous Blue Devils of France. Feature star and leading woman.

THEME: Romantic drama of young deserter who gets out of scrapes to win his girl.

Produced and **distributed** by First National. **Length**, seven reels. **Released**, August, 1928. **Cast:** Richard Barthelmess, Marian Nixon, Robert Fraser.

The Terror

First Rate Mystery Film—With Good Sound Effects

(Reviewed by Laurence Reid)

YOU can put this down in your little note-book as *there*. When a picture has an assorted collection of chills and thrills, and is plentifully supplied with shivery incident and action which is saturated with suspense it can be chalked up as something to be looked over. Add these essentials of a good crook story to sound effects which emphasize all of the high lights and it becomes a work of real celluloid. That's our verdict of "The Terror."

Here is a very spooky melodrama built around a super-crook whose pet sideline is murder. This unsocial specimen of crime makes his headquarters in an equally spooky inn of England's countryside—an inn all tumbled-down in a manner which would tickle Sherlock Holmes. The place is filled with an uncanny collection of guests, among whom are a lady spiritualist, a tipsy golfer and an expert in criminology. These characters are sharply defined and are so clearly contrasted that one is immediately placed in a receptive frame of mind for some mysterious high jinks.

The picture is well recorded, the voices matching the personalities of the figures. And so it builds very cleverly. It calls for trick photography when ghostly hands play unseen organs and when they reach out of the eerie atmosphere to clutch a throat or two. These shocking bits call for weird sets and atmosphere—as well as weird lighting effects. And in the absence of titles the suspense is emphasized. The cast is announced by a sepulchral voice. The leading roles are played effectively by Edward Everett Horton, May McAvoy, Louise Fazenda, Alec Francis, Matthew Betz, Holmes Herbert, John Miljan and Otto Hoffman. In all it's very good.

Drawing Power: Playup the appearance of another talkie. Play up cast. Bill as uncanny melodrama. **Explcitation Angles:** Featured for its mystery and its sound effects it should do business everywhere. For any type of house.

THEME: Melodrama of crime and mystery in a spooky house.

Produced and **distributed** by Warner Brothers. **Length**, seven reels. **Released**, August, 1928. **The Cast:** May McAvoy, Everett Horton, Louise Fazenda, Otto Hoffman, Alec Francis, Matthew Betz, Holmes Herbert, John Miljan, Frank Austin, Joseph Girard.

Four Walls

Gilbert Makes Whoopee As Gangster Sure Fire Stuff

(Reviewed by Laurence Reid)

IT will seem a little strange to most of the folks to discover John Gilbert in the role of a gangster. But there he is as large as life in a whooping melodrama which concerns gun-play, prison walls (where the title gets its meaning) and a moral note to give it a bit of a tone. It may surprise the Gilbert fans to see him foregoing the love stuff to take pot shots in a gang war.

The picture is an adaptation of the play which met with fair success on the Broadway stage. And it packs considerable of a wallop. It presents the star as a gangster who, after serving a stretch up the river, emerges with the lofty ambition to go straight. To accomplish this he must avoid his old companions—especially the girl friend who is responsible for the youth getting into such a mess of trouble. But he spots her in a joint and registers jealousy. He sees red. And the fight is on. And what a fight! Police enter and it looks like curtains for the youth. But the happy ending approaches in time to save him from doing another term. The bad girl decides to stick to him, thus making this story more plausible than if she had been checked out.

It is pretty good picture entertainment. And should prove popular. There is something doing every minute. Joan Crawford succeeds in making her performance real and Carmel Myers as the Good Influence does first rate work.

Drawing Power: Star's popularity should get them. For any house, anywhere. **Exploitation Angles:** Feature star in a different type of film. Play up as adaptation of successful play. Mention Joan Crawford as opposite star.

THEME: Melodrama of gangsters with leader going straight after a life of crime.

Produced and **distributed** by Metro-Goldwyn. **Length**, seven reels. **Released**, August, 1928. **Cast:** John Gilbert, Joan Crawford, Vera Gordon, Carmel Myers.

The Scarlet Lady

Lya's Best Role Since "Variety"

(Reviewed by Laurence Reid)

THERE'S no dearth of Russian stories. The bear who walks like a man is stamping over all the lots of Hollywood. But he hasn't shown much versatility. Most of the yarns framed around **Ivan** have traveled very familiar ground. For the sake of dramatic conflict and contrast—the central characters must belong to the aristocracy and peasantry. And after much storm and stress they escape the revolution and find romance.

Of such stuff is "The Scarlet Lady," Lya de Putti's newest picture. There is no suspense hanging around because one can anticipate the action all of the way. But it does have its moments and moreover it gives the star her biggest role since "Variety." Lya hasn't done so well in America. But here they give her the works and she comes through with plenty of emotion.

It is her particular job in the film to save a young aristocrat from dying in the grave he is digging for himself. She is one of the Reds and the leader of them is suspicious of her. So it becomes a bitter pill to swallow when he deliberately offers her a gun to kill the youth and then conveniently steps in front of her. This is too absurd. Otherwise the story carries some first rate scenes even if the amorous shots appear to have been censored. It builds much too slowly and could easily be trimmed of several wordy captions. Speeded up it would click quite Oke. Miss de Putti has good assistance from Warner Oland and Otto Matiesen. Don Alvarado is given to looking sheiky. His love-making doesn't ring true. Atmospherically it is very good. It should do in the general run of houses.

Drawing Power: All depends on star's ability to attract them. Playing up her personality will help. Suitable for all types of houses. **Exploitation Angles:** Feature star with her new red hair. Stage matinees for red-headed girls. Bill as star's best picture since "Variety." Bill as romance of Russian Revolution.

THEME:: Romantic drama of peasant girl of Reds who falls in love with Grand Duke and saves his life.

Produced and **distributed** by Columbia. **Length**, nine reels. **Released**, August, 1928. **Cast:** Lya de Putti, Otto Matiesen, Warner Oland, Don Alvarado. **Direetor**, Alan Crosland.

News Reel Resume

Paramount News

No. 7.—Legionnaires hail President and Mrs. Coolidge at Legion gathering; flyers head for Sweden in airplane "Greater Rockford"; Gene Tunney, also Europe-bound; more records fall at Olmypic meet; Mayor Walker takes look at Commander Byrd's new fur derby; Socialists show power at Brussels; Zittenfeld twins break Gertrude Ederle record; giant aircraft takes to water at Travemunde, Germany; newsreel cameraman seeks excitement at Coney Island; British monarch's own craft wins Regatta; ocean air-mail inaugurated at port of New York; Chicago mannequins display latest fashions; pacer breaks record on Wilmington track; Order of Trail Riders hold meet in Canadian Rockies; Governor General of Canada attends track meet; cops stage motor bike rodeo at Chicago; fashion show at Mattapan, Mass.; river pageant at Monterio, Cal.; 87 girls in swimming race.

No. 8.—Art Goebel's coast to coast flight; nimble footed boy-woodsmen compete; Vesuvius again in eruption; Secy. Kellog and Premier McKenzie sail for France; Coolidge receives 147-lb. cheese; round-up in Alaska; Commander Byrd addresses ship assembly; British visit Flanders Field; "side wheeler" derby at Louisville, Ky.; Curtis notified of nomination; 300 airplanes open Lindbergh field; ocean flyers missing; Pres. Coolidge joins Legion, Wausau, Wis.; glorifying the wheat crop, Hutchinson, Kans.; no legs, but he can swim; kids stage circus at Belle Isle; Legionnaires parade at Rock Island; war buddies parade at Middletown, Conn.; Camp Fire Girls show stuff; rescue of passenger air liner at St. Petersburg, Fla.; lightning strikes oil; Texas cavalry trains; Hoover starts action.

M-G-M News

Vol. 2, No. 2.—Gobs trained as doughboys; noted personalities in world's spotlight; "Modern Venus" picked from army of beauties; King and Lipton in Yacht Regatta; roaring geysers spout steam; Governors inspect gorgeous caverns; Coolidge talks peace to world war vets; scenes at annual baby parade; throng attends airport opening; Sahara natives race over pyramids; glider schools teach German boys to fly; girl wins Olympic swim; blimp in night flight over New York City.

Vol. 2, No. 3.—Versuvius erupts again; British vets visit Flanders Field; crowds cheer Hoover; log rollers compete; Dutch Royal family at Olympic games; California crew defeats England; U. S. girl sets swimming record; Chicago cops drill; drivers dare death in auto classic; 1,000 youngsters stage circus; crowd cheers Curtis; Art Goebel's coast to coast flight; Germany celebrates her birthday; cheese given to president; state legionnaires in parade; pageant of 25,000 children; craft in water carnival; largest ship built in U. S. is launched; 20,000 reindeer herded; outboard racers compete; air display at Lindbergh field.

Kinograms

No. 5423.—Tunney off to Europe; all-metal airship ready to test; twins swim 21 miles in N. Y. harbor; 500 fisherman annoy French perch; choose modern Venus from city's best; Byrd's ice breaker goes to new berth; Mayor Walker presents furs to Byrd.

No. 5424.—Goebel spans U. S. in record flight; Queen gives prizes to Olympic stars; Curtis notified of nomination; Los Angeles hails Hoover; Her Worship, Mayor of Southampton, here; Wales in Belgium for "Remembrance Day"; Getting Married? Take a Warning; airplanes roar welcome at Lindbergh field; Indianapolis man wins auto race; biggest merchant ship in U. S. takes water.

Pathe News

No. 69.—One hundred and fifty members of Kantz family hold picnic; German airmen learn gliding before flying; find Modern Venus at Coney Isle; Florida city temporary lake; children drilled at outing; recreation pageant, New Haven; amusement managers frolic at Cleveland; storm drapes house on tree; two states get ready to walk New York-New Jersey span; steelworkers show their stuff; flood isolates Japanese temple; King George loses yacht race; oil fire beacon seen for 60 miles; Tunney sails for Europe; Coolidge praises peace treaty; 3 men in boat start trip to Spain; tots step out in carnival.

No. 70.—Irish president attends Horse Show; explosion destroys pottery plant; Secy. Kellog sails to sign treaty; school children stage pageant; Prince of Wales at Memorial rites; hay mowing contest; Bossy Gillis starts filling station row; women fill air with rolling pins; "Bears" make sweep at Olympics; dispatch rider gives Coolidge note; "Sea Skeeters" skip over waves; airplanes screen lake front with smoke; Vesuvius sponts again; largest U. S. liner takes to water; kids stage circus; Curtis thrills Kansas; Geo. Ade proves his humor to kids; policemen display daily dozen; largest plane fleet flies at at Lindbergh field; "Her Worship," English Mayor, visits America.

International News

Vol. 10, No. 66.—Cadets in cutter drill; Coolidge hails treaty as peace hope; Modern Venus found at beauty contest; Turk firemen hop to it; California beauty sails; army of kids enjoy picnic; Chicago artist finishes Hoover-Curtis portraits; outdoor exercise builds up youngsters; snapshots here and there; stork good to English bulldogs; Yankee stars capture Olympic honors.

Vol. 10, No. 67.—Helen Wills conquers at tennis; Art Goebel shatters coast to coast air record; German Republic's 8th birthday; jovial lady mayor arrives here from England; Legion in brilliant parade; women prove marksmen at rolling pin contest; outboard motorboats in race; canoe experts contest; autos thunder in sweepstakes; thousands hail Curtis; California oarsmen beat English crew; Los Angeles greets Hoover; 250 Navy airplanes thrill throng; Vesuvius bursts into action.

Fox News

Vol. 9, No. 94.—West Point cadets in cavalry practice; pick Modern Venus at Coney Island; Tin airship constructed as passenger liner; Cowes Regatta attracts nobility; world's biggest sunflowers; golf fanatics play in air; Belasco shows Dempsey how to act; "Skiboarding" latest watersport; sailors and airplanes in battle.

Vol. 9, No. 95.—Highlights in the world of aviation; British vets honor dead comrades; neighbors see Curtis notified of nomination; German Republic celebrates birthday; Lindbergh field dedicated; champion rolling pin thrower selected; Vesuvius active again; lumberjacks compete in log rolling contest.

Lewis Stone Signed by Metro-Goldwyn-Mayer

The Metro-Goldwyn-Mayer studio has signed Lewis Stone, actor, to a long term contract. He is now playing with John Gilbert in "A Woman of Affairs," under the direction of Clarence Brown.



Illustrating a variety of ideas in copy and layout which six first run houses employed in newspaper exploitation for "Telling the World." The ads shown include two-column displays for the 5th Avenue theatre, Seattle; E. F. Albee, Cincinnati; the Eastman, Rochester; and Loew's State, St. Louis; a four-column layout for Loew's Palace, Indianapolis, and a three-column ad for the Florida theatre, Jacksonville.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

THEATRE MANAGER—Country wide experience exploitation, publicity, public relations. Versatile writer and trained in practical management. Can stage presentations. Will book, buy and handle pictures, road shows, tab, vaudeville and special attractions. Open for proposition after September 1. Have big city and small town experience. Prefer city of 100,000 or under. Address Box 379, care of Motion Picture News, Hollywood, Calif.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

ATTENTION, THEATRE OWNERS IN WESTERN PENNSYLVANIA — Manager desires position in or around Pittsburgh, Pa. Eighteen years managing all type houses. Complete knowledge of advertising, exploitation, vaudeville and presentation. Now employed but due to sickness in family must get nearer Pittsburgh. Best of references as to character and ability. Strictly temperance, steady and reliable. If you are looking for one who can produce and show results, write or wire Box 380, care of Motion Picture News, 729 Seventh Ave., New York City.

WANTED A POSITION as projectionist, thirteen years' experience. Reason for this advertisement, exhibitor cutting expenses, placing his son as projectionist. Wire best salary at once, ticket if very far away. David S. Mayo, Felder St., Americus, Ga.

Theatres to Lease

Theatre to lease or trade—thousand seat, modern, fully equipped with stage. Population eighteen thousand—great opportunity for the right showman or will sell store, office and theatre building or trade for other improved property. Address, Box 377, care Motion Picture News, 729 Seventh Ave., New York City.

PHILADELPHIA, PA.—

THEATRES TO LEASE,

Two new theatres now under construction. 3,500 and 1,800 seats, with stage, fully equipped. Sharing arrangement. Wetzler & Schneider, 7 East 42nd St., New York City.

Wanted

Wanted to purchase several chains of Motion Picture Theatres, New Jersey, Pennsylvania, New York, Long Island, Westchester. Large theatres preferred. Wetzler & Schneider, 7 East 42nd St., New York City.

For Sale

500 seat theatre for sale with store room and two apartments above theatre. Will also lease same to reliable party. Personal reason for selling. Joseph N. Brenner, Central Theatre, Ephrata, Pa.

Regional News from Correspondents

Seattle

FIRE of unknown origin which broke out one night last week in Mike Lyon's Playhouse Theatre, in this city wrought damage to a total amount of more than $1,000, principally to carpets and chairs. Firemen had a difficult time controlling the blaze.

Clarence Hill, who represents Advance Trailer Service in the states of Washington and Oregon, announced he will soon have as a visitor in this office Art Schayer, western district manager for Advance.

Tom Gibbons, film salesman for Columbia's local exchange, received congratulations of the Row last week upon the arrival of a 7-pound addition to the family.

The Lyric Theatre, Spokane house damaged by a dynamite bomb just a few weeks ago, was reopened last week under the same 5 and 10c policy that it formerly featured. Repairs were rushed to completion last week under the direction of John Brooks, manager.

Harry Akin, former manager of the Colonial Theatre in this city for the John Danz organization, presided as manager at the opening of the new Capitol Theatre in Portland, a 1,500-seat downtown first run house. Several Seattle film and theatre men made the journey down to the Oregon territory to attend the opening ceremonies.

Sam Wineland, former musical director of several Pacific Northwest theatres, and guest master of ceremonies three weeks ago at the Seattle Theatre here, returned from an extended fishing trip.

Fred Mercy and his assistant, Junior, were visitors on Film Row last week, booking pictures for their houses in Walla Walla, Yakima and other valley towns. Other visitors included the two Farrels, Bill and Clarence, exhibitors from Ellensberg and Yakima.

A. McRae, booker for the West Coast Theatres offices in this territory, returned from a trip to Portland last week via airplane. Many of the Seattle film men who travel to the Portland district use this daily air service which cuts the rail time from six hours to one hour and a quarter each way.

Marco Wolf, the male member of the "Fanchon & Marco" producing company that supplies West Coast Theatres, Inc., with their stage revues, spent a few days here last week when the F-M shows moved from the Fifth Avenue Theatre to the Seattle Theatre to supplant the Publix revues that will not play the Coast any more.

Mike Newman, general manager of all Universal theatres in the Pacific Northwest, returned to his office in the Columbia Theatre here last week after a business trip to California. He stopped off at Portland en route, to install A. West Johnson as manager of the Columbia Theatre there, succeeding Bert Levy.

Arthur Huot, manager of the F B O exchange, returned last week from Spokane, after being confined to a hospital in that city for several days with an infection of the arm.

Will Starkey, showman, spent a few days in Seattle last week, and confirmed the report that he is getting out of the motion picture business to enter the dramatic stock field exclusively. He is now working on a deal to dispose of his Lewiston, Idaho, theatres and he has also sold the Rex Theatre in Spokane. C. G. Bowman and J. H. Hoeft of Hilliard, Washington, are the new owners of the latter house. Mr. Starkey has only the Majestic, Empress and Hippodrome Theatres in Spokane remaining.

Louis Weiss, head of Artclass Productions, visited Seattle last week and spent some time with Jack Lannon and Percy Hurst, president and general manager of Greater Features, Inc., relative to distribution of the Artclass product.

Guy Haselton, former showman of Missoula, Montana, who recently acquired the Baker, Oregon, theatres that were owned by the Burk family, was a visitor on Film Row this past week. He is trying to inaugurate a local newsreel for that section of his territory.

Hermie King, master of ceremonies and head of the Fifth Avenue Theatre Orchestra in this city, has been signed to a three year contract with the Fanchon-Marco circuit, thus assuring his appearance in West Coast Theatres for that length of time.

Al Raleigh, for several seasons manager of the Coliseum Theatre in this city, and more recently associated with one of the large chains in the Eastern part of the country, returned to this territory last week and assumed the management of the theatres in Olympia that are owned and operated by West Coast Theatres and E. A. Zabel. C. W. L. Johnson, former head in the Olympia district, has resigned to accept an Eastern offer.

Last week witnessed the formation of a new distributing company on Seattle's Film Row. It is the "American Film Company" and is a combination of the former Western Film Company, DeLuxe Feature Film Company, and the Northwestern Film Company. C. M. Dunn, former exhibitor of this territory, is president of the concern, and D. C. Millward, film man, is vice-president and general manager.

The sales staff of Manager Mat Apartonas local Universal office gathered in this city last week and played host to the staff of the Portland exchange for a day. The occasion was the brief visit of G. E. Rosenwald, Western division manager, who used the joint gathering in order to save time on his present tour of the circuit.

Jess Beckman, head of the Mount Film Company and also part owner of the Community Theatre at Port Orchard, Washington, returned last week after a two-week jaunt to San Francisco on combined business and pleasure.

George Herpick, former partner of Mayor Frank Edwards when the latter operated the Winter Garden Theatre in this city, has taken over the office of Port Warden of the City of Seattle.

L. O. Lukan, chief of the First National exchange, aroused the envy of his neighboring exchange managers last week when he installed handsome venetian blinds in the windows of his new building just in time to avoid the hot summer sun and yet take advantage of the daylight.

Baltimore

A NEW playhouse is planned for Newark, Del., to cost about $75,000, by Lou Handloff, who now operates the opera house in that city.

A trip to the west coast taking about seven weeks is being enjoyed now by Hattie Flax, of the Pathe office, Richmond, Va. With her is her sister.

The Virginia territory for Trio Exchange, Washington, D. C., is being handled now by Dan Dolan.

Bob Mills has been promoted to be assistant booker at the Paramount exchange, Washington, D. C.

The Washington, D. C., territory for Han-a-phone is being covered by Ray Smith, formerly of Philadelphia.

Sidney Lust, film exchange manager and theatre owner of Washington, D. C., visited Baltimore recently to confer with Harry Cluster, business manager of the Independent Operators' Union No. 1, in Baltimore, concerning the situation existing between operators and exhibitors in Washington, D. C.

The demands of the Washington operators is twenty per cent over the existing rate, it is understood. The new contracts expire about September 1.

"Lights of New York," the all-talking picture, will be shown simultaneously at the Metropolitan and the Rivoli theatres here. The Metropolitan will reopen Saturday, August 25, and the Rivoli will begin its week on that day to run day and date with the other house. The former is uptown while the latter is far downtown.

The lobby, proscenium, box and balcony rails have been refinished and repainted in Loew's Palace theatre, Washington, D. C.

A sudden illness was suffered by Harry Brown, manager of the Tiffany-Stahl Washington, D. C., office recently, when he visited New York.

Ferdinand Himmelreich, formerly organist at the Capitol theatre, Richmond, Va., has resigned. He has gone to Laurel Springs, N. J.

Pipes and other parts of the orchestral organ at the Chadwick theatre, Suffolk, Va., were badly damaged by vandals recently, according to a report from P. A. Jordan, manager, and W. R. Mitchell, of the Suffolk Amusement Corporation. The repairs will cost several thousand dollars, it is said. When the theatre reopens after being remodeled, it will be called the Roxy.

James E. Lewis, formerly of Middletown, Del., has purchased the New theatre, Elkton, Md., from Frank Moore.

The Motion Picture Guild, operating the Little theatre of Washington, D. C., and Baltimore, is making rapid strides ahead and plans to open little theatres in Philadelphia and Detroit, September 1 and October 1, respectively. The Detroit house will be operated under the management of Sol Machat, formerly manager of the Wardman Park theatre, Washington.

Stephen T. Early, Paramount news reel contract man, attached to the Washington, D. C., office, has joined the New York editorial staff of Paramount Movietone news.

Due to the illness of Joe Oulahan, Paramount salesman in Baltimore, Herman Beirsdorf has been covering that territory. The eastern shore of Maryland is being covered for Paramount now by Chick Wingfield.

Felice S. Iula, formerly conductor of the Stanley orchestra and prior to that at the Rivoli and Henry Behn, formerly organist at the Stanley and prior to that at the Rivoli, have both gone to New York.

South East

Florida

ANOTHER tropical storm hit this section Monday of last week. High winds and heavy rain all day, while doing no property damage, sure cut into the box offices. One theatre, in the business setion of Tampa, reported 11 people for the second show that night. However, the rest of the week showed up pretty good.

The Paramount News rushed cameramen from Atlanta to Tampa to shoot scenes of the "wreck." The trip was a bloomer as there was no wrecks to shoot. One cameraman said that he had never unpacked his camera as he saw nothing to use it on.

The new Chariot theatre on Nebraska avenue, Tampa, which was billed to open on the 15th, has been forced to set back the opening date and now plans opening Saturday, the 25th.

Mrs. N. V. Darley, manager of the Royal at Tarpon Springs, is visiting with her folks at Atlanta. Mr. Darley, who manages the Rivoli in Ybor City, is making daily trips to Tarpon, looking after the house in the absence of his wife.

Charles A. Sappal, manager of the Central theatre, Tampa, is back at his desk again after a ten days' tussle with the grippe.

Dorothy Roy is now assisting Mrs. McLaughlin in the handling of the great "talkie" crowds at Tampa's talkie house, the Victory. She succeeds Mrs. Hobby, who resigned last week and left for Knoxville, Tenn., to join her son, Jack, who is manager of a house there.

Looks like Lakeland will vote on the Sunday movie question. A week ago, as reported in this column, a petition was presented to the City Commissioners, signed by 1,000 prominent citizens, asking that the laws be changed to permit the showing of films on Sunday. The Commissioners admitted the names on the petition were impressive, but refused to act until a public meeting could be held, which was scheduled for Wednesday of this week. During the week the ministers of the city got busy and circulated petitions against the Sunday shows and it is reported they handed in petitions bearing 2,200 signatures at the public meeting. The Commissioners, after hearing the different views on the subject, stated that they would call an election on the question if a petition for the election was presented bearing 25 per cent of the registered voters.

Manager C. B. Ellis, of FBO exchange, Jacksonville, Fla., was in Tampa.

District Manager Jess Clark, of Publix, is in South Florida.

Manager John L. Crovo, of the Imperial, Jacksonville, is away on vacation.

The Palace theatre, Jacksonville, has recently installed a new Cool-air system, which is adding to the comfort of the house.

Ralph Kay, formerly of the Paramount exchange in Jacksonville, was recently placed in charge of the exchange at Dallas, Tex. Mrs. Kay, who also worked in the local Paramount office, is with Mr Kay in Dallas. Pearl Sadler, of the local exchange, is now connected with the Dallas office.

The Bureau of Immigration, State Department of Agriculture, is making arrangements to show pictures of Florida at two of the foremost expositions of the country next fall, if plans are successful. Counties are being invited to send movies of scenes they would like to depict to the fairs, to be shown in booths held by the state department, for advertising purposes. The Iowa State Fair at Des Moines, August 20 to September 1, and the International Livestock exposition at Chicago, November 30 to December 10, are the two fairs in which it is desired to advertise Florida in this manner.

No personal advertising matter is desired, only pictures confined to industrial and natural scenes showing the beauties and possibilities of the state will be used. Several counties have agreed to furnish pictures and some have appropriated funds to that end.

Alabama

The Trianon, once an ace house in Birmingham, Ala., but more recently relegated to the second class by the advent of larger and more pretentious theatres, will pass out of the picture when the present lease expires and be replaced by a store. The lease has another five years to run—until October 1, 1933, but it is probable that some arrangement will be effected prior to that time to dismantle the house, with the Interstate Amusement Co. either giving up one theatre entirely or transferring its attractions to some other house.

Frank V. Merritt, general manager of the Marvin Wise Circuit, has returned from New York. It is rumored that Mr. Merritt will install sound reproducing equipment in his Empire theatre, which has been dark for several months. The rumor goes farther and indicates that the Empire will reopen October 1.

Kentucky

Louis Hays, Princess theatre, Henderson, Ky., was a visitor at Big Features exchange last week.

The Seco theatre, Seco, Ky., is reported closed; the Duncan theatre, Falmouth, Ky., has opened.

Richard Stout, son of John S. Stout, of the Stout's theatre, Danville, Ky., was married last week to Marion Moses of New York.

The Phoenix Amusement Co., Lexington, Ky., recently bought of Rudolph Wurlitzer Co. a three manual twenty-six stop organ, which will be installed in the Strand theatre about September 15.

Mr. and Mrs. H. A. Rohs, Rohs theatre, Cynthiana, Ky., left last Monday for New York and will then go to Halifax, Maine, and other New England states.

H. Haden Read, who for the past six years was organist of the Kentucky theatre, Lexington, has resigned his position to accept a three-year contract with the Loew Enterprises, Louisville, to play the organ at their new $2,000,000 house.

A number of major changes will be made in the Empress theatre, Queensboro, Ky., in the general plans contemplated for the next few months. The front will be modernized and the lobby will be materially enlarged. It is probable that before the year is out a new organ will be installed.

The Bleich also will be brought up-to-date and a number of major changes made.

Tennessee

The Pink Palace, in Chickasaw Gardens, Memphis, Tenn., formerly owned by Clarence Saunders, chain store magnate, has been selected as location for the Little theatre. Some differences have arisen, however, over the prominence of the theatre auditorium, but these are expected to be ironed out at a meeting of the Park Commission.

While there is no opposition to the installation of the theatre in the building, there has been some debate over the section selected by the more zealous of the theatre's supporters. The Park Commission is opposed to the location of the theatre in the main building and favors its installation in the building housing the swimming pool.

Despite these differences, however, all concerned are confident that this meeting will end all debate. Work of refurnishing the space selected for the theatre is expected to begin immediately.

Richard Hildreth, home office auditor for Fox Film Corporation, arrived in Memphis last Thursday.

L. B. Remy, southern district manager of Fox Film Corporation, was in Memphis last Monday and Tuesday.

The Strand theatre, which has been closed since Loew took over the operation of local Publix houses in July of 1927, is to reopen with sound picture policy. The house is completely wired—Western Electric system—including all three units: Vitaphone, Movietone and non-synchronous.

Georgia

Harold Evans, who was connected with the Newman theatre, Kansas City, until recently, when Publix took over control from Loew, has been transferred to Loew's Grand at Atlanta, attached to the managerial staff.

Lionel H. Keene, Loew's Southern Division Manager, left Atlanta last Friday night for New Orleans, where he will attend the opening performance of sound pictures in Loew's State.

Mr. Keene will visit Houston, Memphis and Birmingham before returning to Atlanta.

Approximately 30 cases were considered by the Atlanta Joint Board of Arbitration at its meeting on August 14, and, with the exception of several—which went over until the next regular meeting—all were disposed of.

Charles Ray, a member of personnel of the Atlanta branch of Arthur C. Bromberg Attractions, has returned from his vacation.

Miss Lillian Wade, of Weekly Film Review staff, departed last week-end for a three weeks' visit to Atlantic City, N. J. Enroute and while East, Miss Wade expects to visit school friends in Washington, New York and Boston.

W. G. Carmichael, United Artists' Atlanta manager, spent a week in South Georgia.

Lucile Baggett, of M-G-M's personnel, is away on her vacation.

Alex Callen, whose connection with First National was announced last week, has left for his initial trip into Alabama.

C. R. Beachman, special representative for First National, spent last week-end in the Atlanta office, leaving on Monday for a trip through South Georgia and North Florida, where he will make a survey.

C. L. Peavey, manager of FBO's Atlanta office, left the middle of last week for a trip to Savannah, Ga.

Neal McIntyre joined Liberty's force this past week as accessory clerk.

Kansas City

TWO shifts of workmen have been busy each night on the Ashland theatre, Wellington, Kans., in an effort to have the remodeling of the house completed by September 1. The decorations for the new Plaza theatre, suburban house of Kansas City, have arrived. They were purchased in Spain by J. C. Nichols, who is building the theatre, which will open early in October. The Fifth Avenue Theatre, Arkansas City, Kans., is to be redecorated and remodeled.

R. R. Biechele, president of the M. P. T. O. Kansas-Missouri, who has been confined to his home because of illness, is back on the job again—just in time to allow Mrs. June Medcalf, his secretary to go on her vacation to Southern Missouri.

Among the out-of-town exhibitors in the Kansas City market lest week were: Ray Miller, Milane theatre, Booneville, Mo.; Ensley Barbour, Springfield, Mo.; C. M Pattee, Pattee theatre, Lawrence, Mo., and G. L. Hooper, Orpheum, Topeka, Kans.

Samuel Berkowitz, special representative for Gotham; and George K. Arthur, screen comedian, were Kansas City visitors recently.

South West

AN employee of the Dow Theatre, Herman Mathis, at Dow, Okla., was seriously burned recently, while attempting to put out a fire which had started in the theatre as he entered the building with films for the evening performance; the theatre and several residences were destroyed.

Jos C. Clemmons, general manager of the Jefferson Amusement Co., has returned to his home at Beaumont, Texas, after a month's vacation spent in the Yellow Stone Park.

R. N. Smith's Mission theatre at Mission, Texas, has been remodeled and seating capacity enlarged.

The Palace Theatre at Dallas, Texas, is being remodeled at cost of $200,000. The Lyric Theatre at Greenville, Texas is being remodeled and seating capacity increased to 500.

Southland Theatres, Inc., has purchased the Palace theatre at Dilly, Texas.

The Palace Theatre at Merkel, Texas, will open soon.

Frank Jungemann is constructing a new theatre at Falfurrias, Texas.

The Palace Theatre at Royce, Texas, has reopened after being damaged by fire.

Marion Amusement Co., Oklahoma City, Okla., capital $5,000, incorporators, M. L. Robert, H. E. Cole and J. H. R. Harris.

Pat McGee, manager of the Criterion theatre at Oklahoma City has been appointed supervising manager of the Capitol, and it is reported that Joseph Cooper, partner with Publix in the Criterion, has purchased half interest in the Capitol. Norman Prager, former manager of the Capitol has been transferred to the Missouri Theatre at Saint Joseph, Missouri.

Maurine Freeman of the accounting department of Paramount at Oklahoma City and Charles Anderson were married Aug. 1st, and are now away on their honeymoon.

H. J. Naughton and Mrs. R. A. Fisher, both of M-G-M staff, Oklahoma City, are driving new cars.

M. A. Eamon, salesman for Warner Bros., Oklahoma City, has been transferred to the Dallas, Texas office.

Mary McGonigle of Universal, Okla City, is visiting friends in St. Genevive, Missouri.

A. B. Monand of the Monand Enterprises, Shawnee, was in Oklahoma City last week.

Helen Hagen of Natl. Theatre Supply Co., Okla. City, is spending her vacation in Colorado.

E. J. Crosthwait, Paramount shipper, Okla. City has gone to Tennessee, on a vacation trip.

The Liberty Theatre at Oklahoma City has purchased an elaborate announcement trailer from National Screen Service.

Aris Collins has taken over Palace Theatre at Rector, Ark., and Palace at Marmaduke, Ark.

The Glendale Theatre at Greenwood, Ark., is being remodeled and newly furnished.

The Majestic Theatre at Dallas, Texas, is being re-seated and other improvements installed.

Bob Ochiltree is a new addition to film row, having recently joined the local Universal force.

Glenn Thompson has stepped aside from his regular role as Exhibitor in the Thompson Theatre at Healdton, Oklahoma, and for the next two weeks will be Captain Thompson of the Oklahoma National Guards, at the annual encampment in Ft. Still, Oklahoma.

H. C. Hinds, spent the major part of the week in Oklahoma City buying new machines and other equipment for his Orpheum Theatre at Haskell, Oklahoma, made necessary by a fire last Monday night which destroyed his machines and other equipment in the booth of his theatre.

Hersehel Tisdale has resigned his position with the local Universal office and has joined the sales force of F B O Mr. Tisdale will be succeeded at Universal by Joe O'Leary.

Mrs. L. Bennett is enjoying her annual vacation from her duties in the local Educational office and is visiting in Wichita Falls, Texas.

McNeill and Huey advise the opening of a new theatre in Weber City, Oklahoma,which they have named the Gem. Weber City is a new "oil town" in the Seminole oil field.

D. W. Judd advises he has sold his Queen Theatre at Higgins, Texas, to Roy R. Deviney; Mr. Deviney to take possession immediately.

The Gem Theatre at Avant, Oklahoma, which has been closed for the past several months, is being opened by the American Legion on a part-time schedule.

Kenneth Campbell has sold the Star Theatre at Mooreland, Oklahoma to Mrs. C. M. Smith. Mr. Campbell is the son of Mr. and Mrs. R. B. Campbell, exhibitors in Waynoka, Okla.

Portland

EXHIBITORS from various parts of the state of Oregon are fast getting under the banner of the Northwest Independent Exhibitors' Association. Among those who have joined the association during the past week are Carlin & Butler, operating the Senate theatre in Portland, and also L. E. Partridge, who operates the Coliseum theatre in Tilamook, Ore.

Henry Duffy has taken over the Hippodrome theatre at Eleventh and Morrison streets, and it will be renamed the Duffwin after numerous repairs and renovations have been made. It will be the permanent home of the Duffy Stock Company.

J. J. Parker, of the Peoples and Rivoli theatres, and Richard Spier, head of the Greater Movie Season Committee, which promises to pep up the fall business in both the down-town and suburban houses.

On a honeymoon trip to Pacific Coast cities, John R. Braden, musician at the Rialto theatre, Butte, Mont., and his wife, who was formerly Miss Gladys Moyle, spent a few days in Portland.

Negotiations for a long-time lease of the Liberty theatre at Broadway and Stark street to John Hamrich, independent motion picture owner and operator, were completed last week. The house will be renamed the Music Box, and after an expenditure of some $50,000 in redecorating of interior and installation of a latest type lighting system, will open October 1st under the new name and management.

The Blue Mouse theatre here will be continued by Mr. Hamriek, who also announces that the new Music Box will be a companion to his new Music Box recently opened in Seattle and the Portland house will be equipped with both Movietone and Vitaphone.

Herbert Polin was a Portland visitor during the past week on his way to Seattle, where he will hereafter have charge of the publicity for the Fifth Avenue theatre. He was formerly in charge of publicity for a number of theatres in Hollywood.

Lew Cohen, connected with the West Coast staff, recently left for Yakima and Walla Walla, Wash., to inspect the various sites in those cities where the West Coast will shortly erect new houses.

Otto C. Radde and his orchestra, after numerous California engagements, are spending their vacation in Portland.

Ray A. Grombacker, exhibitor of Spokane, Wash., passed through the Rose City on his return from a California trip. He reports negotiations have been closed with Fox for showing of Movietone at his new Granada theatre in Spokane.

Word comes to the row that J. L. and Jack Burk, owners of the three theatres at Baker, Ore., have sold their properties to Guy D. Hazelton, of Missoula, Mont. The sale includes the Orpheum, Empire and Clariek theatres, which have been under the Burk management since 1919, during which time some $40,000 has been expended on the various houses for improvements.

It is announced that J. L. Burk will leave for Berlin, where he will become distributing agent for Lasky interests, and Jack Burk will return to Hollywood with M-G-M.

Des Moines

NO new developments have been reported in the deal for the sale of the complete interests in the theatres of the A. H. Blank chain in Iowa territory to the Publix Theatres in which this organization has previously held a half interest. Mr. Blank is in New York and the details of the transactions are being worked out with Publix officials there. Mr. Blank also has a chain of independent theatres in Iowa.

The Capitol Theatre, at Cedar Rapids, will not open until sometime in September. The appointment of a manager for this house has not yet been made by the A. H. Blank-Publix office.

Visitors at the office of Metro-Goldwyn-Mayer were F. G. Sterns, of Corydon, J. B. Warren, of the Pastime, at Bagley, and Mr. Stanley, of the Foxy, at Perry.

Dick Gaston, formerly at Marshalltown, Iowa, is now managing the Empress and the Crescent theatres at Kearney, Iowa.

C. R. Grimes, who recently purchased the Plaza theatre at Ackley, Iowa, from M. A. Brown, says that his theatre's prospects are splendid. Mr. Grimes is actively assisted in the theatre by Mrs. Grimes.

The Des Moines Film Board of Trade, per Miss Leone Mathews, secretary, reports the following changes of ownership at Iowa theatres the past week: at Everly, Ia., the Liberty Theatre, owned by C. M. Cronk, was sold to L. S. Thiel. Mr. Thiel was previously an exhibitor in Iowa territory. At Hedriek, Ia., O. J. Lapp sold his house there. The new owner is C. A. Schulz, a new man in the theatre field.

Stack and Pierce, who recently bought the Rivoli Theatre, at Oskaloosa, were in Des Moines transacting film business the past week. The house was bought from the Playhouse Company, Inc., three weeks ago.

Mr. Rayfiel, of South Dakota, has purchased the theatre of Bloomfield, Iowa, previously operated under the management of Jake Cohen. It was rumored that Mr. Rayfiel in turn sold this house, but the theatre, instead, remains with Mr. Rayfiel.

Margaret McGreavy, of the office is visiting the northern lakes.

Albany

THE Arcade theatre in the village of Lake George, N. Y., was burned to the ground one afternoon last week in a blaze that destroyed an entire block in the business center of the village, and which for a time threatened to sweep a large section of the well known resort. The theatre was owned by Mrs. W. H. Carpenter, who places her loss at about $30,000, with one half covered by insurance. In addition to the theatre several stores were also burned. Thousands of summer tourists were attracted to the scene and aid was summoned from fire departments in Glens Falls, Warrensburg and Chestertown. It is said that the fire started from an oil stove in an apartment in the block where the theatre was located.

The Farash Theatres, Inc., of Schenectady, is contemplating the erection of a theatre in Gouverneur. This company recently took over a theatre in Potsdam, and is working toward the establishment of a chain of houses in northern New York. The company owns a number of theatres in Schenectady.

Returning home from the first vacation he has enjoyed in many years, W. H. Linton, of Utica, is once more looking after things in general at his Olympic theatre in Utica. Mrs. Linton accompanied her husband on the trip.

Mrs. James Papayanakos, wife of the proprietor of the Graylin theatre in Gouverneur, starred one day last week when she swam a distance of nearly two miles in Sylvia lake in one hour and twenty minutes.

C. H. Buckley, owner of the Leland and the Clinton Square theatres in Albany, accompanied by Mrs. Buckley, spent a day last week at a Lake George resort where their son is in camp.

The Starr in Corinth, which has been operated for a number of years by Allie Mallory, has been taken over by Raymond Eastman, who has been operating a theatre at North Conway, N. H. Mr. Mallory's future plans are not known.

John H. Thoma, managing director of the Avon theatre in Watertown, and director of presentations in Schine houses in northern New York, is back on the job after a week's vacation in New York City.

The Majestic, a Schine house in Utica, is still running stock and if the crowds are any indication there will probably be no change in policy this fall.

Charles Eesonske is running double features this summer at his Liberty theatre in Watertown.

John Garry, now secretary to C. H. Buckley in Albany, is spending a week or so at Blue Mountain Lake in the Adirondacks. He is accompanied by his wife and two children.

The Montreal theatres are now advertising in the Plattsburg, N. Y. papers and apparently finding it a profitable venture on account of the heavy summer traffic that goes through the northern New York town.

County fairs are now in full blast in many sections of New York state, and where night shows are held, open air free movies are being featured.

The Gralyn theatre in Gouverneur, is now using a musical show along with their regular program of pictures.

The State theatre in Schenectary has been wired by the General Electric Photophone company and practically all of the experimental work being done by the company on its "talkies" is taking place at this theatre.

C. W. Taylor, an old time showman who took over the Gateway in Antwerp, is improving his theatre by painting it and a general renovation.

John D. Dermody, who is connected with the motion picture censorship commission in New York City, as a reviewer, has been transferred temporarily from the metropolitan office to the Albany bureau.

James McLaughlin, owner of the Lindy theatre in Poland, is now running his theatre two nights a week.

Peter Elliott, son of Fred Elliott of Albany, who was long identified with motion picture theatres in the capital city, plans to open the Grand theatre in Watervliet on August 31. The young man is making many improvements in the theatre.

J. P. Grappotte, owner of the Strand in Cape Vincent, and likewise the telephone king of the North Country, spends most of his time these days arguing with his son over the merits of their respective cars.

Over 10,000 persons attended the community movies held one night last week by the village of Scholarie, and which are sponsored by the merchants. A huge sheet was placed against the side of one of the buildings and served as a screen.

William VanAlstyne has closed his house in Fultonville and is devoting his entire time these days to his theatre at Fonda.

C. R. Halligan, local representative for Columbia, is a busy individual these days, covering his territory and arranging for the opening of an exchange in Albany on September 1.

Mrs. V. Winne, owner of the Star in Cherry Valley, is now running but one night a week, which gives her plenty of time to enjoy the fishing and the bathing at Otsego Lake.

Harry Lux's theatre the Alhambra, in Utica, is still closed, without any definite date as to its reopening. Mr. Lux is at camp.

Philadelphia

ANNOUNCEMENT is made by the Stanley Company of America that the Orpheum theatre, Germantown, will reopen for the season on September 3rd with its former policy of high class stage presentations in conjunction with photoplays. Two shows will be presented each week with change of bill on Thursday. The stage offering the first week will be Bert Smith's Revue, presenting a different Broadway hit each half of the week.

The Philadelphia Fraternity of Theatre Organists will hold its annual outing on Sunday, August 26th, at Pine Road and Shady Lane, Fox Chase. Many leading motion picture and theatrical men with their families will be present and one of the features of the occasion will be a baseball game between teams representing the Earle & Stanely Theatres. Otto C. Schmidt, of the Logan theatre, Philadelphia, is president of the organization.

Equity Theatres Wishart theatre at Front street and Allegheny avenue, Philadelphia, which has been closed for some time undergoing alterations and improvements, will reopen August 31st.

Word has been received that Keith's Chestnut Street theatre, which has been closed during the summer months, has been leased by Lee and J. J. Shubert for dramatic and musical comedy productions. The building will be completely remodeled and as the stage is one of the largest in Philadelphia, it will be particularly suited to the kind of productions which the Shuberts usually present. The lease of this theatre for legitimate productions is regarded as marking the decline of straight vaudeville, brought about largely by the encroachment of motion pictures. With the closing of Keith's theatre, the Stanley Company's Earle theatre at Eleventh and Market streets will be the only vaudeville house in the downtown section.

Frank W. Buhler, managing director of the Stanley Company of America, who has been transferred to Pittsburgh, was the guest of honor at a farewell dinner tendered him by house managers of the Stanley Company. Mr. Buhler was presented with a handsome wrist watch.

The opening of the Met, formerly the Metropolitan Opera House, at Broad and Poplar streets, Philadelphia, recently leased by the Stanley Company of America, which was originally scheduled for Labor Day, has been postponed to September 22nd, in order to permit the completion of all improvements and to enable the company to arrange for an exceptional opening bill. The house has been entirely remodeled and redecorated, and will be one of the finest theatres in town. A $50,000 organ is being installed and the house is being equipped with various sound devices. There will also be elaborate stage features.

Jack Greenberg, secretary of the Film Board of Trade, left on August 6th for a vacation in Maine.

The Washburn theatre, Chester, Pa., owned by Leon Washburn, which has been closed for some time, has been purchased by L. R. Acker and will be reopened in the near future.

Freihofer's Tower theatre, 69th and Market streets, Philadelphia, a 3800-seat house, will be opened on September 17th according to present plans. The theatre will be managed by William Hagerty.

The Crystal theatre, Minersville, Pa., has closed for the summer on account of poor business due to the general depression in the coal region.

The Franklin theatre, Allentown, Pa., has been taken over by Stuckert & Gernet from the former owners, Mainker & Minker.

Miss Hanna, secretary to George P. Aarons, of the M. P. T. O. A., has just returned from a two weeks' vacation spent in motoring through New England.

EMPIRE FILM VAULTS INC.

MODERATE PRICE FILM STORAGE

1 to 10 Containers	$ .75	Over 100 Containers	$ .35
11 to 50 "	.50	Cases per month	2.00
51 to 100 "	.40	Cases per month over 10 cases	1.75

723 Seventh Avenue, N. Y. Bryant 2180-2181-2182

Salt Lake City

THE newly opened Columbia Pictures exchange of this city, has undergone many changes within the past ten days, with former branch manager Dave Farquhar having resigned and C. J. Marley succeeding him in this capacity. Marley comes to this city from the Columbia Pictures, Inc., home office at Los Angeles.

Curg Peterson, perhaps one of the foremost directors in the west, has been brought back to Salt Lake City to direct the Pantages Theatre orchestra. Peterson has for the past few months been directing the orchestra in one of the biggest show houses in San Francisco.

The Pantages orchestra, under the new leadership, is to be completely changed, although local men are to be used. In selection of the musicians' care has been used in choosing men who have had years of experience in vaudeville work.

Louis Marcus of the Louis Marcus Enterprises throughout the intermountain territory, returned recently from a vacation spent at Glenwood Springs and Trappers Lake, Colorado.

Bebe Daniels, well known film star arrived in this city August 13th enroute to New York. She was met at the field by a group of local theatre men, and after stopping for light refreshments and paying hurried respects to Salt Lake movie fans, she boarded a Boeing Air Transport plane for Chicago. Miss Daniels is making her first vacation trip in two years and was enroute to the country place of Mr. and Mrs. Thomas Meighan.

H. A. Stone, owner of the McGill theatre, announces that plans are being drawn for the construction of a new play house at Ely, Nevada, where the McGill theatre is located, at a cost of $50,000 with a seating capacity of 500. This new house will be considerably larger than the McGill theatre, it is reported.

The Salt Lake branch of Columbia Pictures, Inc., is being entirely reorganized. F. E. Decker will handle the Salt Lake territory proper. Keith K. Pack has been appointed to take charge of the booking department and Miss Angevine will take the place of Mrs. Hunter as cashier.

Manager Fred Lind of the F B O exchange here, left for the territory after a short stay in the office. Lee Scott of the ad-sales department at this office returned last week from his vacation trip in the mountains here.

George Jensen, F B O salesman, is at the present writing making his Southern Utah territory; Thomas Walsh is sending in the contracts from Montana, and S. K. Kaminsky who was recently transferred from the Butte office to Salt Lake, is working the Idaho country for F B O.

A. C. Warman of the Warman circuit of houses out of Ogden, Utah, spent several days last week at the local Film Mart.

Fred Gage, sales manager for United Artists, has returned from a sales trip throughout the key centers of Montana. Joe Madsen, assistant manager here, is at this time enjoying a two weeks' vacation trip in Northern Utah.

Milton Cohn, United Artists sales representative, is in for a short stay from the Montana territory; C. C. McDermond is making Nevada and Able Davis is still covering his Idaho country.

J. Samuel Berkowitz, West Coast Special representative for Gotham Productions, spent several days in Salt Lake City, conferring with local exchange Manager "Hap" Fredericks. Berkowitz came here from New York, enroute to San Francisco.

J. T. Sheffield, owner of the Columbia exchanges handling Gotham productions in this city and Denver, is expected to arrive here soon.

Manager "Hap" Fredericks returned a short time ago from a six weeks' trip throughout the Idaho branch, and Wyoming.

Mell Stringham of the Colonial Theatre at Ogden, Utah, spent some time here recently.

J. R. Granger, General Sales Manager for Fox, passed through Ogden, Utah, last week, and was met by Manager Chas. Walker of the Salt Lake exchange.

Manager Wayne Ball of the Salt Lake Warner Brothers exchange, has returned from a short trip throughout the Wyoming territory.

Salesman M. H. Gustaveson left the Warner Brothers office for the Idaho branch last week.

Manager Tony Hartford of the local Universal exchange has left for the Southern Utah territory. E. Sonz and Ernie Gibson are making the Utah territory for Universal. Jimmie Epperson is covering Idaho and Wyoming.

Andy Murdock and son Ellis of the Ideal Theatre at Heber City, spent some time at the local Exchange Row recently.

Traveling Auditor W. F. Riley of the Metro-Goldwyn-Mayer organization, was in this city for a short time from the home office. Manager L. C. Wingham is expected in soon from an extended trip into Montana.

Milwaukee

REPRESENTATIVES of M. P. T. O. of Milwaukee and of the local operator's union met on Tuesday and settled differences concerning wages which have been causing some trouble lately.

The Strand theatre is undergoing some changes in seating and decorating. The house is not closed however. Vitaphone and Movietone are also being installed. It will be the policy of the theatre, after the 1st of Sept., when installation will have been completed, to show only talking pictures.

Neil Thompson of Ft. Atkinson announced that his theatre will be closed very soon for complete redecorating and renovating.

Charles Guelson, manager of the Badger theatre at Stoughton, was in the city last Monday.

S. A. Shirley, district manager for M-G-M, and E. M. Saunders, western sales manager, visited the local branch this past Thursday.

Walter Rourke, manager of the Pastime theatre at Horicon, was a recent caller on film row.

The Vander Vaart theatre at Sheboygan, which has been undergoing some radical changes, will be opened on Labor Day. Vic Harlo is the new manager.

Mr. Bradley, formerly with Fischer's Portage at Portage, succeeds Eddie Perlowitz as manager of the New Antigo theatre at Antigo.

The M-G-M Efficiency Club enjoyed an outing last Thursday night at Pewaukee lake. About thirty members and their friends were present.

H. C. Holah, former sales manager for Pathe, is now managing director of several of the Butterfield theatres in Flint, Michigan. Mr. Holah visited in Milwaukee for several days.

J. S. Grauman, president of Celebrated exchange, is spending a two weeks' vacation at Green Lake.

Harvey Hanson, manager of the Palace at Antigo, was a recent caller at the exchanges.

The Milwaukee theatre, under management of George Fischer, will open this Saturday after having been closed for over a month.

Henry Krumm, formerly with F & R, is now traveling the territory out of Milwaukee for M-G-M.

George O. Langheinrich, manager of the Burleigh Theatre is taking a three weeks' vacation motor tour.

Cincinnati

THE Schines, who recently took over the Ohio theatre, at Sidney, Ohio, have now acquired the Capitol and Gem theatres in that city, which houses have been operated by Harry Broad, of St. Marys, Ohio, for the past several months. The deal was negotiated by John A. May, comptroller of the Schine Enterprises, Inc., C. F. Lawrence, manager of Schine's Ohio, at Lima, Ohio, and R. G. McCauley, manager of the Ohio, at Sidney. The Ohio and Capitol will continue with pictures, with McCauley looking after both houses. The Gem, however, will be converted into a business room.

Louis H. Dunkirk, operating houses in Dunkirk and Westerville, Ohio, has purchased the Globe theatre, at Arlington, Ohio, from L. Marquet. No change in policy is announced.

Chifos Brothers, who operate the Sorg and Strand theatres, Middletown, Ohio, have asked for bids for a new house to occupy the present site of the Strand. Present plans call for a 2,500-seat house, to be completed within eight months from award of contract. Policy will be vaudeville and pictures.

J. S. Beck, who has been operating the Weber theatre, Dover, Ohio, was unsuccessful in obtaining a further lease on the house, and the lease has been taken over by a party of Canton, Ohio, business men, the identity of whom could not be learned.

John A. Schwalm, manager of the Rialto theatre, Hamilton, Ohio, has returned from his jaunt at Atlantic City, bringing with him an enviable coat of tan.

The Palace theatre, Hamilton, operated by Silver and Turberg, has contracted for the entire Paramount releases for the 1928-29 season.

Cleveland

THE University theatre, eleven in the chain of local houses owned and operated by Max Lefkowitz and his associates, opened its doors to the public on August 23rd. The house is located on Euclid ave. at East 107th st., and adds about 1,000 seats in this tightly populated district in which are now located Loew's Park and Circle, and Keith's East 105th St. The theatre gets its name from its close proximity to Western Reserve University.

A home wedding performed Saturday, August 25th, united in marriage Leona Myer, secretary to First National exchange manager Carl Leserman, and William Enkler of this city. Following the ceremony, a reception for all their friends was held. After a short honeymoon trip through the east, Mr. and Mrs. Enkler will be at home at 3216 West 43d st.

Herbert Ochs, office manager of the First National exchange, wins again with three of a kind. Three girls and a boy. The third girl arrived last Wednesday and has already shown her initiative by pushing her two way into first place.

Joseph Leon, special representative for Smitty comedies, Topics of the Day and Aesop's Fables, listened to the first synchronized fable presented last week, and says it's a great success. This is the first synchronized cartoon on the market, and is called "Dinner Time."

Sam P. Correll, who lately joined the sales forces of the Standard Film Service Company, following his resignation as manager of the Security exchange in Cincinnati, is still in Cincinnati substituting for Jack Pendelton, Standard's Cincinnati exchange manager. Pendelton is convalescing from an operation for appendicitis.

Fred Desberg, general manager of Loew's Ohio theatres, has left for a vacation which will take him to Maine and then on up into Canada.

Meyer Fischer, president of the Fischer Film exchange, has returned from a trip up the Great Lakes to Mackinac.

Howard Feigley, of the Rivoli and other theatres in Toledo, went to school, played marbles and concosted mischief with Joe Brown, who grew up to an F B O star. Brown was in Toledo last week visiting family and friends. It so happened that Feigley was played "The Hit of the Show," starring Brown, at the same time, and bringing pressure to bear, he induced Brown to make a personal appearance at the Rivoli.

Helen Tessmer, in charge of the Loew's Ohio Theatre's telephone exchange for the past nine years, last week resigned to enter private life. We'll all miss her and hope she misses her friends sufficiently to stage a come-back.

Mrs. Georgia Moffett, secretary of the Cleveland Film Board of Trade, has returned to her desk after a six weeks' leave of absence. Mrs. Moffett was in poor health and went away for a complete rest. Instead of which she jumped into a "bramble bush" and almost scratched out her eyes. They are all right now, though, and are again functioning one hundred percent.

Bebe Daniels, Paramount star, stopped off in Cleveland for fifteen minutes last Wednesday on her transcontinental airplane trip. W. Ward Marsh, photoplay editor of The Plain Dealer was at the airport to meet her and interviewed her between sandwiches.

Frank Cornwall steps into the local limelight as master of ceremonies and conductor of the stage orchestra at the Allen theatre. This is in accordance with the Allen's new policy of offering new faces and new personalities. Cornwall succeeds Harry McDonald, who has been transferred to one of Publix' eastern houses.

Pittsburgh

STANLEY re-opened the Regent theatre in East Liberty on August 18th, the house having been closed for the summer months. The Regent will feature the talking pictures having sometime ago been equipped with Vitaphone.

Loew re-opens the Aldine in downtown Pittsburgh for the new season on Labor Day. Vitaphone and Movietone are being installed, and the house will probably feature the sound short subjects in addition to vaudeville.

The Harris Amusement Company is considering the installation of sound apparatus in their Sheridan Square Theatre, East Liberty and the South Hills theatre in Dormont. The Harris outfit is the local "talkie" pioneer, having installed Vitaphone in their McKeesport theatre almost two years ago.

Mrs. J. J. Maloney, wife of the M-G-M ranch manager in Pittsburgh, is recovering from serious injuries which she sustained recently when struck by an automobile.

J. O. Hooley, manager of the Sheridan Square theatre in East Liberty, is on the job again, after having been knocked down by an automobile near the theatre recently.

Reuben Soltz, formerly owner of the Majestic theatre in uptown Fifth Avenue, Pittsburgh, and who the past several years has engaged in other lines of business, has returned to the fold and has taken over the Delafield theatre, Aspinwall, this house having been conducted for the past several years by Mrs. Kelly.

The Vemark Theatre Company will open their Colonel Drake theatre in Oil City on August 27th.

The Jewel theatre on Spring Garden Avenue, Northside, has been sold by Lappin to Frank Klekner and Louis Bauman.

Max Shulgold, city salesman for F B O, is back on the job, having recovered from an operation for a sinus infection.

Howard Dennison, of Pathe's accessories department is to be married in the early Fall to Miss Adria Heitman, of Cleveland.

Among the vacationites at the present time are Florence Hughes, William Davis, John Leezer, Marie Schmidt, Mary Bennett, Sadie Kelly, Mary Novak, Cecelia Stumpf, Lillian Glass, Al Hurteau, Helen Horr, Margaret McGarr, Harold Berry, Anne Cohen and Catherine Bohn.

Alexander Parke, who recently resigned from the Pittsburgh First National branch, has joined the Tiffany-Stahl outfit here, and his duties as a sales representative for this office will take him over the entire territory.

Robert Dolance is the new owner of the State theatre at Library, having purchased the house from P. J. Burke.

M. Lando will open his 900-seat Lando theatre in Centre Avenue, Pittsburgh, on September 17th.

William Littlestone, of the Brushton theatre, accompanied by his brother are at present vacationing in Atlantic City.

Teddy Joyce, master of ceremonies at Loew's Penn theatre, Pittsburgh, for the past several weeks, has taken such a hold on the Pittsburgh public that the Loew officials have just signed Teddy to appear at this house for at least six months longer, and at a nice increase in salary.

St. Louis

ST. LOUIS film stocks closed on August 18 as follows: Skouras A, $41.50 bid and $43.50 asked; one year ago, $37. St. Louis Amusement Company A, $25 bid and $30 asked; one year ago, $40. Skouras A has been paying dividends of $3 per share per year, while the St. Louis Amusement Company passed its last dividends and has not announced when dividends will be resumed.

A. B. Pettit, of Winterset, Ia., is having his theatre remodeled and redecorated throughout at a cost of about $10,000.

Frank O. Kehrberg plans to build a new theatre in Sheldon, Ia. Construction will start early in 1929. The theatre will cost upwards of $75,000. Detailed plans have not yet been decided on.

Jackie Coogan, "The Kid," in person, made appearance at Skouras Brothers Ambassador theatre last week and apparently has lost none of his old time popularity if the crowds that visited that downtown show house in the first days of his run are an indication. Jackie will come very close to setting a new record for the Ambassador, especially for this season of the year.

St. Louis Lodge No. 5 of the Theatrical Aid Association will hold its annual basket picnic August 30 at the Wabash Club grounds near Ferguson, Mo. John P. Nick is president of the association and C. Orville Newlin, secretary.

Joseph Mogler, the genial owner of the Mogler, Bremen and Excello theatres in North St. Louis, and president of the St. Louis Motion Picture Exhibitors League, is receiving congratulations this week because on Sunday, August 19, his baseball team won the championship in the North Side League of the Municipal Athletes' Asso,

New York & New Jersey

WELL on its way toward completion is the new Film Center Building, located on 9th Avenue and 44th Street. Each day as the structure takes more complete form, the special features of the building which lift it out of the class of ordinary buildings, becomes more prominent. These include: a net work of flues, film vaults, projection rooms, shipping and inspection rooms, in fact every modern improvement for the safe and efficient handling of films will be embodied in the new structure.

A. N. Edelson, president of Film Center, Inc., owners and builders of the new film headquarters, reports that the building will be finished ahead of the original schedule.

A perfect fire drill became a reality recently at Pathe Exchange, Inc., 1600 Broadway, when film caught fire in a projection room on the fifth floor of the building. Employees prepared for just such an emergency extinguished the flames with hand apparatus before the engines arrived, while the balance of the personnel marched out in orderly fashion.

Word has been received that S. L. Rothafel has selected Douglas B. Murray for the position of production manager, to fill the place made vacant by the resignation of Max Manne.

Announcement has been made by Sol Brill, President of the Isle Theatrical Corporation, of the launching of construction work on what will be the largest theatre in Richmond County, N. Y. The new house, according to report, will cost around a million and a half dollars, and offer a seating capacity of 3,200. The location is St. George, S. I.

Victor Shapiro, of United Artists Corporation, has recently appointed Edward Finney to take charge of the exhibitors' service division of the United Artists advertising and publicity department.

Lesser and Kessler, operators of the Lakeland Theatre, Brighton Beach, B'klyn., will open the Daytona, 166th Street and Amsterdam Avenue, August 31. This house had been closed by its former owners for more than a period of two months.

Alfred Bodelson is opening the Paragon Theatre, 2085 Fulton St., Brooklyn, on Saturday, August 25th.

H. C. Staples is now manager of Loew's Theatre, Bedford Avenue, B'klyn.

Joseph K. Emmett has been appointed General Manager of the Capitol Theatre by Major E. Bowes. Mr. Emmett, formerly a stage star, had been managing Loew's State Theatre for the past five and one-half years.

A. L. Green, who was formerly manager of Loew's Manor Theatre, Brooklyn, is now managing the A. H. Schwartz Farragut Theatre, Flatbush Avenue and Farragut Road, B'klyn.

A. H. Schwartz has changed the policy of his Mayfair Theatre at Avenue U and Coney Island Avenue, B'klyn., and in place of the former picture and vaudeville diet, will institute, stock, dramatic and comedy. The theatre, however, will run a regular Sunday concert of vaudeville and pictures.

A new Fox theatre, probably the second largest of this circuit, will be opened at Nevins Street and Flatbush Avenue, Brooklyn, on or about Labor Day. This house is reported to have a seating capacity of 5,000.

Hymie Goldschein, manager of the Beverly Theatre, was recently transferred by Henry Seigel, to the management of the Ritz and Berkshire Theatres in Brooklyn. Harry Lewis, who has been managing the Ritz and Berkshire, was transferred to the Windsor. William Appel is now managing the Beverly.

Jack Steinhauer, formerly connected with the Consolidated Circuit is at present handling the management of Joelson's Parkway Theatre, 170th Street and 3rd Avenue, the Bronx.

Minneapolis

FIRE at the Minnehaha theatre, a neighborhood house in Minneapolis, drove more than 150 persons, mostly children, from the building one night last week. Quick thinking on the part of the operator, Theodore Thompson, and the piano player probably prevented a panic. Thompson was burned about the hands when he tossed flaming film from the building. The piano player kept on playing until the theatre was emptied.

Announcement has just been made that Frank W. Burke, for the last three years publicity director for the Orpheum Circuit in the Twin Cities, has been named assistant to Frank N. Phelps, district manager for the newly organized Keith-Albee-Orpheum circuit with headquarters at the Hennepin-Orpheum theatre in Minneapolis. Before joining the Orpheum staff Burke was a newspaperman and also had done some theatrical work.

E. J. Rekow has sold the Crystal theatre at Elbow Lake, Minn., to B. J. Benfield, owner of a chain of theatres in Western Minnesota. The house is to be remodeled before it is opened to the public.

The former Grand theatre at Staples, Minn., has been leased to A. M. Ashenbrenner, who will open it after a thorough remodeling.

The Pastime theatre at Hendricks, Minn., has been taken over by Mr. Klapp of Correll.

The Elliott Film Company of Minneapolis consummated a deal last week whereby they take over the Tunney-Heeney fight films which were originally purchased by F & R for distribution in Minnesota. Frank York Elliott represented the purchasing company and Ralph Branton the F & R Company.

The F & R house, the Venus, in St. Paul is to have as its new manager Anton Janssen, for the last twelve years manager of the Crystal theatre in Minneapolis. His successor at the Crystal has not yet been named.

The Grand theatre at Devils Lake, N. D., has been remodeled by its owner, Archie Miller.

A vote on the question of Sunday motion picture shows will be taken at a special election in Wessington Springs, S. D. A petition signed by 80 citizens was presented to the city council some time ago asking for the Sunday showings but at a special meeting of the council it was rejected. According to the state law the council had to submit the question to the people.

The Woodman Hall at Ortley, S. D., now has installed a new projection machine.

At a cost of more than $75,000 the Astor theatre in St. Paul is to be remodeled and made into an atmospheric type theatre. It has been closed during alterations.

Chicago

FIRST Division Sales Manager Hummel, accompanied by the secretary of his company, C. A. Palmer, arrived in Chicago last week to discuss distributor's product with local representatives.

Manager H. C. Young, of National Screen Service, has added two bookers to the staff of the local office.

"Dad" Wolcott, popular Racine theatre man, was a visitor on film row this past week.

J. R. McPherson, of National Screen Service, is on a two weeks' vacation. He stated before leaving that he may spend his rest period in Colorado.

Vice-President Jack Leo of Fox Film Corporation, after spending a brief time in Chicago, went on to Milwaukee, where it is reported he is looking over the local theatre situation.

Manager Herbel, of Universal, has returned from Kansas City, where he attended a sales conference. Those present included representatives of the Chicago, Milwaukee, Minneapolis, Dallas, Denver, Sioux City, Kansas City and other midwest district exchanges. Country Sales Manager Robert Funk and City Sales Manager Lipton Astrachan accompanied Mr. Herbel to the meeting.

O. A. Miller, 74 years old resident of Buffalo, N. Y., has been visiting his sons, Jack, president of the Exhibitors' Association of Chicago, and George, manager of the Lido theatre, Maywood. That the older generation can hold its own with the younger crowd was proven by Mr. Miller, Sr., when Jack and George introduced him to the game of golf, their father making them shoot their best to compete with him.

Creswell Smith has returned from a brief stay in New York City and expects to remain at United Artists' Chicago headquarters for at least two weeks. Manager Abrose, of United Artists, has added Messrs. Powell and T. G. Jordan to his sales staff. Both were formerly connected with Metro-Goldwyn-Mayer sales force and will cover country territory.

William Rosenthal, formerly special representative, has been appointed district manager for United Artists, in charge of Chicago, Minneapolis and Indianapolis branches.

Harry Cohn, producer of "Submarine," which was accorded an enthusiastic reception on its first showing on the west coast, was in Chicago for a brief visit with Henri Ellman, of Columbia Pictures, last week.

New England

QUESTIONNAIRES were sent out last week by the Film Board to non-theatrical customers of exchanges. These have a large number of questions which are to be answered and they will be followed by a rigid inspection of the premises. It is believed that a large number of non-theatrical exhibitors will either have to make extensive improvements in their halls or cease showing films.

Edna Crovo, booker for American Feature Films, Boston, is on a vacation trip to Bermuda.

Florence Scully, booker at Educational Films, is vacationing in Maine and Grace Donovan, also of Educational, is spending her vacation in Eastern Canada.

John Glazier, assistant booker at First National, is on his vacation. Carol Cohen, of the booking department of the same exchange, is likewise on her vacation.

Community Theatre at Wellesley Hills, Mass., will reopen Aug. 31.

Nora Kelley, contract clerk at the Fox exchange, is vacationing on the Maine seacoast.

Anne Hussey, of Fox exchange, was called to Norwich, Conn., last week by the death of her brother.

I. E. Chadwick, producer of Chadwick Films, of Los Angeles, was a visitor to Boston during the past week and spent a few days at the First Division Films exchange, which distribute his product.

The Palace Theatre at Manchester, N. H., reopens next Monday for the season.

Steve Fitzgibbons, former owner of the Stoneham Theatre, Stoneham, Mass., is now assistant manager of the Keith-Albee Boston Theatre.

The Strand Theatre, at Dorchester, is soon to reopen. During the month both Movietone and Vitaphone have been installed.

William Sullivan, of the Maine & New Hampshire Theatre Co., is now booking for the Keith-Albee theatres in New England.

Agnes Crowley, sales control clerk at Pathe, is spending her vacation in Baltimore and Helen Bowdoin, secretary to Branch Manager R. C. Cropper, of the same exchange, is on her vacation in Maine.

The annual report of the New England Theatres Operating Co., Boston, which is the predecessor of the corporation by the same name, shows total assets of $279,624, as follows: cash $175, accounts receivable $3,847, securities $270,990 and deferred charges $4,612. The capital of the company is $117,000, accounts payable $20,499, notes payable $136,000, loans payable $4,477 and surplus $1,648.

The annual report of condition of Samuel and Nathan E. Goldstein, Inc., Springfield, Mass., shows total assets of $538,763, as follows: real estate $375,114, cash $31,247, accounts receivable $4,424, securities $122,003, notes receivable $1,800, prepaid expenses $4,175. The company has a capital of $100,000, mortgages of $242,700, accounts payable $17,233, notes payable $31,000 and surplus of $147,830.

Columbia Theatre Co., Boston, has incorporated with capital of $500,000. Incorporators are: Jas. G. Strigum, president; Simon J. Jason, 35 Maynard street, Malden, treasurer and Anthony Stravinsky, clerk.

Herkwein Theatre, Inc., has incorporated at Hartford with $45,000 capital. Incorporators are David Weinstock and others, all of Waterbury, Conn.

Wernick Theatre & Amusement Co., Chicopee, Mass., has incorporated with $100,000 capital. Incorporators are: Ernest Wernick, president; Samuel Wernick, treasurer and Lena Wernick, clerk.

Community Theatre Building Co., Hartford, Conn., has incorporated with $200,000 capital. Benjamin Slitt, of 20 Garfield Avenue, Hartford, heads the corporation.

A theatre is to be erected at Westfield, Mass., for the U. S. Whip Co., Fred Parker in charge. M. B. Harding has drawn the plans and contract has been let to the L. D. Phillips Construction Co.

Harris Theatre Corp., Natick, Mass., has been organized with capital of $75,000. Nancy S. Harris is president, John S. M. Gilden is treasurer and Clarence N. Holman is clerk.

Lindy Theatre, Inc., has organized at New Haven. Joseph Meadow, of 80 Cottage Street, is head of the company. It is capitalized at $20,000.

Chester Bent, manager of the Larcom Theatre at Beverly and publicity director for the Ramsdell Brothers-Green & Eilenberg circuit, has returned from an extensive motor trip to Canada and New York State.

The New England Theatres Operating Corp. has taken a lease of the new theatre to be erected in Attleboro, Mass., from plans by Krokyn & Browne of Boston.

An addition is to be erected to the Royal Theatre, Olneyville, R. I., and there will be extensive alterations made to the present theatre.

The Bijou Theatre, at Woonsocket, R. I., a former Keith-Albee theatre, has been acquired by the Publix circuit.

Roxie Theatre Co., Hartford, Conn., has incorporated with $50,000 capital. Rocco Matrese of Hartford is head of the company.

The Lafayette, a new motion picture theatre, will be erected at 336 Tremont Street, Boston, for E. H. Poulin and A. D. McKay, 260 Tremont Street. Plans have been drawn by George Nelson Meserve. The theatre will be of brick and granite, 180 by 80 feet.

The Colonial Theatre, at Nashua, N. H., is closed for several weeks for extensive alterations.

The Seville Theatre is to be the name of a new theatre to be erected on Meridian Street, East Boston. Carl Canner, 45 Milk Street, Boston, is the owner and Krokyn & Browne, of 220 Devonshire Street, Boston, are architects.

Auditorium Theatre Co., Lynn, Mass., has been incorporated with capital of $10,000. Incorporators are John B. Mack, Ira Einstein and Charles J. Goldman, all of Boston.

Austin Wonderland Musee Co., Inc., has organized at Boston with $500,000 capital. Incorporators are William O. Austin, David Lasker and David Carroll.

Eddie Hosmer, of the Independent Theatre Supply Co., has returned from a camping trip.

San Francisco

WHILE an exciting underworld drama of a daring robber gang unfolded itself on the screen before an audience in the Allendale Theatre, at Thirty-Eighth avenue and Angelo street, Oakland, on August 6th, a real robbery was being staged in a no less daring manner in the theatre office. While the audience gasped at the daring of an actor bandit on the screen, the theatre manager, Edward Gage, stood in his office, hands upraised, as two bandits relieved the theatre safe of $300.

The Hester Theatre, in San Jose, was opened recently by Joe Blumenfeld and E. J. Rake. The theatre has been completely renovated and new projection equipment has been installed.

George Lipschultz, violinist and leader, has taken a position at the residential theatre, The Royal.

Herbert Polin, for the past two years manager of the West Coast St. Francis Theatre, has left for Seattle to take charge of the publicity department of the Fifth Avenue Theatre.

First it was Rube Wolf who lost $210 and a diamond and now Irving C. Ackerman, San Francisco theatrical man, is the latest bandit victim. Both holdups were enacted in precisely the same way.

Ackerman, who is a member of the firm of Ackerman, Harris and Oppen, owners of a chain of theatres and a theatrical circuit, was putting his automobile in his garage, when he heard a noise at the door. The bandit searched Ackerman getting a wallet containing $75 and a platinum wrist watch.

Stopping in San Francisco on his way north after a short vacation in Hollywood and the south, Ray Grombacher, president of the Washington M. P. T. O. A., and prominent exhibitor of Spokane, paid the sound-movie entertainment high tribute while here.

Les Weir was a recent visitor at the San Francisco Pathe exchange.

The Rex Theatre, of Firebaugh, has suffered a complete loss of projection equipment through a film fire that partially destroyed the building. Frank Saragossa promptly installed new projectors and is back again in business.

Elmer Hanks, purchasing agent for the West Coast Theatres, has placed an order with Walter Preddy for all projection equipment including reflector lamps. This equipment order is to take care of their Strand Theatre recently opened at Salinas.

M. H. Newman, manager of a circuit of 29 theatres in Carl Laemmle's Universal Chain, arrived in San Francisco recently from Seattle en route to a conference with Laemmle at Universal City, Hollywood.

John C. Ragland, of Dominion Films, was in San Francisco recently.

W. D. Van Wickle, at Bay Point, has completely remodeled his theatre and purchased new stage draperies, title curtain and curtain motors.

The Golden State Theatre and Realty Corporation has ordered improved mirror dissolvers for their new Rialto theatre.

Among the latest ideas from the American Studios is a drapery street scene one of which was installed in the new El Capitan Theatre. A similar street scene is to be installed at Pantages' Fresno.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

Central Penn

NO longer will the picture theatres of Marietta, Lancaster County, have to contend with the inconvenience of the local curfew law which required all children to be out of the theatres and off the streets at 9 o'clock each evening. The borough council, on August 14 voted to repeal the law because a number of citizens had complained of the shrill curfew whistle.

Work started August 13 on a new quarter-million dollar theatre to be erected in Connellsville, Pa., by Mrs. Katherine M. Wallace. Cavalier Brothers, of Greensburg, have the contract to build the structure and Charles B. Geisler, of Pittsburgh, is the architect. The theatre will seat 2,000 persons and is scheduled to be completed by Thanksgiving Day. Work will be rushed night and day.

The St. Clair Corporation, of Pottstown, is planning the erection of a combined hotel and theatre building. H. L. Reinhold, 1632 Walnut street, Philadelphia, is the architect.

Michael Slowitsky, organist at the Victoria theatre, Mahanoy City, recently was made director of all the orchestras playing in the theatres of the Chamberlain Amusement Enterprises, Inc., which conduct a big chain of picture houses in the hard coal mining district of Pennsylvania.

Announcement is made that the former Hippodrome theatre, York, belonging to the Appell chain of theatres with headquarters in that city, and which has been renamed the Rialto, will be formally reopened with elaborate exercises on Labor Day. The picture house has undergone extensive improvements, including the installation of both Vitaphone and Movietone apparatus.

The name of Pergola theatre, North Ninth Street, Allentown, was formally changed to the Embassy on August 14, when Alexander R. Boyd, previously one of the leading factors of the Stanley Company of America, who resigned from the Stanley corporation on January 28, last, to engage in his own enterprises, announced the future policy of the house which he has recently greatly improved. Hereafter it will be known as "the Home of the Talkies."

J. W. Larned has returned to the position of manager of the Palmerton theatre, Palmerton, from Coatesville, where for several years he managed the Palace theatre, operated by the East Coast Theatres Company.

Youthful admirers of "Buck" Jones, star of Western picture films, were quick to recognize him when he and a companion, both wearing picturesque shamois jackets, roled up to Thomas' restaurant, Chambersburg, in a Packard roadster, for breakfast on the morning of August 10. A crowd of kiddies gathered at the restaurant window to get a glimpse of their idol. Mr. Jones stopped in Chambersburg while motoring along the Lincoln Highway, which passes through the city.

Arthur James, Lieutenant-Governor of Pennsylvania and part owner of several motion picture theatres in the hard coal region, presided as chairman at a singing festival, under the auspices of the Orpheus Glee Club, at Fernbrook Park, Wilkes-Barre, on the evening of August 15. Lieut-Governor James is a business associate of M. E. Comerford, head of the Comerford Amusement Company chain of theatres, in the ownership of several picture houses.

The new College theatre, Bethlehem, Pa., devoted to motion pictures, was formally opened to the public on August 11, with special exercises in which prominent citizens of Bethlehem and a number of leading theatre promoters of Eastern Pennsylvania participated. The theatre is a link in the group operated by the United Chain Theatres Company, of which Louis Berman is president.

At the opening exercises addresses were made by Howard A. Lehman, prominent Bethlehem attorney, as master of ceremonies; Mayor James M. Yaekle; Abner H. Buck, secretary of the Chamber of Commerce; William H. Scott, president of the South Side Business Men's Association; Marcus A. Benn, of Philadelphia, one of the leading factors in the Stanley Company of America; Tom Bass, president of the Fourth Street Business Men's Association; Sigmund Steinberg, Philadelphia attorney identified with the picture industry, and Mr. Berman. It was announced that Professor Tobias has been engaged as permanent organist of the theatre, and that Miss Mertz, formerly cashier of the Savoy, will be cashier at the College.

The builder of the new theatre was Frank K. Glassmire, of Bethlehem, and the architect was W. H. Lee, of Philadelphia. The house, which is located at Fourth and Vine streets, seats about 1,500 and is equipped with one of the latest designs of Moller pipe organs, built in Hagerstown, Md.

B. C. Pentz, pioneer motion picture theatre operator and builder in York, Penn., died at his home in that city on August 14 in his seventy-fifth year. He had been an invalid for 12 years.

Mr. Pentz, who was a former York Councilman, managed the York Opera House, now the York theatre, from 1882 to 1911. He is survived by his widow, Mrs. Ella J. Pentz.

Indianapolis

THIEVES recently broke into the Pentheon theatre at Vincennes, Ind., pried open the safe and escaped with $1,200 which had been placed there until the opening of the bank the next morning. Entrance was gained to the office by jimmying the lock. The combination of the safe was pried off and the mechanism then operated through the hole left in the door. Adler Lyons manager, first discovered the burglary.

Vandals, whose identity has not been learned, visited the Paramount theatre in Kokomo, Ind., during the early morning hours recently and wrecked the interior. Damage of several hundred dollars was done. Aside from spilling a quantity of foul smelling liquid, characterized as stink bombs by police, the vandals slashed the screen to shreds with a knife and bored a number of holes in the plastering about the theatre. Liquid from the bombs was spilled over about 10 feet of a rug laid in the center aisle and the bottle then tossed against a wall and the remainder of its contents allowed to run down the floor almost the length of the house.

No clues were left by which the guilty might be traced. This was the second time in a week that the theatre had been entered, the former time burglars paid a visit stealing a large sum of cash, but doing no property damage.

The Liberty theatre in Washington, Ind., will be operated under lease by the McCarrell enterprises, owners of the Indiana theatre, in the future, and the Granada theatre in Greeneastle, owned by the same company, has been leased to H. P. Vondesehmitt, owner of the Liberty, it has been announced by Alvin Spainhour, resident manager in Washington of the Indiana theatre.

The exchange of leases was made by the owners in order that better service might be given the two cities. Under the new system, Mr. Vondersehmitt will control the Greeneastle theatre and the Carrell Enterprises will have charge of the Washington houses.

Mr. Spainhour will be manager of both Washington theatres. There will be no change of policy until all details have been worked out.

Two theatres in Crawfordsville, Ind., the Strand and Art theatres, have been added to the string of Indiana playhouses controlled by Harry P. Vonderschmitt, it has been announced. With the addition of these two, Mr. Vonderschmitt will have an interest in six theatres, one at Bloomington, one at Bedford, two at Greeneastle and two at Crawfordsville. He will have theatres in three of the principal college towns of Indiana, the schools being Indiana University, DePauw and Wabash. He takes possession of the Crawfordsville theatre Sept. Robert Mellis, who has been manager of the Liberty in Washington, Ind., will go to Crawfordsville as assistant manager of the enterprises there.

Dallas

A RECENT survey of the Sunday activities of the people of Dallas shows that over 16,000 people are attending Dallas theatres each Sunday. This check was made by the United Press, and is fairly accurate.

Ray Beall is suffering from an attack of gall stones and is confined to his bed in Dallas. Mr. Beall is attempting to avoid an operation for his ailment, but if his condition does not improve rapidly, he is going to lose out.

Eddie Stanley, stage band director of the Palace theatre, Dallas, has recently purchased a new automobile, and now wears a broad smile.

Mrs. Harold R. Parker and children have just returned to Dallas after a two months' vacation in the Ozark Mountains.

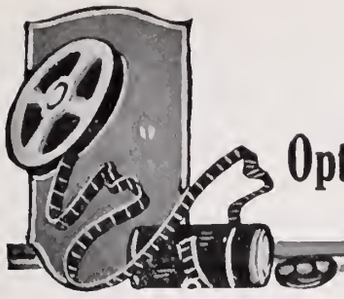
Roy Litsey, formerly booker in the Dallas First National exchange, and who recently accepted a traveling position with his firm, has been transferred to the First National Memphis office.

J. L. McKinney, who has been connected with the Western Electric Co. in the sales department of Vitaphone and Movietone, is in Dallas and expects to be stationed here permanently.

Dan Michalove, Southern Divisional Manager for Pathe, was a Dallas visitor and while here checked up on the sales activities of the Dallas Pathe exchange with E. C. Leeves local manager.

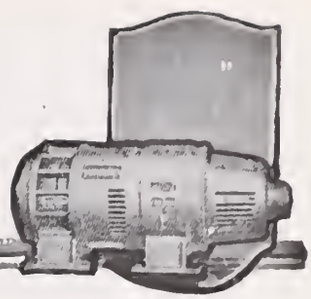
S. G. Fry sold his two houses at Mt. Pleasant, Texas, to A. W. Lilly, who operates a chain of theatres in that section.

Chas. E. Kesnich, southern divisional manager for Metro-Goldwyn-Mayer, and W. B. Zollner, manager of the Oklahoma City M-G-M branch, were Dallas visitors and guests of Leroy Bickle, local manager.



Projection

Optics, Electricity, Practical Ideas & Advice



Inquiries and Comments

New Problems for the Theatre



NCE again, the illumination end of projection threatens to lag behind the motion picture art. Just when things seemed to have been straightened out and all of the theatres in the country had completed the change from the vertical low intensity arc to the reflector and high intensity types of arc lamps, along come the talking pictures to throw the proverbial monkey wrench into the smoothly running gears.

It appears as though another change in projection practice is due to take place within a short time. If talking pictures will be as widely used as most people believe they will be, then it appears inevitable that this change will occur.

It is the practice at present to use a screen in connection with the presentation of "talkies" which is sound "porous," so to speak. In other words, the texture of the screen is such as to permit a more or less free passage of the sound waves issuing from the horns placed behind the screen.

Now, a screen which is sound porous is also necessarily light porous—and besides permitting sound waves to pass through it, will also allow the passage of light which is not so good because it seriously reduces the reflection efficiency of the screen.

The reduction in reflection efficiency thus brought about will depend, of course, upon the coarseness of the screen texture. The problem is one of combining two opposite requirements in the best possible fashion in order to arrive at a satisfactory balance between the sound results and light results. On the one hand we have the requirement that the screen be as porous as possible in order to permit sound waves to pass through it as freely as possible. Best results of course are obtained by completely removing the screen from before the horns so as to avoid "muffling" or distortion of the sound.

At the present moment, this seems impractical because a better illusion of reality is obtained when the sound comes from the direction of the characters on the screen. On the other hand we have the requirement that the screen be as opaque, or as solid, as possible in order to make it of high efficiency from a light reflecting standpoint. An utterly opaque screen, however, is out of the question from a sound standpoint so that the only thing to do is to make it "half and half." That is, porous to sound and semi-opaque to light.

Screen Muffles Sound

The quality of sound results is not best served by placing the horns behind the screen for the same reason that ornamental screen coverings placed over the cones of radio speakers as found on the ordinary radio outfits for the home act to muffle the sound output of the speakers.

The damage, in the case of ordinary radio loud speakers is comparatively slight compared to the screening of the theatre horns because the screens used on radio speakers are of large mesh since their only purpose is to serve as an ornamental covering for the cone.

Even this relatively small degree of muffling is bad enough, however, as a simple test, made by removing the screen covering from the cone, will reveal. With this covering removed from the radio speaker, the audition is found to be considerably more distinct than otherwise.

It is not at all unlikely, therefore, that a new position will be found whereby the horns in the theatre will be free to send forth the sound unhampered by a screen covering.

Besides improving the quality of the audition, this would also permit the old type of solid screen to be used and so would again restore the brightness of the picture to its former value.

The porous screens at present waste from 25 to 50 per cent of the light projected onto their surface and this loss is so serious as to make it necessary to use more powerful illuminators on the projectors in order to reach a satisfactory screen intensity.

Replacement of Equipment Required

If the present practice of placing the horns behind the screen is allowed to stand, a large majority of theatres will be faced with the necessity for purchasing new illuminators for their motion picture projectors.

Unfortunately, there is no more powerful illuminator to be had than the 150 ampere high intensity arc and as this equipment is already in use in the large de luxe houses, a serious problem arises in connection with this class of theatre. The limit of screen illumination for them has already been reached and if more screen light is desired they will be simply "out-of-luck."

Theatres now able to get by with the 120 ampere high intensity arc are allowed some leeway because they can step up to 150 amperes at no extra cost for equipment. This class of house will get by with the least expenditure for new equipment.

Small theatres will probably be able to make the low intensity reflector arc lamp do by stepping these lamps up to their capacity of 25 amperes so that these theatres too are not so bad off.

The middle class theatre, however, is in a most unenviable position. The theatres of this class have just finished "reflectorizing" their projectors with the low intensity reflector arcs and have, in the majority of cases, installed low capacity generators and auxiliary equipment to take full advantage of the economy of this efficient illuminator.

These theatres have been operating the reflector arc at, or near, its capacity in order to get good screen light and now that a large increase in illumination is required for the "talkie" they are confronted with the unpleasant fact that their present equipment is not powerful enough to meet the conditions.

New and more powerful illuminators, are therefore required and along with these lamps must also be purchased new generators of larger capacity to supply the lamps with current.

To confuse the exhibitor still further, there arises the doubt as to what type of equipment to purchase. The logical successor to the low intensity reflector arc would appear to be the high intensity reflector arc but two years of effort have still failed to produce a satisfactory lamp of this type.

The H. I. reflector arc has not yet reached the stage where it is free from troubles and considerably more experimentation is required before it will be entirely satisfactory.

Even if this type of lamp could be used the fond expectations of the manufacturers to make this lamp on 60 amperes equal the old 120 ampere H. I. lamp has not been realized.

Furthermore, new and larger generators are required to replace the low capacity generators designed for the low intensity reflector arcs.

It appears quite likely that the ultimate set-up in theatres in the future will be 150 ampere H. I. arcs for the largest theatres and the H. I. reflector arc for the smaller houses—when and, if, a satisfactory lamp of this type is produced.

Theatre in Arkansas Town Opened After Decorating

The Home Theatre, Blytheville, Ark., was reopened last Monday after having been closed for several months, undergoing extensive remodeling and redecorating at a cost of about $10,000. The stage has been lowered approximately three feet. An entire new set of scenic background and stage decorations have been built and a large purple plush front curtain is being installed.

New York Projection Societies Hold Educational Meetings

THE heat of a typical Manhattan summer apparently holds no discomforts for those projectionists of Local 306, New York City, who go to make up the membership of that city's two leading educational organizations, the Manhattan Projection Society and the Kaplan Projection Society.

Despite the fact that a balky thermometer threatened to break through the 100 mark, two very successful lectures, followed by demonstrations, were given on separate nights by the two societies acting jointly. The first meeting was held at midnight, when between five and six hundred projectionists accompanied by a number of chief projectionists of the country's leading circuits witnessed a practical demonstration of the New Brenkert F-7 Master Brenograph effect projector and the new Hall and Connolly high intensity reflector arc.

The two societies repeated the demonstration in the Broadway theatre at Forty-first street and Broadway, on a later date. Several hundred men attended this second meeting, which was primarily for the benefit of theatre owners and managers

The speakers at both meetings were introduced by Sam Kaplan, President of Local 306, who prefaced his introduction with a short talk in which he forcefully stressed the importance of all projectionists becoming thoroughly acquainted with all types of equipment used in the projection room.

The speakers at the first meeting held in Brooklyn were representative of Hall and Connolly, and the Brenkert Light and Projection Company.

The second meeting, held in New York, was devoted principally to a repetition of the effect lighting demonstration at the conclusion of which Dr. Ashman exhibited a new condenser lens for which he claimed greatly improved quality of illumination when used in all lens types of illuminators.

The Manhattan and Kaplan Projection Services were formed at about the same time some five or six years ago and both have as their object the dissemination of information which in any way touches upon projection. Both Societies are keenly alert to all projection matters and vie with each other in friendly competition in order to increase their members' interest in common problems. On special occasions, such as the meeting described above, their efforts are pooled in order to obtain greater effectiveness.

The existence of two kindred societies within the same local is necessitated by the large membership of the New York Local and by geographical consideration as it would be inconvenient for members working in outlying Brooklyn districts to journey to New York to attend the regular monthly meetings.

The source of the prestige and effectiveness of New York Local 306 is easy to find when the activities of these two educational societies are viewed at close range.

Publix Atlanta Theatre Undergoing Renovation

As an opening move in its plans for a $75,000 improvement campaign for the Howard Theatre, Atlanta, Ga., the Publix Theatres Corporation has installed at this house the Vitaphone and Movietone equipment.

In accordance with the improvement specifications, new interior decoration, new draperies and furnishings and new equipment for the stage and projection room are called for.

The general scheme of the decoration, itself a work of art, will not be changed, but artists and artisans will combine talents to heighten every detail of the beauty. From floor to ceiling, not a square foot but will be touched in the plan of remodeling and decoration.

Draperies, carpets and chairs that have stood the wear and tear of years of service will be replaced by newer and handsomer designs. Stage equipment, which proved entirely adequate for the "silent drama," will be supplemented by highly complicated mechanical devices, essential to the proper presentation of sound pictures. In addition to the new mechanical equipment, there will also be installed, elaborate stage settings, including special drops, draperies and cycloramas. Technical equipment involving the most recent developments in projection devices, will find its way to the projection booth.

Modern Theatre Building for Smithfield, N. C.

Work is under way on a modern theatre structure in Smithfield, N. C., that will house, in addition to the picture auditorium, a postoffice, many stores and office suites. The plans for the new building were drawn by William H. Dietrick, architect of Raleigh.

This theatre, which will be equipped to handle road shows in addition to the motion pictures, has been leased to H. J. Paradis, of Wilson, N. C., who operates a number of houses in North Carolina. Mr. Paradis announced that the opening would take place sometime in September.

New $2,000,000 Theatre Project in Camden

Announcement has just been made of the proposed erection of a combined motion picture theatre and office building to cost approximately $2,000,000 at Hudson and Federal Streets, Camden, N. J., just opposite the new $6,000,000 city hall and court house. The building itself, it is estimated, will cost $1,250,000. Laekey & Hettel, Inc., of Camden are the architects and it is probable that work will be started within a few weeks.

Netoco Swells Holdings in New England

THE New England Theatres Operating Corporation, otherwise known as Netoco, has acquired additional property in the New England section to swell its list of over 30 theatres. The Maine in Portland, Me., is the newest Netoco house, having been purchased recently from the Leon P. Gorman interests in Portland. Netoco also has the proposed State Theatre in Portland to be erected at High and Congress Streets.

The State will seat 2,500 and will be constructed according to a Spanish style of architecture. It will also be equipped with sound picture apparatus. The State will have orchestral and organ programs and will also feature news flash broadcasts.

The Maine will continue as a motion picture house exclusively with the immediate installation of sound apparatus.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavelier-Lencaster	Feb.	20	2 reels	Jan. 7
Bernyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jen.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavelier	Mar.	1	2 reels	Mer. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA
FEATURES

Title	Star	Rel.	Dete	Length	Reviewed
After the Storm	Bosworth-Gilbert-Deleney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1		
Broadwey Daddies	Logen-Leese	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Geron	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mer. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jen. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Welker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlen-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Reletions, The	Meson-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The			
Scarlet Woman, The	De Putti-Alvarado		
Submarine	Holt-Revier-Graves		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mer. 10
Cell of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	Juna 2
Felix the Cat in Astronomeows	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cet In Comicalemities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat in Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 28
Felix the Cat in Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix in In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cet In Japenicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Fallx In Ohm Swaet Ohm	"Sullivan Cartoon"	Feb.	19	1 rael	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Fallx tha Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix in Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Lifa	"Sullivan Cartoon"	Aug.	5	1 raal	
Fellx tha Cat in tha Oily Bird	"Sullivan Cartoon"	Feb.	5	1 raal	Mar. 10
Felix in the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 raal	Feb. 18
Feline Frolics—Tonquin Velley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Girlies Behave	Jerry Drew	Sept.	9	2 reels	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mer.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknemes	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Belance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	Mey	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wife Trouble	Robert Graves	Sept.	23	1 reel	
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Cerewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lifa's Crossroeds	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O
FEATURES

Title	Star	Rel.	Data	Length	Reviewed
Aflama In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alax the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Bandit's Son, The	Steele-Sheridan	Nov. 20		4789 feet	
Banfam Cowboy, The	Buzz Barton	Aug. 12		4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar. 18		5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct. 23		4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April 1		4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct. 30		4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar. 4		6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept. 17		5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan. 13		6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May 11		6291 feet	
Danger Street	Baxter-Sleeper	Aug. 26			
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan. 15		5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec. 25		4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April 7		5984 feet	
Dog Justice	Ranger-Martin	June 10		5043 feet	
Drifting Sands	Bob Steele	Jan. 1		4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb. 5		4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July 1		4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept. 4		4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar. 21		8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct. 2		6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov. 23		7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb. 12		5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov. 13		5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept. 18		5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct. 16		5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov. 6		6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April 8		4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan. 31		5893 feet	
Lightning Speed	Bob Steele	Aug. 26			
Little Buckaroo, The	Buzz Barton	Mar. 11		4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec. 27		6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May 28		6829 feet	April 21
Loves of Ricardo, The	George Beban	June 17		5181 feet	
Man in the Rough, The	Steele-King	May 20		4748 feet	
Mojave Kid, The	Steele-Gilmore	Sept. 25		4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug. 19		6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April 22		4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April 29		4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept. 1		5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct. 9		4977 feet	
Red Riders of Canada	Miller-Byer	April 15		6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb. 18		4729 feet	
Sally of the Scandals	Love-Forrest	July 15		6059 feet	
Shanghaied	Miller-Ince	Oct. 19		5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April 24		5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec. 4		4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec. 10		6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec. 11		4897 feet	Dec. 23
Terror Mountain	Tom Tyler	Aug. 19			
Texas Tornado, The		June 24			
Trail of Courage, The	Steele-Bonner	July 8			
Wall Flowers	Trevor-Arthur-Todd	Feb. 16		6339 feet	
When the Law Rides	Tyler-Darro	Feb. 26		4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan. 22		4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April 30		2 reels	
All Alike	Carr-Alexander-Ross	April 9		2 reels	
All Washed Up	Al Cooke	Feb. 6		2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June 25		2 reels	
Are Husbands People?	Al Cooke	April 2		2 reels	
Big Berthas	Karr-Ross-Alexander	May 14		2 reels	
Come Meal	Al Cooke	June 11		2 reels	
Happy Holidays	Hill-Duncan	Sept. 16		2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar. 12		2 reels	
Heavy Infants	Karr-Ross-Alexander	June 11		2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Days	Karr-Ross-Alexander	Aug. 14		2 reels	
Mickey'e Babies	Mickey Yule	Aug. 7		2 reels	
Mickey's In Love	Mickey Yule	June 4		2 reels	
Mickey In School	Mickey Yule	Feb. 6		2 reels	
Mickey'e Little Eva	Mickey Yule	April 2		2 reels	
Mickey's Nine	Mickey Yule	Mar. 5		2 reels	
Mickey'e Parade	Mickey Yule	Jan. 2		2 reels	
Mickey's Triumph	Mickey Yule	July 2		2 reels	
Mickey's Wild Weet	Mickey Yule	May 7		2 reels	
My Kingdom For a Hearse	Al Cooke	April 16		2 reels	
Oul Oul Heidelberg	Karr-Ross-Alexander	Feb. 13		2 reels	
Panting Papas	Karr-Ross-Alexander	Jan. 9		2 reels	
Rahl, Rahl Rexle	Al Cooke	Feb. 20		2 reels	Feb. 18
Restless Bachelors	Al Cooke	May 14		2 reels	
Silk Sock Hal	Al Cooke	May 28		2 reels	
Social Error, A	Al Cooke	Jan. 23		2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July 9		2 reels	July 28
Too Many Hieses	Al Cooke	Mar. 5		2 reels	
Top Hats	Al Cooke	Mar. 19		2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno	Jan. 6	
Avenging Rider, The	Tom Tyler	Oct. 7	
Captain Careless	Bob Steele	Aug. 26	
Charge of the Gauchos	F. X. Bushman	Sept. 16	
*†§Circus Kid, The	Darro-Costello-Brown	Oct. 7	
City of Shadowe, The	Luden-Lynn		
Come and Get It	Bob Steele	Feb. 3	
Dog Law	Ranger (Dog)	Sept. 2	
Down Our Way	Valli-Caldwell-Darro		
Drums of Araby	Tom Mix		
Eagle's Talons, The	Tom Tyler		
Freckled Rascal, The	Buzz Barton	Mar. 31	
Fury of the Wild	Ranger (Dog)	Nov. 4	
*†§Gang War	Borden-Pickford	Nov. 18	6337 feet
Gun Law	Tom Tyler	Mar. 3	
Headin' for Danger	Steele-Mendez	Dec. 16	
His Last Haul	T. Moore-Owen	Nov. 11	
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet Aug. 4
Idaho Red	Tom Tyler	Mar. 3	
Orphan of the Sage	Buzz Barton	Dec. 23	
Rough Ridin' Red	Buzz Barton	Nov. 4	
Sally's Shoulders	Wilson-Hackathorne	Oct. 14	
Singapore Mutiny, The	Gardner James	Oct. 7	
Sinners in Love		Nov. 4	
Son of the Golden West	Tom Mix	Oct. 1	
Stocks and Blondes	Logan-Gallagher	Sept. 9	
Stolen Love	M. Day-O. Moore-Lease	Dec. 2	
*†§Taxi 13	Conklin-Sleeper-Trevor	Sept. 2	
Tracked	Ranger (Dog)	Jan. 6	
Trail of the Horse Thieves, The	Tom Tyler	Jan. 13	
Tyrant of Red Gulch	Tom Tyler	Nov. 25	
Vagabond Cub, The	Buzz Barton	Feb. 10	
Young Whirlwind, The	Buzz Barton	Sept. 16	

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan. 1		5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept. 1		5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April 15		5300 feet	
Fagasa	Kelly-Kelton-Wells	May 1		6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept. 15		6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb. 15		5600 feet	
Masked Angel, The	Compson-Oakman	Mar. 1		5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct. 15		6900 feet	
Ragtime	De La Motte-Bowers	Sept. 1		6700 feet	Sept. 9
Souls Aflame	James-Wells	April 1		5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov. 1		5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct. 9		6333 feet	Oct. 21
*†Barker, The	Sills-Compson-Mackaill	Sept. 2			July 7
Big Noise, The	Conklin-Hardy-White	Mar. 25		7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct. 23		6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar. 11		6500 feet	April 28
Camille	Talmadge-Roland	Sept. 4		8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April 22		8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb. 12		5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April 15		6365 feet	
Code of the Scarlet	Maynard-McConnell	July 1		5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct. 16		6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kenf	Sept. 25		6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb. 26		6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan. 15		6344 feet	
*†Good-Bye Kiss, The	Eilers-Burke-Kemp	July 8		8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov. 13		7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov. 6		6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June 24		7265 feet	
Harold Teen	Lake-Baian-White	April 29		7541 feet	
Hawk's Nest, The	Sills-Kenyon	May 27		7426 feet	July 7
Head Man, The	Murray-Kent-Young	July 15		6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar. 18		5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July 22		6071 feet	
Heart Trouble	Harry Langdon	July 29			
Her Wild Oat	Moore-Kenf	Dec. 25		6118 feet	Feb. 11
Home Made	Hines-Daw	Nov. 20		6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April 1		6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May 6		6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept. 18		6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April 8		7700 feet	May 19
Love Mart, The	Dove-Roland	Dec. 18		7388 feet	
Mad Hour, The	O'Neill-Kenf	Mar. 4		6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov. 27		5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan. 29		7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct. 30		6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug. 26			
Out of the Ruins	Barthelmess-Nixon	Aug. 19			
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan. 8		7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept. 4		6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct. 2		6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan. 22		5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan. 1		8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept. 11		6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug. 12		7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec. 4		7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June 10		5834 feet	
Upland Rider, The	Maynard-Douglas	June 3		5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec. 11		6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May 13		6021 feet	
Wagon Show, The	Maynard-Faire	Feb. 19		6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug. 5			
Wheel of Chance	Barthelmess-Basquette	June 17		6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb. 5		5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug. 5		6225 feet	
Yellow Lily, The	Dove-Brook	May 20		7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 30	6467 feet
§Changeling	Dorothy Mackaill		
*†Divine Lady	Griffith-Varconi		
Do Your Duty	Charlie Murray		
Glorious Trail, The	Maynard-McConnell	Oct. 28	
*Hard Rock	Sills-Todd	Oct. 14	
*Haunted House, The	Kent-Todd		
*†Lilac Time	Moore-Cooper		8967 feet Mar. 24
*Night Watch, The	Dove-Reed	Sept. 9	
*Outcast	Griffith-Lowe	Oct. 28	
Phantom City, The	Maynard-Gilbert		
*Scarlet Seas	Richard Barthelmess		
*Show Girl	White-Delaney	Sept. 00	
Waterfront			
*Whip, The	Mackaill-Nilsson-Forbes	Oct. 7	6058 feet

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov. 20		4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept. 25		4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov. 13		4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan. 8		4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June 17		6417 feet	June 23
Come to My House	Borden-Moreno	Dec. 25		5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan. 15		4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June 3		5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar. 18		6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct. 9		8154 feet	Nov. 4
Escape, The	Valli-Russell	April 29		5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July 8			
*Fazil	Farrell-Nissen-Busch	Sept. 10		7217 feet	June 9
Fleetwing	Norton-Janis	June 24		4939 feet	
*Four Sons	Mann-Hall-Bushman	Sept. 2		9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan. 1		5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept. 25		5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb. 26		5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May 13		6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May 13		4518 feet	May 19
High School Hero	Phipps-Stuart	Oct. 16		5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May 6		6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar. 11		4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept. 18		6162 feet	Sept. 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Ladies Must Dress	Valli-Gray	Nov. 20		5599 foot	Dec. 23
Love Hungry	Moran-Gray	April 8		5792 foot	April 21
Loves of Carmen	Del Rio-McLaglen	Sept. 4		8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May 27		6679 foot	June 18
*Mother Machree	Bennett-McLaglen	Oct. 22		6863 feet	Mar. 17
None But the Brave	Morton-Phipps-Lynn	Oct. 21		5713 foot	Aug. 11
No Other Woman	Del Rio-Alvarado	June 10		5071foot	
Painted Post, The	Mix-Kingston	July 1		4952 feet	June 23
Pajamas	Bordon-Gray	Oct. 23		5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April 22		5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct. 2		5893 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec. 2		9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug. 26			
Road House	Barrymore-Alba	July 22		4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct. 30		8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov. 27		5467 foot	
Sharpshooters	O'Brien-Moren	Jan. 15		5573 feet	Jan. 28
Silk Legs	Bellamy-Hell	Dec. 18		5446 feet	
Silver Valley	Mix-Dwan	Oct. 2		5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb. 5		5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar. 4		5397 feet	Mar. 31
*Street Angel, The	Gaynor-Farrell	Aug. 19		9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov. 4		8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May 20		5937 feet	May 28
Two Girls Wanted	Gaynor-Tryon	Sept. 11		6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov. 6		5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar. 25		5112 feet	April 14
Wild West Romance	Bell-Lincoln	June 10		4921 feet	
Wizard, The	Lowe-Hyams	Dec. 11		5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov. 27		5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan. 8		5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April 15		1 reel	May 26
Arkansas Traveler	Variety	Jan. 8		1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9		1 reel	
Cow's Husband, A	Spenser-Temple	June 24		2 reels	June 23
Desert Blooms, The	Variety	Mar. 19		1 reel	
Drifting Through Gascony	Variety	Oct. 28		1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Remon	May 13		2 reels	May 19
Glories of the Evening	Variety	Nov. 11		1 reel	
Head Hunters of Ecuador	Variety	Jan. 22		1 reel	Feb. 4
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan. 15		2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan. 1		2 reels	
Jack and Jilted	P. Cunning-M. King	May 27		2 reels	May 26
Jungles of the Amazon	Variety	Feb. 5		1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan. 29		2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar. 25		2 reels	May 19
Lofty Andes, The	Varsity	Aug. 5		1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan. 22		1 reel	
Love is Blonde	Rollens-Ellis	Feb. 26		2 reels	Mar. 17
Low Necker, The	Marjorie Beebe	Dec. 18		2 reels	Jan. 14
Monument Valley	Variety	Nov. 25		1 reel	
Neapolitan Days	Variety	Sept. 2		1 reel	
Old Wives Who Knew	Hallam Cooley	April 8		2 reels	May 26
On a South Sea Shore	Variety	April 1		1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb. 19		1 reel	
Snowbound	Variety	Aug. 19		1 reel	
Spanish Influence	Variety	April 29		1 reel	
Spanish Craftsmen	Variety	Sept. 30		1 reel	
Steeplechase	Variety	Oct. 14		1 reel	
Storied Palestine	Variety	Dec. 23		1 reel	
T. Bone for Two	Tyler Brooke	April 22		2 reels	
Through Forest Aisles	Variety	Sept. 16		1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar. 11		2 reels	
Vintage, The	Variety	Mar. 4		1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Air Circus, The	Carrol-Lake-Rollins	Sept. 30			
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov. 18			
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Oct. 14			
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec. 23			
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell				
Homesick	Sammy Cohen	Dec. 30			
Joy Street	Barrymore-Alba	Dec. 9			
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
Making the Grade	Moran-Lowe	Oct. 7			
Me, Gangster	Collyer-Terry	Oct. 8			
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28			
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Sept. 23			
Prep and Pep	Rollens-Drexel	Nov. 11			
Riley the Cop	Macdonald-Drexel	Jan. 6 '29			
Vampire a la Mode	Marjorie Beebe	Oct. 29			
Win That Girl	Rollens-Carrol	Sept. 16		5337 feet	
Woman, The	Astor-Bard				

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb. 1		5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct. 1		6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov. 1		6000 feet	Mar. 10
Chorus Kid, The	Fatre-Washburn	April 1		6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept. 1		6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May 1		6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug. 12		6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug. 26		6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan. 1		7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June 1		6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
Thru the Breakers					
Turn Back the Hours	Loy-Pidgeon	Mar. 1		8800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April 7		8805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April 28		6998 feet	July 14
Adventurer, The	McCoy-Sebast an	July 14		4709 feet	
Annie Laurie	Gish-Kerry	Sept. 17		8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan. 21		6139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov. 12		6433 feet	
Ben Hur	Noverro-McAvoy	Oct. 8		11893 feet	Jan. 18, '28
Big City, The	Chaney-M. Day-Compson	Feb. 18		8838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept. 10		11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct. 1		5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar. 17		8344 feet	June 2
Buttons	Coogan-L. Hanson	Dec. 24		8050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May 19		5482 feet	June 16
Circus Rookies	Dane-Arthur	Mar. 31		5661 feet	May 19
Cossacks, The	Gilbert-Adoree	June 23		8601 feet	June 30
Crowd, The	Boardman-Murray	Mar. 3		8538 feet	Feb. 25
Detectives	Dane Arthur	June 9		5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May 5			
Divine Woman The	Garbo-Hanson	Jan. 14		7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb. 18		8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct. 15		8408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June 16			July 28
Foreign Devils	McCoy-Windsor	Sept. 3		4858 feet	April 28
Four Walls	Gilbert-Crawford	Aug. 4			July 21
Garden of Allah	Terry-Petrovich	Nov. 5		8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct. 29		6846 feet	
Latest from Paris, The	Shearer-Forbes	Feb. 4		7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April 14		7045 feet	June 2
Law of the Renge	McCoy-Crawford	Jan. 21		5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec. 3		5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan. 2		7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec. 17		5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June 2			
Man, Woman and Sin	Gilbert-Eagels	Nov. 19		8280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug. 11		7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Gray	Mar. 10		7289 feet	
Quality Street	Davies-Nagel	Dec. 31		7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwen	April 21		5014 feet	
Road to Romance, The	Novarro-M. Day	Sept. 24		6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb. 11		7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May 12		5813 feet	
Smart Set, The	Haines-Holt-A. Day	Feb. 25		6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec. 10		4784 feet	Mer. 24
Spring Fever	Haines-Crawford	Oct. 22		6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan. 30		9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec. 10		6273 feet	Nov. 11
Telling the World	Haines-Page	June 30		7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov. 26		5252 feet	
Under the Black Eagle	Flash-M. Dey-Forbes	Mar. 29		5901 feet	May 19
West Point	Haines-Crawford	Jan. 7		8134 feet	Jan. 7
*White Shadows in the South Seas	Blue-Torres	July 7		7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan. 28		5011 feet	
Wyoming	McCoy-Sebastian	Mar. 24		4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar. 17		2 reels	
All For Nothing	Charley Chase	Jan. 21		2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar. 10		1 reel	
Barnum and Ringling, Inc	"Our Gang"	April 7		2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept. 15		1 reel	
Blow by Blow	Max Davidson	Mar. 31		2 reels	April 21
Boy Friend, The				2 reels	
Came the Dawn	Max Davidson	Mar. 3		2 reels	
Children of the Sun	Ufa Oddities	Feb. 11		1 reel	
Cleopatra		July 7		2 reels	
Crazy House	"Our Gang"	June 2		2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar. 17		2 reels	
Dumb Daddies	Max Davidson	Feb. 4		2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug. 18		1 reel	
*Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar. 10		2 reels	April 7
Fair and Muddy	"Our Gang"	May 5		2 reels	May 12
Family Group, The	Charley Chase	Feb. 18		2 reels	Feb. 18
Fight Pest, The	Charley Chase	May 12		2 reels	May 28
Finishing Touch, The	Laurel-Hardy	Feb. 25		2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar. 4		3 reels	
From Soup to Nuts	Laurel-Hardy	Mar. 24		2 reels	April 21
Golden Fleeces	Ufa Oddities	May 19		1 reel	
Happy Omen, A	Ufa Oddities	July 14		1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
*Imagine My Embarrassment	Charley Chase			2 reels	July 28
Is Everybody Happy?	Charley Chase			2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan. 28		1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan. 21		2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan. 28		2 reels	Mar. 3
Let George Do It	Laurel Hardy			2 reels	
Limousine Love	Charley Chase	April 14		2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov. 10		1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar. 24		1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept. 1		1 reel	
Murder	Ufa Oddities	Sept. 29		1 reel	
Nature's Wizardry	Ufa Oddities	July 28		1 reel	
*Ol' Gray Hoss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufa Oddities	June 16		1 reel	May 28
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan. 7		2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan. 14		1 reel	
Pets and Pests	Ufa Oddities	Jan. 28		1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April 21		1 reel	
Rainy Days	"Our Gang"	Feb. 11		2 reels	Feb. 25
Sanctuary	Ufa Oddities	May 5		1 reel	July 21
*School Begins	"Our Gang"			2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25		1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26		2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June 30		1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14		2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Tell it to the Judge	Max Davidson	April 28		2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May 19		2 reels	May 28
Tokens of Manhood	Ufa Oddities	June 6		1 reel	May 28
Two Tars	Laurel-Hardy			2 reels	
Virgin Queen, The	Stanley-Dwan-Manning	May 12		2 reels	May 19
Wicked Kashmir, The	Ufa Oddities	April 7		1 reel	
Wives for Sale	Ufa Oddities	Oct. 27		1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13		1 reel	
Your Darn Tootin'	Laurel-Hardy	April 21		2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	Sept. 29	6037 feet Aug. 4
*Bellamy Trial, The	Joy-Bronson	Oct. 5	
Beyond the Sierras	Tom McCoy	Sept. 15	
Brotherly Love tentative	Dane-Arthur	Oct. 12	
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day	Sept. 22	
*Dancing Daughters	Crawford-Brown-Sebastian	Sept. 1	
Deadline, The	Flash-Lorraine-Gray		
*Excess Baggage	Haines-Cortez	Sept. 8	
Gold Braid	Ramon Novarro	Nov. 30	
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther	Aug. 25	
Humming Wires	Tim McCoy		
Little Angel, The	Shearer-Asther	Nov. 2	
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert	Nov. 16	
Napoleon	Special Cast		
*§Nize Baby			
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine	Oct. 26	
Show People	Davies-Haines	Nov. 9	
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes		11100 feet Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*While the City Sleeps	Chaney-Page	Sept. 15	
Wind, The	Gish-Hanson	Nov. 23	
Woman of Affairs, A	Gilbert-Gatbo	Oct. 19	
Woman of Affairs, A	Gilbert-Garbo		

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar. 31		5897 feet	
Barbed Wire	Negri-Brook	Sept. 10		6591 feet	
Beau Sabreur	Brent-Cooper	Jan. 7		6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May 19		5808 feet	July 7
Chang	Jungle Film	Sept. 3		6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov. 12		5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb. 18		5665 feet	April 7
Drag Net, The	Bancroft-Brent	May 26		7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April 21		5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb. 25		5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct. 8		5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May 12		7720 feet	May 26
First Kiss, The	Wray-Cooper	Aug. 25		7640 feet	Aug. 11
Fools for Luck	Fields-Conklin	May 5		5758 feet	June 23
Forgotten Faces	Brian-Brook	Aug. 11			
Gay Defender, The	Dix-Todd	Dec. 10		6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct. 15		5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan. 28		6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec. 10		5998 feet	
Half a Bride	Ralston-Arlen	June 16		6263 feet	
His Tiger Lady	Menjou-Brent	June 9		5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec. 3		5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July 14			July 28
Jesse James	Thomson-Lane	Oct. 22		8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug. 18			Aug. 18
Ladies of the Mob	Bow-Arlen	June 30		6792 feet	
Last Command, The	Jannings-Brent	Jan. 21		8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov. 26		6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar. 10		7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan. 14		5737 feet	Feb. 25
*Loves of An Actress, The	Negri-Cooper	Aug. 18		7459 feet	Aug. 4
Magnificent Flirt, The	Florence Vidor	June 2		6440 feet	June 30
Nevada	Cooper-Todd	Sept. 10		6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April 7		5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct. 22		5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar. 3		7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept. 24		4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov. 5		5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar. 17		6600 feet	May 5
Peaks of Destiny	Special Cast	Jan. 28		5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan. 21		6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June 30		7646 feet	July 14
Red Hair	Bow-Chandler	Mar. 10		6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct. 1		9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug. 25			
Secret Hour, The	Negri-Thomson	Feb. 4		7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Dec. 24		6209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct. 15		5515 feet	Dec. 9
She'e a Sheik	Daniels-Arlen	Nov. 12		6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct. 8		5179 feet	
Show Down, The	Bancroft-Brent	Feb. 25		7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar. 24		4792 feet	May 26
Speedy	Lloyd-Christie	April 7		7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb. 11		5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov. 19		4934 feet	
Stark Love	Special Cast	Sept. 17		6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May 26		6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April 21		6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept. 17		6124 feet	Sept. 18
Tell It to Sweeney	Conklin-Bancroft	Sept. 24		6006 feet	Oct. 28
Three Sinners	Negri-Bexter	April 14		7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar. 3		5733 feet	
Two Flaming Youths	Conklin-Fields	Dec. 17		5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb. 4		5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct. 29		7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June 23		5834 feet	
*Warming Up	Richard Dix	Aug. 4		6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Havor	Oct. 1		8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept. 3		6935 feet	
Wife Savers	Beery-Hatton	Jan. 7		5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct. 29		5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb. 25		2 reels	
Alice In Movieland	Novelty	June 23		2 reels	
Baby Feud	Krazy Kat Cartoon	Aug. 18		1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct. 22		1 reel	
Behind the Counter	E. E. Horton	Mar. 3		2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April 21		2 reels	
Bum Steer, A	Krazy Kat Cartoon	April 21		1 reel	
Call Again	E. E. Horton	Oct. 20		2 reels	
Campus Cuties (Christie)	Billy Dooley	April 7		2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13		1 reel	
Dad's Choice	E. E. Horton	Jan. 7		2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27		2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug. 11		2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan. 21		2 reels	April 28
Frenzy	Novelty	Jan. 14		2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May 26		2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April 28		2 reels	
Haltback Hannah (Christie)	Ann Cornwall	April 14		2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June 2		2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb. 11		2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec. 1		2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug. 18		2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb. 25		1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb. 11		1 reel	
Just the Type (Christie)	Neal Burns	Feb. 18		2 reels	
Knights of the Air	Aviation Film	Mar. 31		2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb. 18		1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8		1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23		1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25		1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22		1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11		1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20		1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28		1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14		1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb. 4		1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar. 31		1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June 9		1 reel	
Ko-Ko's Klnk	Inkwell Cartoon	Jan. 7		1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21		1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6		1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar. 3		1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar. 17		1 reel	
Long Hose (Christie)	Jack Duffy	Mar. 17		2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6		2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May 12		2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24		2 reels	
Love Sunk	Krazy Kat Cartoon	Mar. 24		1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4		1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29		2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June 2		1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29		1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13		2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14		1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June 30		1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan. 28		2 reels	
Say Uncle (Christie)	Jack Duffy	June 9		2 reels	
Scrambled Weddings	E. E. Horton	June 30		2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1		2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan. 28		1 reel	
Show Vote	Krazy Kat Cartoon	Sept. 15		1 reel	
*Skating Home (Christie)	Frances Lee	Sept. 1		2 reels	
Slick Slickers (Christie)	Neal Burns	July 7		2 reels	
Slippery Heels (Christie)	Jimmie Adams	June 18		2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept. 22		2 reels	
Stage Coached	Krazy Kat Cartoon	June 16		1 reel	
*Stop Kidding	Bobby Vernon	Aug. 25		2 reels	
Sweeties (Christie)	Bobby Vernon	Mar. 10		2 reels	
Tong Tied	Krazy Kat Cartoon	April 7		1 reel	
Two Masters	Eaton-Post	Sept. 8		2 reels	
Vacation Waves	E. E. Horton	Sept. 15		2 reels	
Walls Tell Tales	Madge Kennedy	Aug. 4		2 reels	
Water Bugs (Christie)	Billy Dooley	Feb. 4		2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar. 10		1 reel	

Coming Attractions

Title	Star	Length	Reviewe
Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20	
*Fleet's In, The	Bow-Hall	Oct. 13	
Hunting Tower	Harry Lauder		
Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane		
Letter, The	Evelyn Brent		
Mating Call, The	Meighan-Brent-Adoree		
Model from Montmartre	Naldi-Petrovitch	Sept. 22	
*Moran of the Marines	Dix-Elder	Oct. 27	
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
*Patriot, The	Jannings-Stone-Vidor	Sept. 1	9819 feet Aug. 18
Quick Lunch	Fields-Conklin		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
*†Soul of France, The	Special Cast		
Take Me Home	Daniels-Hamilton	Oct. 20	
Three Week-Ends	Clara Bow		
*Varsity	Rogers-Brian	Sept. 29	
Water Hole, The	Holt-Carroll	Aug. 25	
*Wedding March, The	Van Strohein-Wray	Oct. 6	
Wings	Bow-Rogers	Sept.	12 reels Aug. 26 '27
Woman From Moscow, The	Negri-Kerry		

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice In Wonderland	Special Cast	Dec. 25		4408 feet	
Alice Thru Looking Glass	Special Cast	Feb. 12		3996 feet	
Almost Human	Vera Reynolds	Dec. 26		5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct. 3		6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb. 12		5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April 29		4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr.	Jan. 8		4805 feet	Dec. 30
Blonde for a Night, A	Marie Provost	Feb. 27		5927 feet	
Blue Danube, The	Leatrice Joy	Mar. 12		6589 feet	May 28

Means synchronized score. †Means sound effects. §Means voice (including dialogue and incidental songs).

Title	Star	Rel.	Date	Length	Reviewed
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondiko (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbiddon Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
*King of Kings, The	Warner-Logan	Sept.	30	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr.	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Red Mark, The	von Seyffertitz-Quartaro	Aug.	26	7937 feet	
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr.	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan.	20	2 reels	
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bargain Hunt		Oct.	14	2 reels	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Burglar, The		Dec.	9	2 reels	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Calling Hubby's Bluff		Feb.	3	2 reels	
Campus Carmen, The	Sennett Girls	Sept.	23	2 reels	
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Catalina Rowboat Races	Jackson-Hiatt-McKee	Oct.	21	2 reels	
Caught in the Kitchen	Billy Bevan	Sept.	9	2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	Aug. 18
Crowned Heads	Sportlight	Feb.	19	1 reel	
Defensive Ends, The	Football Sense	Nov.	28	1 reel	
Defensive Half Backs	Football Sense	Nov.	7	1 reel	
Defensive Line, The	Football Sense	Nov.	21	1 reel	
Deferred Catch	Football Sense	Nov.	14	1 reel	
Don't Get Jeaous		May	19	2 reels	
Dumb Waiter, A	Johnny Burke	Sept.	16	2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	14	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Foolish Husbands		Mar.	17	2 reels	
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Hubby's Week-End Trip		Dec.	2	2 reels	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
In the Bag	"Aesop Fables"	Aug.	26	1 reel	
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	May 19
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Motor Boat Mamas		Sept.	30	2 reels	
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
New Aunt		May	12	2 reels	
No Picnic		Oct.	7	2 reels	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelosque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelosque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Rodeo, The		Mar.	24	2 reels	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon	Sept.	30	3 reels	
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supper Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Taxi for Two	Jack Cooper	Sept.	2	2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
UncleTom		Jan.	27	2 reels	
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
*†Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2 — 5722 feet	
Border Patrol		Dec 23	
Burning Bridges		Sept. 30	
Captain Swagger	La Rocque-Carol	Nov. 11	
Celebrity	Armstrong-Basquette	Oct. 7	Aug. 11
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	
Flying Fool, The	Monty Banks	Nov. 25	
Forbidden Love		Nov. 4	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Geraldine	Quillan-Loff	Dec. 30	
*†Godless Girl, The	Basquette-Prevost	10720 feet	
Hawk of the Hills		Mar. 17	
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan	Nov. 18	
Man-Made Woman	Joy-Boles-Warner	Sept. 9 — 5762 feet	
*†Ned McCobb's Daughter	Irene Rich	Jan. 13	
Office Scandal	Phyllis Haver	Dec. 16	
Power	Boyd-Logan	Oct. 21	
Sal of Singapore	Phyllis Haver	Oct. 14	
*†Show Folks	Quillan-Loff	Oct. 28	
Sin Town	Allen-Fair	Jan. 20	
*†Spieler, The	Hale-Logan	Jan. 6	
Yellow Contraband	Leo Maloney	Oct. 28	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke or 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	
Undressed	Bryant Washburn	July	15	5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 18
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
House of Shame, The	Faire-Hale	Chesterfield	Aug.			
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	Aorll		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4562 feet	
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Brill				
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Ameranglo			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 18
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Wasiker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Apaches of Paris, The					
Arizona days	Bob Custer	Syndicate	Sept.	15	4345 feet
Bachelor Club, The	Talmadge-Worth	General Pict			
Bondage	Special Cast	Ufa-Eastern			
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet
Guilty	Fritsch-Vernon	Ufa-Eastern			
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino			6000 feet
Milak of the Snowlands	Special Cast	Ufa-Eastern			
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet
Poet and Czar	Special Cast	Amkino			8775 feet
Thunder God	Cornelius Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino			6500 feet
Water, The	M. Chekhov	Amkino			7000 feet
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet
When Duty Calls	Special Cast	Ufa-Eastern			
Yellow Ticket, The	Anna Sten	Amkino			7000 feet

TIFFANY-STAHL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 28
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Aug.	30		
Ghetto, The	George Jessel	Aug.	1		
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Aug.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Aug.	20		
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borio	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Cavalier, The	Bedford-R. Talmadge	Sept.			
Devil's Apple Tree, The	Dorothy Sebastian				
Floating College, The	O'Neill-Collier, Jr.				
Gun Runner, The	Cortez-Lane				
Rainbow, The	Dorothy Sebastian				
Toilers, The	Ralston-Fairbanks, Jr.	Aug.			
Tomorrow	Miller-Gray	Oct.			

UNIVERSAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	23	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	16		
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 18
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
*†Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	May 12
*†Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	16		
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June	2		
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug.	4		
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Riding for Fame	Hoot Gibson	Aug.	19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
*†Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star		Length	Reviewed
We Americans	Sidney-Miller-Lewis	May 8	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov. 27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May 20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct. 2	4167 feet	
Won In the Clouds	Al Wilson	April 22	4346 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb. 20	1 reel	April 7
All Balled Up	Charles Puffy	Feb. 27	2 reels	Feb. 4
All For Geraldene	Sid Saylor		2 reels	
Ambuscado, The	Fred Gilman	June 18	2 reels	May 19
Any Old Count	"The Gumps"	Jan. 23	2 reels	
Back to Nature	Arthur Lake	Feb. 27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan. 14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar. 24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May 2	2 reels	April 7
Big Game George	Sid Saylor	July 16	2 reels	
Boss of the Rancho	Bob Curwood	Jan. 7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb. 4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar. 19	1 reel	April 7
Broke Out		Aug. 1	2 reels	
Buckskin Days	Newton House	Feb. 18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June 27	2 reels	May 28
Buster's Big Chance	Trimble, Turner and Dog	Jan. 11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar. 14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb. 8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog		2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May 23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug. 15	2 reels	
By Correspondence	Arthur Lake	Jan. 30	1 reel	Jan. 14
Colford vs. Redskins	Lewis-Gulliver-Phillips	Sept. 17	2 reels	
Card of Destiny, The	Fred Gilman	July 14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan. 9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July 11	2 reels	
Cloud Buster, The	"The Gumps"	Feb. 6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May 5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	
Crushed Hats	Sid Saylor	Jan. 30 '29	2 reels	
Danger Line, The	Edmund Cobb		2 reels	
Danger Trail, The	Newton House	Sept. 1	2 reels	
Dangerous Trail, The	Jack Perrin	June 2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan. 18	2 reels	Dec. 31
Diamond Master, The		April 6, '29	10 episodes	
*East Side			2 reels	
Fighting Destiny	Fred Gilman	May 19	2 reels	April 21
Fighting Kid, The	Newton House	June 9	2 reels	May 19
Fish Stories	Young-La Salle	Nov. 21	2 rels	
Fox Chase, The	Oswald Cartoon	June 25	1 reel	May 26
Framed	Bob Curwood	May 26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhaill	June 13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept. 22	2 reels	
Gauge of Battle, The	Fred Gilman	April 21	2 reels	Mar. 24
George Meets George	Sid Saylor	June 20	2 reels	May 19
George's False Alarm	Sid Saylor	Feb. 29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May 30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug. 18	2 reels	
Gold Claim, The	Bob Curwood	July 21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July 25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 17	2 reels	
Handicapped	Laemmle Novelty	Sept. 24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar. 26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9	1 reel	
Her Haunted Heritage	Ben Hall	July 2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April 4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April 26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25	2 reels	
High Up	Oswald Cartoon	Aug. 6	1 reel	
His In Laws	Charles Puffy	Mar. 12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept. 10	1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan. 29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan. 4	2 reels	Dec. 18
Hot Dogs	Oswald Cartoon	Aug. 20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May 14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug. 27	1 reel	
Husbands Won't Tell		Aug. 29	2 reels	
Indoor Golf	Long-Adams-Layman-McPhaill	Mar. 7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June 30	2 reels	May 26
Jackson Comes Home	Bob Curwood		2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept. 3	2 reels	
Just in Time	Edmund Cobb		2 reels	
Just Wait	Young-La Salle	Sept. 26	2 reels	
King of Shebas	Arthur Lake	Aug. 13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov. 10	2 reels	
Looters, The	Bob Curwood	Mar. 3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April 9	2 rsels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhaill	Aug. 6	2 reels	
Mississippi Mud	Oswald Cartoon	Sept. 17	1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May 7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue		10 episodes	
Neck n' Neck	Oswald Cartoon	Jan. 23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2	2 reels	Dec. 16
Newlyweds' Anniversary	Snookums	Aug. 6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April 2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June 4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5	2 reels	Aug. 16
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May 7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 26	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb. 6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar. 5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	May 26	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30	1 reel	April 7
Payroll Roundup, The	Bob Curwood	Mar. 31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July 4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18	1 reel	Mar. 24
Ride For Help, The	Newton House	July 7	2 reels	
Riders of the Sierras	Edmund Cobb		2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15	2 reels	
Riding Gold	Newton House	Jan. 21	2 reels	
Ring Leader, The	Jack Perrin	April 7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar. 5	1 reel	April 7
Ropin' Romance	Newton Houee	Aug. 4	2 reels	
Rubber Necke	Sid Saylor	Sept. 12	2 reels	
Ruse, The	Jack Perrin	Aug. 25	2 reels	July 28
Sagobrush Sadie	Oswald Cartoon	April 2	1 reel	May 5
Sailor George	Sid Saylor	May 9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3	10 episodes	
Sealed Ordere	Jack Porrin	Feb. 11	2 reels	Jan. 28
She'e My Girl	Sid Saylor	Aug. 22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
Sky Scrappers	Oswald Cartoon	Sept. 3	1 reel	Aug. 16
Sleigh Bells	Oswald Cartoon	July 23	1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12	1 reel	Feb. 18
Some Babies	Charles Puffy	Mar. 26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2	1 reel	Dec. 16
Son of the Frontier, A	Newton House	April 14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan. 18	1 reel	Dec. 30
Special Edition	Ben Hall	April 9	1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 6	2 reels	
Speed Sheik, The	Arthur Lake	June 16	1 reel	May 26
Start Something	Long-Adams-Laymon-McPhaill	Feb. 1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21	1 reel	April 26
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	
That's That	Trimble-Turner and Dog	April 11	2 reels	Mar. 17
There'e a Will	C. King-C. Doherty	Dec. 21	2 reels	
Trackless Trolley, The	Ben Hall	July 30	1 reel	
ricky Trickster, The	Ben Hall	June 4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25	2 reels	Jan. 28
Untamed, The	Newton House	May 12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16	10 episodes	
Watch George	Sid Saylor	Mar. 26	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	
What a Party	C. King-C. Doherty	Feb. 22	2 reels	Feb. 4
When George Hops	Sid Saylor	April 25	2 reels	Mar. 31
Whose Wife	King-Doherty	June 6	2 reels	May 12
Winged Hoofs	Newton House	Mar. 17	2 reels	Feb. 25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2	2 reels	
Wolves of the Range	Fred Gilman	Jan. 26	2 reels	Jan. 28
Woman Chasers	C. King-C. Doherty	May 16	2 reels	Mar. 21
Yukon Gold	Jack Perrin	July 28	2 reels	June 30

Coming Attractions

Title	Star		Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Oct. 14		
Brides Will Be Brides	Laura La Plante			
Born to the Saddle	Ted Wells			
§Broadway				
Clear the Decks	Reginald Denny	Dec. 23		
Clearning the Trail	Gibson-Culliver	Oct. 7		
Cloud Dodger, The	Al Wilson	Sept. 30	4227 feet	
§Cohens and Kellys in Atlantic City	George Sidney			
Crimson Canyon, The	Ted Wells	Dec. 16		
Crimson Hour, Th3	De Putti-Mosjukine			
Danger Rider, The	Hoot Gibson	Nov. 18		
Doubling For Trouble	Gibson-Gilbert			
Eyes of the Underworld	William Cody			
Fallen Angels	Kerry-Starke			
Gate Crasher, The	Glenn Tryon			
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor			
*†Give and Take	Sidney-Hersholt	Dec. 2		
Grit Wins	Wells-Collins			
Hero of the Circus	Special Cast	Feb. 24		
Home, James	La Plante-Delaney	Sept. 2	6307 feet	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet	
It Can Be Done	Tryon-Carol			
Kid's Clever, The	Glenn Tryon			
King of the Rodeo, The	Hoot Gibson			
*†Last Warning, The	Laura LaPlante			
*†§Lonesome	Tryon-Kent			June 30
Man Disturber, The	Reginald Denny			
Navy Blues	Arthur Lake			
One Rainy Night	Laura La Plante	Dec. 9		
Play Goes On	Veidt-Philbin			
Port of Dreams, The	Mary Philbin			
§Red Hot Speed	Denny-Day			
Red Lips	Nixon-Rogers		6947 feet	
Shakedown, The	Murray-Kent			
§Show Boat	Rubens-La Plante-J. Schildkraut			
Silks and Saddles	Nixon-Walling-Nolan			
Sky Skidder, The	Al Wilson	Jan. 13		
Taranga	Special Cast			
Watch My Speed	Reginald Denny			
Wild Blood	Rex (horse)-Perrin	Feb. 10		
Wolves of the City		Dec. 2		

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chapin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec.	2	6460 feet	Dec.
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
Tempest	J. Barrymore-Horn	Aug.		9300 feet	June 16
Two Arabian Knights	Boyd-Wolhelm	Sept.	23	7850 feet	Nov. 4
*†Two Lovers	Colman-Banky	Aug.		8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron				
Battle of the Sexes, The	Bennett-Hersholt-O'Neill				
Conquest	John Barrymore				
Hell's Angels	Lyon-Hall-Nissen				

Means synchronized score. †Means sound effects. §Means voice (including dialogue and incidental songs).

Title	Star	Rel.	Date	Length	Reviewed
*§Love Song, The	Boyd-Velez-Goudal				
Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damita				
Revenge	Dolores Del Rio				
She Goes to War					
Three Passions	Terry-Petrovitch				
Woman Disputed, The	Talmadge-Roland				

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb. 25		6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan. 14		5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec. 3		6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr.	Oct. 15		6616 feet	Nov. 25
*Crimson City, The	Loy-Miljan-Hyams	April 7		5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct. 29		5003 feet	Nov. 11
*Domestic Troubles	Fazenda-Cook	Mar. 24		5164 feet	
*First Auto, The	Miller-Oldfield	Sept. 18		6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May 26		4914 feet	
*Fortune Hunter, The	Chaplin-Costello	Nov. 7		6639 feet	Jan. 21
*Ginsberg the Great	Jessel-Ferris	Nov. 26		5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov. 5		5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov. 12		6302 feet	Nov. 25
*Ham and Eggs at Front	Wilson-Conklin-Loy	Dec. 24		5613 feet	
*Husbands For Rent	Moore-Costello	Dec. 31		5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec. 17		6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tin	Sept. 10		5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb. 4		7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb. 11		5331 feet	
*Missing Link, The	Syd Chaplin	Aug. 7		6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept. 17		6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept. 4		7961 feet	July 8, '27
*Pay As You Enter	Cook-Fazenda	May 12		4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar. 10		6185 feet	
*Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan. 28		4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct. 22		5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April 21		4820 feet	
*Sailor Izzy Murphy	Jessel-Ferris	Oct. 8		6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept. 24		5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov. 19		6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept. 3		6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug. 21		10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*Beware of Bachelors	Ferris-Collier, Jr.				
*Caught in the Fog	McAvoy-Nagle		Sept. 22		
*†§Conquest	Blue-Warner-Wilson				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*Hard-Boiled Rose	Loy-Collier, Jr.				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*†Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*Little Wild Cat, The	Ferris-Hall-Dawson				
*Midnight Taxi, The	Moreno-Costello		Oct. 6		
*†My Man	Fanny Brice				
*†Noah's Ark	D. Costello-O'Brien				
*No Questions Asked	Ferris-Collier, Jr.				
*One Stolen Night	Bronson, Collier, Jr.				
*Outlaw Dog, The	Rin-Tin-Tin				
*§Redeeming Sin, The	D. Costello-Nagel				
*§Singing Fool, The	Jolson-Bronson				
*Stark Mad	H. B. Warner-Fazenda				
*State Street Sadie	Loy-Nagle		Aug. 25		
*Stolen Kisses	May McAvoy				
*†Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†Terror, The	McAvoy-Horton				
*Women They Talk About	I. Rich-Ferris-Collier, Jr.		Sept. 8		

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Book Worm, The	Harry J. Conley				July 7
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Cougat & Company	Violin, Songs & Dances				June 16
Florence Moore	Song Program				June 23
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Ingenues, The	Jazz Band				June 23
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Miss Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Realization	Herbert-Pam				June 16
Three Brox Sisters	Song Program				June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli				June 23

* *Means synchronized score.* † *Means sound effects.* § *Means voice (including dialogue and incidental songs).*

Hollywood—*Continued*

"Gold Braid" in Production

Production was begun last week at the M-G-M Culver City studio on "Gold Braid," Ramon Novarro's new drama of naval aviation. The opening sequences were taken in a tiny closet-room depicting a part of the student quarters at Annapolis, with the star, Ralph Graves and Carroll Nye appearing as student officers.

The story soon shifts to the air, and George Hill will work with the naval planes at San Diego filming the aviation shots. Anita Page is the heroine in the picture. Eddie Nugent and Stanley Getchell are others in the cast.

A Play for William Haines

William Haines will appear in "A Man's Man," the stage play by Patrick Kearney that Metro-Goldwyn-Mayer has just purchased for him as his next after "Excess Baggage." James Cruze will direct. Filming will begin at once on the picture in which the star will play a sympathetic character in a role that often borders on the tragic.

Ted Wells Starts Western

The story and continuity of "Born to the Saddle," were written by George H. Plympton. Ted Wells has begun work in this latest starring Western for Universal, under the direction of Joseph Levigard.

Tryon's Support Chosen

Joseph Franklin Poland, supervising Glenn Tryon's "It Can Be Done," has chosen the complete supporting cast. Fred Newmeyer is directing this comedy, the first to be synchronized with the Unitone, Universal's sound device.

Dialogue Writer

Earle Snell's former experience in the writing of stage plays has qualified him as one of the dialogue continuity writers for talking pictures on Universal's staff.

Finishes Script

Dorothy Farnum has completed the script of "Adrienne LeCouvreur" for Metro-Goldwyn-Mayer. It is said that Greta Garbo will play the leading role.

River Boats

Fifteen river boats resembling those used on the Mississippi in the '80's and '90's have been constructed on the Sacramento River by Universal for "Show Boat."

Capra Completes Sea Special

Frank Capra has finished the most difficult assignment of his career in directing "Submarine," the Columbia special. He will now direct "The Lone Wolf's Daughter," and is working on preliminaries for this story.

Hale's Future Roles

Howard Higgin is directing Alan Hale and Phylis Haver in "Sal of Singapore." Before Hale rejoins William Boyd to make "The Leatherneckers," he will appear in the title role of "The Spieler."

Old Homesteads

Some of the oldest dwellings in the nation were utilized for scenes in "The First Kiss," the Paramount production. The company traveled from Hollywood to St. Michaels, Maryland, on the Chesapeake's shores to get the actual location described in the story.

Worsley Returns to Direction

Wallace Worsley is back in harness after a sojourn which took him to Australia and other places. He has completed "The Power of Silence," starring Belle Bennett.

Mix' Next for F B O

Robert De Lacy will direct the second Tom Mix picture for F B O, "Drums of Araby."

Henaberry Will Direct Denny

Joseph Henaberry will direct Reginald Denny in "Red Hot Speed." Henaberry has been prominent for a number of years in the comedy field.

Films "Waterfront' Scenes

Malcolm St. Clair, directing Clara Bow's Paramount starring vehicle, "The Fleet's In," brought a number of his company back to the studio upon completion of scenes made on the waterfront in San Francisco.

Three New W. B. Pictures

Camera work is to start this week at the Warner Bros. studio on three new features —"Hard Boiled Rose," to star Myrna Loy, and to be directed by F. Harmon Weight; "Stolen Kisses," to feature May McAvoy, and to be directed by Ray Enright; and "The Redeeming Sin," to star Dolores Costello under the direction of Howard Bretherton.

Young Dynamo

Camera work is scheduled to start next week on another F B O western starring Buzz Barton. His new vehicle, "The Vagabond Cub," will be directed by Louis King.

Recognizing the fact that changes in method come in the splendid advancement of the motion picture industry, the Eastman Kodak Company continues its own forward march and maintains its supremacy in presenting to the trade

Eastman Panchromatic Negative

Type 2

—a perfected, proven product for the cinematographer

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ROCHESTER, N. Y.

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Universal reports that Morgan posters sell admissions. Experience — ability — long affiliation with the theatre business — makes Morgan posters supreme on the boards.

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In This Issue: "The Showman"

Motion Picture News

Reg. U. S. Patent Office



WHEN *he woke up*—

—he found his opposition had sewed up M-G-M's sure-fire stars

—and he couldn't get sound installation for months anyhow

—and besides, Young Blood was ready with sound, too,* making M-G-M supreme in sound as well as silent pictures!

M-G-M STARS ARE LIFE INSURANCE

LON CHANEY
GRETA GARBO
WILLIAM HAINES
MARION DAVIES
RAMON NOVARRO
JOHN GILBERT
NORMA SHEARER
BUSTER KEATON
LILLIAN GISH
DANE-ARTHUR
CODY-PRINGLE
TIM McCOY
OUR GANG
LAUREL-HARDY
CHARLIE CHASE
ROACH ALL STARS
etc., etc.

*M-G-M *September releases ready* (sound or silent): WILLIAM HAINES *in* EXCESS BAGGAGE; OUR DANCING DAUGHTERS (Joan Crawford); LON CHANEY *in* WHILE THE CITY SLEEPS—*And Broadway's biggest film sensation rolls merrily on:* WHITE SHADOWS IN THE SOUTH SEAS in sound, a S.R.O. smash at $2 in NewYork and Los Angeles.

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y. under act of March 3, 1879

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No. 9

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Eastman Panchromatic Negative

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ROCHESTER, N. Y.

THE PATRIOT



NOW

YOU KNOW

HOW GREAT

A MOTION PICTURE CAN BE

"You who make it a point to keep lists of the year's greatest pictures, just chalk down 'The Patriot', for there'll be few screen plays this season which will surpass it".—*N. Y. Eve. World*

"One of the finest things we have seen on the screen in many years". —*Brooklyn Eagle*

"'The Patriot' is, in this reviewer's opinion, the finest picture this season has yet brought to Broadway". —*N. Y. Graphic*

"A magnificent motion picture. Nothing can rob 'The Patriot' of its place in the all-too-limited category of great and permanent motion pictures". —*Film Daily*

"For absorbing acting and direction, don't miss seeing 'The Patriot' ". —*N. Y. Eve. Journal*

"'The Patriot' should be remembered when all the so-called 'wonder-pictures' are forgotten. It is magnificent". —*Exhibitor's Daily Review*

"THE PERFECT FILM OF 1928" —N. Y. DAILY NEWS

¶ Opening a long run engagement at the Rialto Theatre, New York, on August 17th, "THE PATRIOT" has done record-breaking business every performance since. It is literally the sensation of Broadway. ¶ An artistic masterpiece that is at the same time box office all the way. A credit to the industry; a bonanza for your pocketbook. ¶ With "WINGS", "THE WEDDING MARCH" and "THE PATRIOT", Paramount exhibitors start the new season with the three biggest money-makers of 1928-9.

"THE PATRIOT"



EMIL JANNINGS

in the

ERNST LUBITSCH

Production. With Florence Vidor, Lewis Stone, Neil Hamilton.

SOUND SOUND

PARAMOUNT

when the public expects exhibitors to play PARAMOUNT solid!



Nationally Advertised!

PARAMOUNT WEEK
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Great New Paramount Pictures

"THE PATRIOT" Jannings-Lubitsch sensation. Sound or Silent.

•

"WARMING UP" Dix. Sound or Silent.

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"FORGOTTEN FACES" 1928's biggest melodrama.

•

"LOVES OF AN ACTRESS" Negri. Sound or Silent.

•

"JUST MARRIED" Hall-Taylor. Seasonal hit.

•

"THE WATER HOLE" Jack Holt - Zane Grey. Color.

•

"THE FIRST KISS" Wray-Cooper record breaker.

•

"SAWDUST PARADISE" Ralston. Sound or Silent.

Scores of other hits from PARAMOUNT



THE *NEW* COMEDIES

Lovable kids acting comic characters the whole world knows—clever plots, fast action, side-splitting ideas, vast exploitation possibilities, a prominent person in each production, and millions of dollars' worth of country-wide newspaper publicity—"Smitty and His Pals" is destined to be the big box-office cleanup of 1928-29

AMEDEE J. VAN BEUREN

PRESENTS



AND HIS

From the Famous Cartoon Character Originated by

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SYNDICATED THROUGHOUT THE WORLD

A SERIES OF TEN GREAT PATHE COMEDIES THAT WILL TAKE THE COUNTRY BY STORM

SENSATION IN KID IS HERE!

15,000,000

movie-fans, reading the great metropolitan newspapers of over fifty American cities, chuckle over the famous "Smitty" cartoons every day. No one could buy the free daily publicity that this remarkable series of comedies is receiving right now — today — in your community.



PALS

BIG SEAT SELLING NAMES IN EACH COMEDY

JACK DEMPSEY in first release "No Picnic"



CASH IN on the enormous prestige of Jack Dempsey, most magnetic and highly publicized figure in a decade of great American heroes! This tremendous drawing-card appears in an important role in "No Picnic," first gala comedy of "Smitty and His Pals." No exhibitor can afford to let such an opportunity for profits pass him by!

Pathe Comedy

TRADE MARK

PATHE NEWS THERE WHEN IT HAPPENS

Dave Oliver, Pathe Cameraman, Eyewitness of Terriffic New York Subway Disaster

Exclusive pictorial record in Broadway Theatres few hours later—with prints to entire country by air-mail

Newspapers over entire country carry complete report of Pathe Camerman's amazing feat



Pathe News Soon in SOUND

NEW YORK TIMES

Movie Camera Man Sees Wreck.

Dave Oliver, a Pathé News cameraman, saw the disaster. He was standing on the Times Square platform, having barely missed the fatal train. He was on his way home and was carrying his camera outfit and several rolls of highly sensitized film for use on a night job to which he had been assigned.

Fighting against the terrific downward crush of homeward-bound workers from the street above, Oliver set up his camera as near the wreck as possible and photographed the disaster. In an attempt to get to the street with his film, Oliver's heavy motion picture camera and tripod were damaged in the crush and confusion.

His account of the accident follows:

"I was on my way to the Pennsylvania Station and I was just cursing my luck for missing the train which was just pulling out. I was watching the train disappear, when suddenly I heard a screeching of what sounded like a train's brakes. Then there was an explosion. Everything went dark. I heard women scream and then groans. Smoke and overpowering fumes began to fill the station. Several women fainted on the platform.

Battles Throng to Get Pictures.

"My first thought was pictures. I fought my way as close to the downtown end of the platform as possible. By the time I got there, the lights were on again on the platform and down the track. I was able to get a little room and set my camera up long enough to photograph the wreckage.

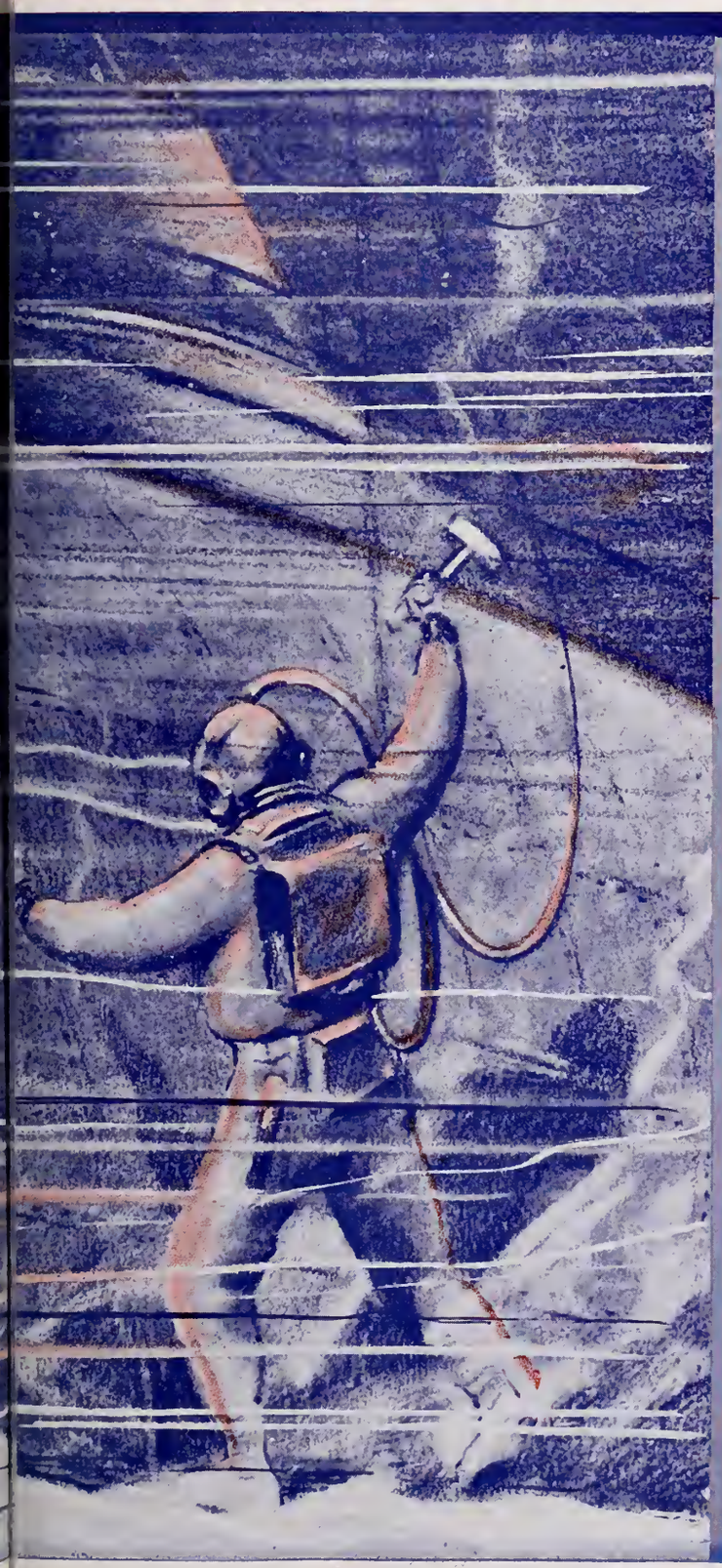
"Most of the smoke had cleared away. I could see they turned the power off. I could see the train down the tracks. It was bent and twisted. One car was broken in two like a stick of wood. The pillars supporting the subway roof were torn. It was bent and twisted.


SUBMARINE
A Terrific Hit!
A Record Smasher!

"SUBM



ARINE"



THE MOST SENSATIONAL DRAMA EVER FILMED AT THE BOTTOM *of the* SEA

Starring

JACK HOLT
Dorothy Revier
Ralph Graves

DIRECTED BY
FRANK R. CAPRA

COLUMBIA PICTURES
GEMS OF THE SCREEN



"SUBMARINE"

A Terrific Hit!

at EMBASSY THEATRE, NEW YORK

Broadway's De Luxe Presentation Theatre

Get in touch with your Columbia Exchange immediately on this overwhelming Box-Office Success—or you'll regret it for the rest of your life!

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WE HAVE felt greatly flattered by the many reports that have filled the press regarding the sale of Warner Bros. and Vitaphone Corporation to other organizations.

All this has emphasized Warner Bros. outstanding leadership. For it is obvious that people do not seek to buy failures.

Do not be misled by what salesmen for other companies may tell you! Our Product will only be sold through our own sales organization.

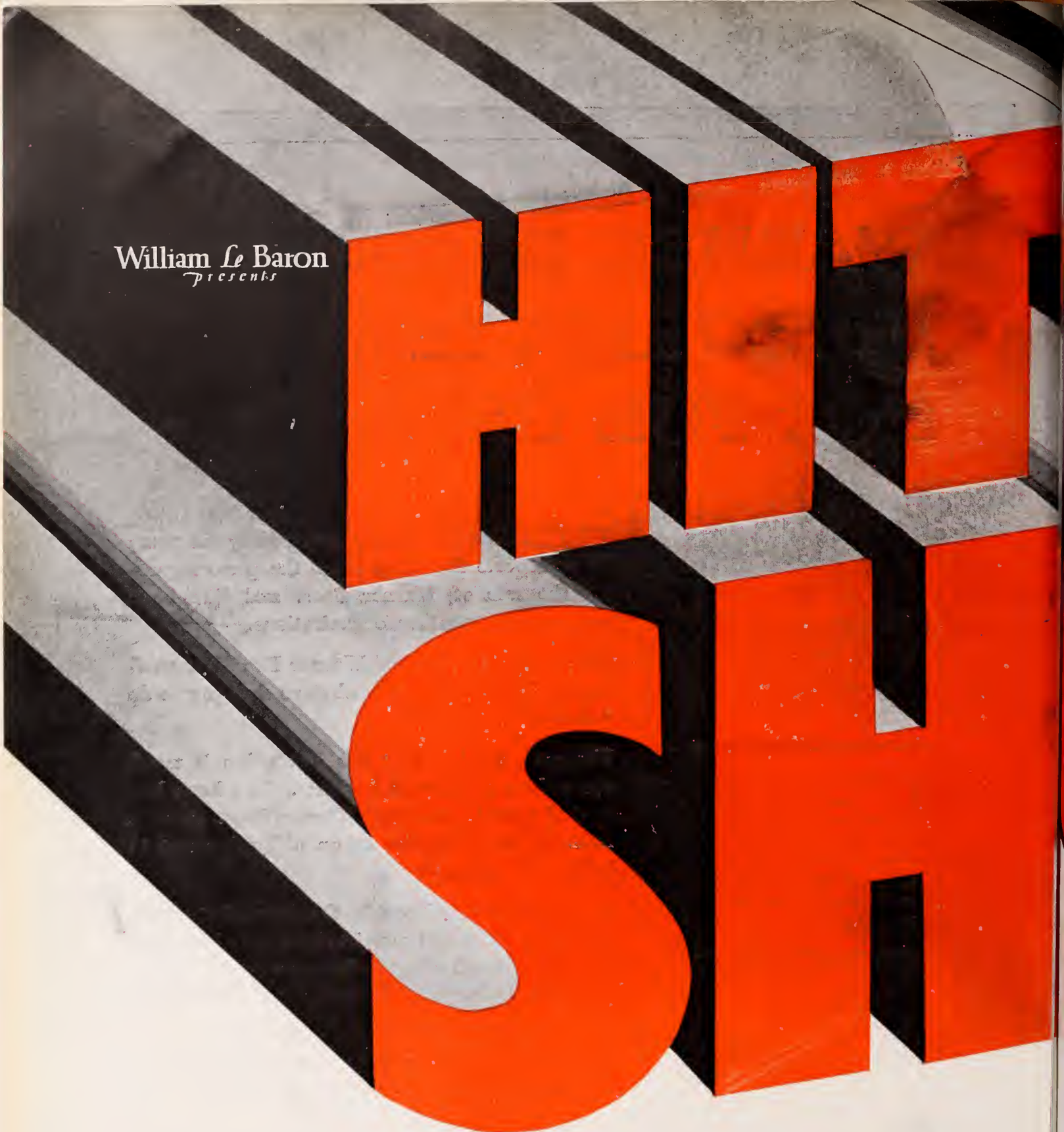
However, we feel that this institution is much more than a personal business. You have had a vital part in creating Warner Bros. success. And this we recognize as an obligation not to be lightly cast aside.

As we did not fail you in the days of struggle, we WILL NOT fail you in the days of success. Therefore to all who are in any way concerned, we wish to say emphatically and publicly—

WARNER BROS. PICTURES, Inc., and VITAPHONE CORPORATION ARE NOT FOR SALE

WARNER BROS. PICTURES, Inc.
By **H. M. WARNER,** *President*

August 24, 1928



A RALPH INCE *Production*

With JOE E. BROWN

Hailed by Press and Public as
Year's Greatest Star Discovery!

GERTRUDE OLMSTEAD
GERTRUDE ASTOR

Dazzling Dancing and *Singing* Chorus of
Broadway's Most Beautiful Chorines!

RALPH INCE



FBO's Tried and Proven Record-Wrecking Sensation! Twin Smash in *Sound* and *Silent* to "The Perfect Crime!"

Giant Circuits wiring for this Second FBO *Sound* and *Silent* Clean - up! KAO, United Artists, De Luxe Independent Showmen Grabbing the Knockout that Packed Them in at Roxy, New York, United Artists', Detroit, and *everywhere!*

Again FBO Urges:

DON'T BE PANICKED BY SOUND

FBO PA
OF SENSATI

Veritable Three-Ring Circus
of De Luxe Featurettes.....

H·C·WITWER'S

RACING BLOOD

Series with Al Cooke · Alberta Vaughn

FLYING FEET ··· LIGHTNING GAGS ··· GORGEOUS GIRLS·

WALTER FUTTER'S

CURIOSITIES

The Movie Side Show
One every two weeks
presented by A·J·VAN BEUREN



GIANT NAL SHORTS

Carnival of Comedy and Novelty Knockouts Sweeping the Field!

BARNEY GOOGLE and SPARK PLUG

Billy De Beck's Famed Comic Strip.... © By KING FEATURES SYNDICATE, Inc.

JIMMY MURPHY'S

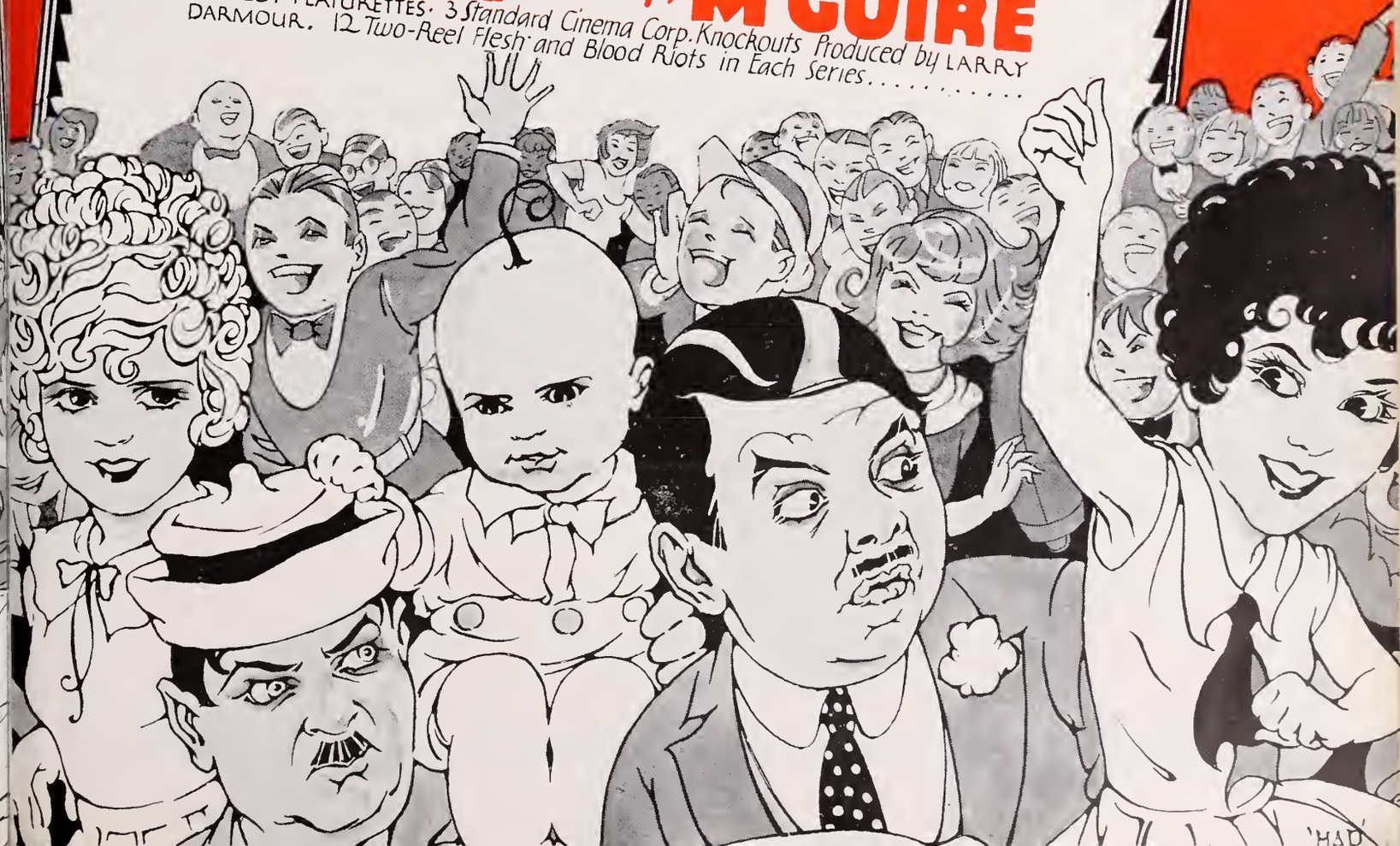
TOOTS and CASPER

Hearst and Syndicate Circulation Backing... © By KING FEATURES SYNDICATE, Inc

FONTAINE FOX'S

MICKEY (himself) M GUIRE

COMEDY FEATURETTES. 3 Standard Cinema Corp. Knockouts Produced by LARRY DARMOUR. 12 Two-Reel Flesh and Blood Riots in Each Series.....



THE trade papers of the country will carry this year between $90,000,000 and $100,000,000 in advertising. Half of this total is placed by advertising agencies (Estimate of *Class and Industrial Marketing*).

A questionnaire just sent out by the Association of National Advertisers establishes trade papers as the second most popular medium among the country's leading advertisers.

The authoritative trade paper is a power in merchandising, not only because of its first point contact with the trade, but also its resultant influence upon the buying public.

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No one is permitted to use the word "Vitaphone" except in connection with the product leased from The Vitaphone Corporation or Warner Bros. Pictures, Inc.

Anyone using the name Vitaphone in any other connection infringes this Trade Mark and will be proceeded against accordingly.

THE VITAPHONE CORPORATION.

H. M. WARNER,
President.

I doubt that I have ever seen a picture just li
"Heart to Heart"...This "Heart to Heart" is a d
ferent kind of picture. And it is an excellent ki
of picture...It is, in significance if not in point
overhead and trick scenery, a great big pictu
I think we can use about as many more like it
Hollywood can turn out."

T. O. Service in Exhibitors Her



TAKE IT FROM ...

THE PARAMOUNT THEATRE

Take it from The Paramount that First National has a swe
box-office proposition in "Heart to Heart"...They've booked it fo
the Paramount Theatre on Broadway week of September 8th.
Putting it in a class with "Her Wild Oat" and "Helen of Troy"
other First National Pictures that played this theatre.—An
no wonder, with *Exhibitors Herald* shouting its masthead o
about it, and a star cast delivering a load of the year's fine
comedy-romance! . . . . . .

GET IT FROM ...

FIRST NATIONAL

First National Pictures, Inc.
presents

HEART to HEART

with MARY ASTOR, LLOYD HUGHES
and LOUISE FAZENDA
From Story by Juliet Wilbur Tompkins
a WILLIAM BEAUDINE production

First National Pictures

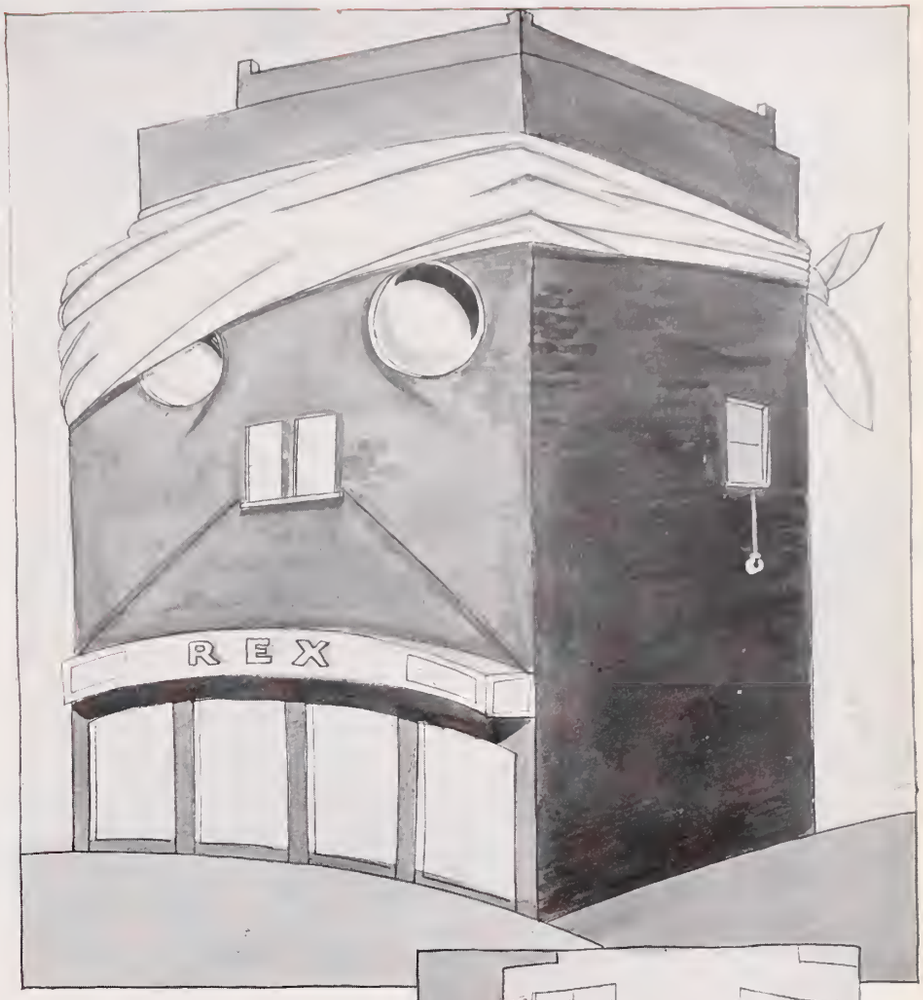
Whether your theatre is wired or not—FIRST NATIONAL PICTURES are a *SOUND* investment!

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

"They called me THE THEATRE NOBODY KNOWS

"People used to stay away from me in droves. I was getting hardening of the ushers for lack of exercise. Then one day I heard about 'LILAC TIME', and how it had broken 19 records in its first 6 weeks. I tried it, and now people fight with one another for seats on my chandelier."

—Rosie Rex





"I used to have that terrible empty feeling . . ."

"For months I suffered horribly from large gaps in my auditorium. My owner spent a fortune on advertising to pep me up—but nothing seemed to do me any good. Then one day someone recommended First National Pictures. I decided to try them, starting with COLLEEN MOORE in 'Oh Kay!' because the New York critics had called it 'rollicky', and 'entertaining', and said that 'you laugh long and loud and heartily'! I am delighted to report that I haven't had a vacant seat since."

—Oliver Olympic



"I was ashamed to look my Manager in the face"...

"My box-office had been anaemic for as long as I can remember. I I was in agony from high bank pressure and felt sure I was nearing the End. Then they gave me an injection of First National Pictures—RICHARD BARTHELMESS in 'Out of the Ruins', 'THE WHIP', 'THE BUTTER AND EGG MAN', HARRY LANGDON in 'Heart Trouble', and JOHNNY HINES in 'The Wright Idea'. I tell you, those pictures made an absolutely new house out of me. Now I know what they mean by 'That Grand and Glorious Feeling.'"

—Leila Liberty

First National Pictures

FIRST NATIONAL PICTURES

THE LIFE BLOOD OF THE INDUSTRY

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

And now 3 more records "cracked up"



WEEK-DAY RECORD AT STILLMAN, CLEVELAND

LILAC TIME RECORDS TO DATE **19** WATCH 'EM GROW





MATINEE RECORD AT CENTRAL, NEW YORK





DAY RECORD AT THE CENTRAL AT $2



"Several planes are cracked up and they are 'cracked up' so irretrievably that there is little fake about them It must have taken some very expert flying to get these scenes"
—*George Gerhard, in N Y Evening World*

STARRING
COLLEEN MOORE
a GEORGE
FITZMAURICE
Production Presented by
JOHN McCORMICK
with **GARY COOPER**
Scenario by Carey Wilson • From the Play by Jane Cowl and Jane Murfin • Adaptation by Willis Goldbeck • Titles by George Marion, Jr

First National Pictures

Add them to the 16 new high-marks previously set and you have 19 RECORDS IN FIRST SIX WEEKS — an average of 3 RECORDS PER RUN — not only broken but broken by thousands! ... Day records, week records — house records, city records — THEY ALL FALL for "Lilac Time"! Facing blistering heat, drenching rain, and steam-roller opposition, it has not only made GOOD but made HISTORY!

LILAC TIME

THE BIGGEST THING IN SIGHT — *or Sound!*

FIRST NATIONAL

is first to deliver BIG for 1928-'29!

Member *of* Motion Picture Producers *and* Distributors of America Inc.—Will H. Hays *President*

Motion Picture News

Volume XXXVIII NEW YORK CITY, SEPTEMBER 1, 1928 No. 9

The Sound Rush

A Few Plain Words on the Present Situation

By William A. Johnston

THE "Talkies" now being rushed to the box-office are, certainly, nothing to rave about. Nor is the public raving. But the public is attending.

One day last week, in a nearby town of thirty thousand, one of the best silent dramas ever made played to about three hundred people, while one of the poorest talkies had box-office lines standing.

And so it goes, everywhere.

The box-office rules; so the ayes have it.

* * * *

We are not alarmed over the quality of the "talkies," present and future.

They will be made well just as fast as talent comes forward to make them.

The early "five reelers" were just as bad. And there was just as much opposition to them—far more in fact, just as there were previously those who contended that a picture theatre couldn't get more than a nickel admission.

* * * *

The present talkies—most of them—are simply silent pictures slapped hastily with a paint brush of sound to furbish them up for a sound picture market.

But, of course, we cannot progress too fast in making the real goods.

There's chaos now and there will be more. There's the foreign market problem; and copyrighted music, with a serious situation arising in the discrepancy between domestic and foreign copyrights; and the labor problem, etc., etc.

* * * *

It seems to us that the electrical companies are mostly out of step in the general rush to get the new kind of entertainment to an eager public. Theatres are clamoring for installations and so are studios. And they are not even getting information, let alone the machines and expert help. If, as some contend, the electrical companies are to control this industry, they have a long, long way to go to learn the difference between theatres and laboratories and between selling shows and electricity to the public.

There's the all-important matter of interchangeability of sound pictures over the various reproducing machines. Definite statements are still lacking. To the many exhibitors who come to this office for some light on the subject, we say this: Yes, there will be interchangeability. There must be. Otherwise the sound picture will be pretty well throttled in its infancy.

* * * *

A word to the smaller theatres. The first runs have the call on installations today; the little theatres are in the van. They can't get machines and if they could, they couldn't afford them. But time will change that. The sound movie, in the long run, will prove the salvation of the smaller theatres.

* * * *

Another point that needs stressing: there are several different kinds of sound pictures. We classify them thus in our Release Chart: those synchronized with music scores; those with sound effects; and voice pictures, including dialogue and incidental songs. Some pictures, of course, have two or more types of sound, or all.

There is plenty of confusion about the whole sound picture development. We can see no reason, however, for any further confusion about types of pictures being offered.

"The Godless Girl"

Reviewed by Edwin Schallert

Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

C. B. DeMille has made a production that will stir up no end of argument in "The Godless Girl." Whether wholly complimentary or otherwise, there will be plenty of talk about this picture, and as a result people will unquestionably flock to see it. Some may find its reformatory sequences gruesome, but they will be fascinated. The cast is adequate, and the dramatic interest splendid.

DeMille has several moments that are among his most brilliant theatrically. Notably, these include scenes of fire in reform school, which is one of most realistic conflagrations ever screened. It is full of tense and exciting incident all closely woven into story. Two other stirring episodes are a fight between atheistic group of school children and believers in early part of picture, and escape of boy and girl from reformatory and their pursuit by the guards under a particularly vindictive leader.

Comparisons of "Godless Girl" with other DeMille pictures suggest natural resemblance to "Manslaughter." In this instance, it is an up-to-date and vigorous theme he is dealing with, remote from "The King of Kings," "The Volga Boatman" and "The Ten Commandments," to name his outstanding achievements of past few years. "The Godless Girl" is much drabber in its realism, much more daring than "Manslaughter"; but its somberness seldom fails to be relieved by tense melodrama. The escape scenes are especially fine in this respect, and show all of DeMille's skill for the dramatic. Marie Prevost, Lina Basquette, George Duryea, Noah Beery are all responsible for fine dramatic performances. Eddie Quillan will be made as a comedian. The showing in Los Angeles at the Biltmore emphasized the need for some cutting, editing and improvement of subtitles, but these faults were secondary. The main thing is that DeMille has a picture that will be susceptible of wide discussion. Fire scenes were greatly enhanced in their impress by sound effects.

Ownership of Pa. Theatre to Be Settled in Court

A dispute over part ownership of the Nemo theatre, Johnstown, Pa., is before the county court at Ebensburg, and may go before a jury in August for partial determination of the controversy. The court recently handed down a decision directing that Harry Von Lunan Hager and Anna Hager Hinchman, owners of one-half interest in the building, to convey their title to George Panagotacos, who had an option on their interest, or pay over to him an amount in excess of $100,000 for improvements claimed to have been made by Mr. Panagotacos in expectation of exercising his option to buy the half interest of the other two in the property.

Mr. Hager now claims that Mr. Panagotacos did not spend any such amount for permanent improvements and that most of the money was for repairs and equipment. The court accordingly was asked to reopen the case to determine how much Mr. Panagotacos spent for actual improvements of a permanent character.

It is said to be likely that the court, of its own motion, may frame an issue to be put before a jury for determination, the jury's answer not to be binding, however, on the court when making its final decision. The matter may go before a jury in the August civil court.

No Action Yet on Report of Australian Film Body

Although it is now more than two months since the report of the Royal Film Commission was presented to the Federal Parliament of Australia, no effort has yet been made to put into operation the nineteen recommendations which did not effect State rights and which were unanimously adopted by both houses of Parliament. It is reported that, before his death, the late Minister for Trade and Customs issued instructions that certain of the clauses were to be brought into immediate effect, including the closing down of the Melbourne Censorship Office and its transfer to Sydney. Orders were given that an extra projection room was to be installed in Sydney to facilitate the handling of films by censors, but this has not yet been done and the trade is still inconvenienced by having to wait for pictures.

The appointment of two women, one to the Censor Board, and the other to the Board of Appeals, has not yet been made so far as it is known. It is known that Mr. Marks, Chairman of the late Commission, recently conferred with the Premier of New South Wales requesting support of the approved recommendations of the Commission. He was advised by the Premier that whatever support was deemed advisable by the New South Wales Government would be given after due consideration.

Music Box Is Newest of Seattle's Theatres

One more theatre was added to the already over-populated list of first run film houses in Seattle, Washington, recently when John Hamrick's Music Box Theatre was opened to the public. It is on Fifth Avenue between Pike and Union Streets, directly across the street from Hamrick's Blue Mouse, and within three blocks of about four other picture houses.

The new Music Box is a 1,000-seat house of the "intimate" type. It is entirely done in Spanish Renaissance period design It will be used by Mr. Hamrick as a long-run house for the leading Warner Brothers pictures.

Andrew Saso will be house manager of the Music Box, with all actual executive work being handled from the general offices in the Blue Mouse and the advertising and publicity being handled by Vic Gauntlett, press agent of the Hamrick chain. An innovation is use of boy ushers.

Two Florida Theatres Test Sunday Blue Laws

Report comes from Manatee that Manager David J. Willig, believing the sentiment in favor of Sunday shows, proceeded to open his house, the new Manatee, last Sunday. Monday, Sheriff Stewart placed both Mr. Willig and his operator, J. H. Oliver, under arrest. Both gave bond in the sum of $100.

Up in Ocala, according to reports, two of the theatres, the Etta and the Dixie, decided to test the Sunday sentiment but decided to delay the opening until after the midnight hour. So, at one minute after 12 Sunday night, the houses were thrown open and it is stated both houses had very good attendance and they were not molested.

New Film Firms Are Chartered at Albany

Motion picture companies incorporating in Albany, New York State, during the past week, and filing the necessary papers with the Department of State, included the following: Filmtone Corporation, capitalization not stated, Joseph A. Sarafite, Hyman Finkelson, Sadie Wynne, New York City; Perfection Synchronizing Service, Inc., capitalization not stated, Robert P. Vickers, Arthur A. J. Woglein, Elsa Moeller, New York City; Photo-Television Corporation, $50,000, Lawrence Cohen, Julius M. Paret, Joseph Lew, New York City.

Inside Slants on the Industry

PICTURES AND PEOPLE

The Mirrors of Filmdom

IF one could get a sufficiently high elevation for a complete bird's-eye view of the industry, he would see feverish activity. . . . In home offices, exchanges, studios and theatres. . . . Yes, brought about mostly by the sound revolution. . . . The industry starting all over again, as it were. . . . But this shouldn't discourage anybody. . . . It's only another proof of the tremendous vitality of the picture business. . . . Also, the observer would get a slant at the almost continuous sessions of the Committee on Rumors. . . . We used to think this business reached the peak in rumors several years ago, but those days were child's play compared to these. . . . The rumor folks toss film companies around from one "merger" to another with the utmost abandon. . . . And keep weary newspaper men busy running down reports which generally turn out to be thin air. . . .

* * * *

Mr. Kennedy having withdrawn, First National is now operating under the general direction of President Rossheim, with Ned Depinet (sales), W. C. Boothby (comptroller), and Al Rockett (production), operating as specialists, each in his own field. . . . Apparently, the advisor idea has been abandoned. . . . First National is utilizing its full man power, and "full steam ahead" is the order of the day. . . . From abroad comes news of a bloc of 17 nations being formed to boost foreign pictures at the expense of American. . . . This resulted from a meeting at Berlin. . . . The idea is to take a slam at America through an exhibitor combination. . . . Well, we shall see how far it gets. . . . But, again, we must point out that, despite the overwhelming popularity of American pictures abroad, it will not do for this industry to discount the possible dangers to its foreign trade. . . . Positive measures are needed to meet the situation. . . . That has been true for a long time and it is just as true now. . . . Concretely, the Europeans will watch with great interest the reception given pictures soon to be released here by J. D. Williams' World-Wide Company. . . . All of these films will be foreign. . . . Nobody would plead that they be given consideration other than warranted by their merit. . . . But neither should any artificial barriers be put in their way. . . . We don't believe there will be. . . . It is clear, in any case, that World-Wide will play a big role in several directions, one of the most important being the international situation itself. . . .

* * * *

Candor is always refreshing. . . . Cutting out bunk is rarely met in this industry, but it exists. . . . Take Harry Cohn, for example. . . . At a luncheon the other day, on Harry's arrival from the Coast, the Columbia production executive gave his views on many topics in no uncertain fashion. . . . "Making pictures that will make money for producer and exhibitors" might be called the theme of what he said. . . . Well, Columbia has shown, and is showing, that it knows how to make pictures. . . . At the Embassy, New York, "The Scarlet Lady" had an excellent two week run, and is giving way to "Submarine" this week. . . . We hear a lot of fine things in advance about this film. . . . We'll give you our report on it in the next issue. . . .

* * * *

The early days of September will see a couple of interesting social events. . . . On the 10th, the Motion Picture Club of New York will open informally, with the formal opening and dedication on the 12th. . . . There are 235 members now. . . . The club has very fine quarters and gives every promise of being a great success. Another date for many people in New York filmdom: the Fall Golf Tournament under the auspices of *Film Daily* will be held on September 11 at the Sound View Golf Club, Great Neck, L. I.

* * * *

One industry giving a dinner to another industry is an unusual event. . . . That's what is going to happen on September 24. . . . Under the auspices of the Aeronautical Chamber of Commerce. . . . A special attraction will be the showing of a film of Lindbergh's flights as compiled by the Hays organization. . . . Copies of the film will be presented to the U. S. Government and Governments abroad. . . . The film industry as represented by the M. P. P. D. A. will be guests of the aviation industry. . . . Undoubtedly this affair will attract great interest and promote goodwill in several directions. . . . While on the subject of aviation, we note that Commander Byrd, on his trip to the South Pole, will have a specially selected film library, the pictures being given by leading producers and chosen by the National Board of Review. . . . Thus does the motion picture become part, and importantly, of man in his epic adventures. . . .

* * * *

Soon every important theatre on Broadway will be wired for sound. Then the real battle to win the public will begin. It won't be a question any longer of "Who's got the sound?" but "Who's got the quality?" Little old public knows quality when it sees it. And it simply will not pay money in the mass for anything else.

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Jesse L. Lasky and Clarence Badger and Josef von Sternberg, right and left respectively, who won Paramount medals for their directorial ability in "It" and "Underworld"



A little tet-a-tete is on between Fannie Brice and Archie Mayo. They are conferring between scenes of Miss Brice's Vitaphone feature, "My Man," at the W. B. studio



Marion Davies, a clever mimic impersonates Jetta Goudal in "The Cardboard Lover" (M-G-M)



Derelys Perdue is a new Universal player and Mrs. Newlyweds in the Stern Bros. "Snookums" comedies



Two months of vacationing in Europe over, J. Robert Rubin, vice-president and general counsel for M-G-M, returns to New York with his wife and son



Alma Bennett as the steno in Tiffany-Stahl's "A Grain of Dust"



Lupino Lane, comedian and star of "Pirates Beware," shows his son, Lauri, some swordplay tactics of the type employed by the Educational artist



Al Jolson looks like this, singing "The Spaniard That Blighted My Life" in Warners' "The Singing Fool"



Mary Brian is one of Paramount's talented young stars. She will have a role in "The Canary Murder Case"



With the first print of "Submarine," Harry Cohen takes leave of his brother, Jack, Frank Capra, Dorothy Howell and Dorothy Revier as he entrains at Los Angeles for New York



George White, Joseph M. Schenck, president of United Artists, and Irving Berlin recently looked over contracts by the terms of which "Say It with Music," a talking picture, to be filmed by United Artists

Anti-American Film Movement

Exhibitors of 17 Nations Reported Organizing to Promote Distribution of European Product

A NEW move to curtail distribution of American pictures abroad has taken form in a proposed International Federation in which are represented at least seventeen European nations, exhibitor-members of which are at present engaged in conference in Berlin. Organization is reported to be proceeding at a rapid rate and a committee of three, from the English, French and German exhibitor organizations, have been named to foster the movement.

France, always to the fore where quotas or anything in the form of anti-American film moves are concerned, is said to have at once moved for the formation of the Federation. Insight into the whole matter can be gained by a statement purported to have been made by Victor Davis, the chief of the British association:

"European films must be safegnarded now. Europe has richer and more interesting stories and literature on which to base films. And Enrope can use money as well as Hollywood, which takes sixty per cent of the money made by movies in England." Great applanse has followed all statements of this nature at the convention and there can be no doubt that the main purpose of the gathering is to throw as many monkey-wrenches as possible in American distribution machinery abroad.

As a defensive movement by American prodncers, foreign players are being signed with view of using them to manufacture talking pictures for consumption in their respective nations. Paul Wegener, a German actor of renown, has plans under way to make a picture for European distribution and efforts are being made to place under contract a number of English, French and Italian players.

Plans are also under way in Germany to shut off the importation of American sound projection apparatus. Forces are being combined, and it was recently given out in a statement by a prominent American producer on his return from Europe, that the Germans have practical sound eqnipment, at a low price, already on the market.

That a feeling of extreme optimism, as to future sales of European film and theatre equipment prevails all over Enrope today, there can be no doubt. There is a new vitality in studios and the enactment of the several quota laws in European nations has aroused citizens' interest to the point where most any stock flotation which has to do with motion pictures meets with instant approval from the small investor—and that is the way certain projects are put over abroad. It is the shilling or small denomination note, investor which puts these flotations over. So snre are they that the quota will make them all rich that hosts of them readily respond to the slightest sales pressure.

As to the quota, whether it will work to the benefit of Enropean film manufacturers or in time spell their ruin, the Wall Street Journal has this to say:

"Sneh restrictions exist either by legislation or by ministerial decree in Great Britain, France, Germany, Austria, Italy and Hungary. Even the little Duchy of Lnxembourg is agitating for its film quota.

"What then is the film quota, whose small shadow is already lengthening in the path of the world's commerce? And why was it enacted?

"American capitalists with large investments in the motion picture industry know that the quota, whose severity is in ratio to the weakness of a nation's film industry, is that nation's effort to protect its own industry and incidentally to widen its export market. . . .

"American business men reading casually of the film quotas in Enrope either dismiss the paragraph as less important than the latest local prohibition raid or political contest. . . .

"Yet, whatever the business . . . it is menaced by the film quotas of Europe, which have made an opening wedge into the dykes of American commerce. The film quota represented the first time in the history of commerce that any government ever attempted by internal legislation to force exports.

"Europe's market has been painstakingly developed. The motion picture is handled less on a price basis than any other commodity in Europe.

"It is obvions that merchandising of this character requires intensive sales planning and distribution effort.

"Film quotas, disrupting a system so laboriously builded, have minimized the profits and increased the difficulties of operating in the European market. To alleviate the hardships thus imposed, and for mutual benefit, it is expected that important amalgamations will be made this year by American companies operating in Great Britain and Austria.

Musicians Reported Peaceful

President of American Federation States 150 Agreements Have Been Signed; Will Close 150 More

NO tronble is anticipated in any cities because of the sonnd picture situation, according to Joseph M. Webber, president of the American Federation of Musicians, who said this week that 150 agreements have already been made in various cities between exhibitors and musicians and 150 more will be closed. Wage increases have been granted musicians in some instanees, in others they are continuing at the current scale, and in St. Louis they have accepted a decrease. In Chicago, where a walk-out of musicians was threatened, the situation was averted by the granting of union demands by theatre owners. Under this agreement any house which has a sonnd pictnre policy will retain an orchestra of at least six and musicians pay will be increased from $77 to $90 a week. Previously the exhibitors of Chicago had rejected the nnion demands and the walk-out seemed imminent.

The opening of "Whispering Friends" was delayed a night at the Illinois Theatre because of a walkont of the musicians and a sympathetic strike of the stage hands. When the theatre management and the union agreed that the house shall engage thirteen musicians for the run of the picture, the premiere was held the following night. Following the engagement of "Whispering Friends" the house agreement with the union is that only five musicians will be employed.

The first dispute arising between exhibitors and projectionists, resulting from the installation of sound equipment has reached the Industrial Commission of the State of Colorado, and the first decision has been made. Some time ago when the Isis Theatre, Denver, installed equipment for the exhibition of talking news reels, the operators served notice on R. B. Conner, manager of the Isis, that their union demanded that there should be four operators assigned to the booth instead of two, because of the installation of the new equipment; also, that the wages of the operators be increased to $66.88 per week.

Mr. Conner immediately protested to the State Industrial Commission of Colorado, with the result that the Commission ruled that in this case sound equipment was used only a small part of the time, that two men were all that was necessary for the operation of the equipment, and that the wage of the first man should be $66.88 and the second man $46.00. The commission also indicated that the higher wage should be paid only in those theatres nsing sound equipment all of the time.

Wallace R. Allen, manager of Loew's Palace theatre in Indianapolis, has announced a delay in the opening of Vitaphone and Movietone at the theatre for a

(*Continued on Page 721*)

Indiana Bill Seeks Relief from Block Booking—Arbitration

AS the result of a bill introduced at the last session of Indiana Legislature by Fred L. Frick, attorney of Garrett, Indiana, outlawry of block booking and compulsory arbitration through the enactment of state laws will be sought this Fall and during 1929. It is believed that this bill is the one which Frank J. Rembusch. Indiana exhibitor, has been interested in.

Enactment of the law, Frick believes, is the only method of relief from exisiting conditions. He sought a conference of several factions within the industry a while back but nothing came of the attempt.

The nature of the bill will be the same as the one introduced to the Indiana Legislature, making it a misdemeanor to force block booking of pictures and compulsory arbitration.

Pathe Acquires P. I. C.

Foreign Agencies and Affiliations Greatly Increased by Formation of Pathe International

THROUGH the purchase of all minority stockholders' interests in the Producers International Corporation, the business of this company and that of the Pathe export department will be merged in the Pathe International Corporation, a one hundred per cent subsidiary of Pathe Exchanges, Inc., it is announced by Colvin W. Brown, executive vice-president.

The acquisition of Producers International brings to Pathe 16 foreign offices in England, Germany, France, Czecho-Slovakia, Belgium, Switzerland, Sweden, and Mexico; eight exchanges in Great Britain and distributor affilations in practically every country in the world.

William Vogel, who established and directed Producers International, which has been handling the sale of Pathe features, remains with the company as Vice-President and General Manager. Under the consolidation, features and short subjects will continue to be handled by separate departments. Arthur Rouseau, who has managed the Pathe export department for twelve years, continues with the company as Vice-President. Mr. Vogel leaves for abroad immediately.

The foreign offiees and affiliations brought to Pathe through the merger include London, Leeds, Birmingham, Newcastle-on-Tyne, Liverpool and Manchester in England, Cardiff in Wales and Glasgow in Scotland; in Germany, Berlin; in France, Paris; Czecho-Slovakia, Prague; Belgium, Brussels; Switzerland, Geneva; Sweden, Stockholm; Mexico, P. D. C. Corp de Mexico D. F.; Denmark and Norway, in Copenhagen; Italy, in Turin Rome and Milan; Poland, in Warsaw; Spain, in Bilbao and Barcelona; Austria, in Vienna; Hungary, in Budapest; Portugal, in Lisbon; for South Africa, the I. V. T. A. of New York City and Kinemas Ltd. of London and S. A.; Japan, in Tokyo; Australia, Hoyts theatres in Sydney; South America, Max Glucksman; Cuba, Porto Rico, Dominican Republic and Venezuela, Medal Film Co. of New York City; Panama Canal Zone and Jamaica, Cinema Pan Americano, New York City; Border States, Johan Cronsjo, Dutch East Indies, Pathe; China, Shanghai; Phillipines, Manila; Egypt, Politi-Sidi office in Paris; Yugo-Slavis, Belgrade, and in India, Caleutta.

The entire personnel of Producers International in New York, now located at 130 West 46th street, will be moved to the Pathe International office at 35 West 45th street.

Negative Affects Rentals

W. S. Butterfield Believes Cost of Picture Is Prime Determining Factor in Arrangement of Prices

NEGATIVE cost is always the determining factor in the rental of a picture, is the contention of W. S. Butterfield, operator of the circuit of Michigan houses which bears his name. Irregardless of the fact that a picture has quality or that there is a draft attached to it, it is the opinion of this theatre operator that the price of a picture must be based on the amount of money that went into its making.

"When a prodneer has a 100 per cent customer, no matter whether it is a circuit of theatres in which they are financially interested, or only a lone exhibitor who is taking 100 per cent of their product, their price must be based on the cost of the picture and not on the fact that it has some draft to it," he declares.

"The poor production of pictures last year and the demand for high rentals was caused by the fact that all the producing heads were busy taking over theatres, and in order to protect their investment in the theatres, they attempted to get this cost out of the sale price of pictures.

"Are the producers desirous of making their profit in theatre ownership and operation, or in making productions? The answer is that the theatres, most of which are now new, built of steel and concrete, should last fifty years and will be here when the producing units and companies will be dead and buried and new ideas advaneed for entertainment to go into these theatres.

"Hardly any of the producers who are chain theatre owners are giving this question much consideration, although there is a precedent already set up for it.

"Dramatic and legitimate producers years ago, who were smart enough to see that the profits were to be made in theatre operation, created circuits for themselves and today there are only two left, the Erlanger and Schubert Circuits.

"As long as these circuits encouraged the production of attractions for these theatres, they were successful; but in the last three years when they proceeded to stifle them and to make most all of the profit from a producers braneh, they brought on the condition that exists today in their field."

Pathe Films in Hoyt's Chain in Australia

Pathe pictures are assured showings in the leading theatres of Australia and New Zealand through the terms of a deal for the distribution of Pathe motion pictures in the Australasian territory, just consummated by William M. Vogel, general manager of Produeers International Corporation, foreign distributors of Pathe pictures, with W. A. Robbins, New York representative of Hoyt's Theatres, Ltd.

The Pathe pictures will play first runs in all key cities. Theatres controlled by the Hoyt organization number over 90 houses throughout Australia and several others in New Zealand.

World Wide Library Signs Henry Hadley

Henry Hadley, Amerieau composer and symphony orehestra conductor, has been signed by the World Wide Musie Corporation, New York, headed by Irving Mills, to write a series of numbers of the World Wide Music Library. By the arrangement, the composer will write exclusively original scores which World Wide will hold available for film producers, it is said.

Mr. Hadley scored the Warner Bros. picture, "When a Man Loves."

Russell Holman Novelizes "The Fleet's In"

Russell Holman, advertising manager of the Paramount, has written a full book length novelization of "The Fleet's In" as exploitation aid.

The novel is being published by Grosset & Dunlap in the popular 75-cent edition and will be put on sale at stores simultaneously with the release of the photoplay on September 15th. It contains a forword on the modern girl by Clara Bow and is illustrated with scenes from the picture.

I. J. Briskin Now Vice-President of Sterling

Irving J. Briskin, with Sterling Pictures, since its inception, has been promoted to Vice-President. His new duties will give him complete operation of the company handling all matters concerning domestic and foreign sales.

The

SHOWMAN

September, 1928

Features

❀

Pictorial Review of Theatres.

❀

Business Building Theatre Map.

❀

How Poor Projection Becomes a Factor in Film Production

❀

Says Sound Pictures Will Not Displace Organ as Theatre Feature.

❀

A Theatre Doorman Who Handles Crowds by Letting Them Handle Themselves.



New Theatre Planned at Portland, Me.

Shown above is an architect's sketch of the grand foyer of the Netoco State Theatre which is to be erected at Portland, Me., after plans by Herbert W. Rhodes, architect. The new theatre will be built by the New England Theatres Operating Corporation, a Boston firm headed by Samuel Pinanski. The Netoco State, as indicated in the sketch will follow the Spanish style of architecture.

CAMERA VIEWS OF THREE NOTABLE THEATRES DESIGNED BY BOLLER BROTHERS, ARCHITECTS

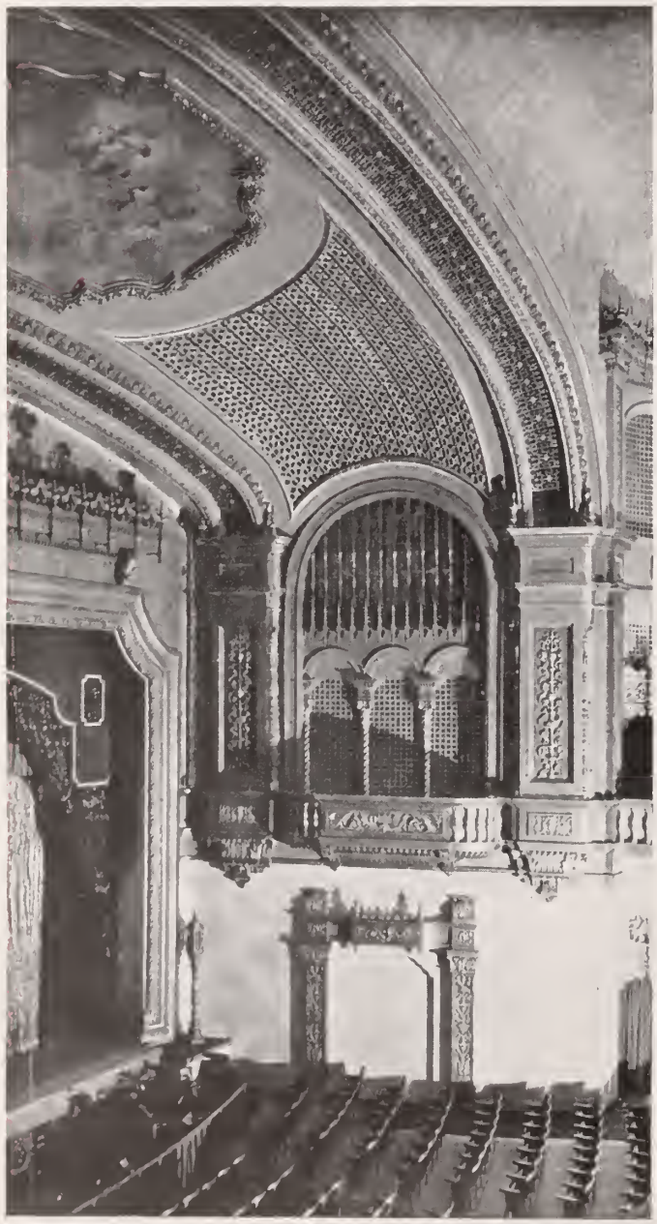
ILLUSTRATED on this and the five succeeding pages are views showing some of the most interesting features of three theatres, located in widely separated cities and showing unusual contrast in fundamental design, which have been built in accordance with plans by Boller Brothers, theatre architects of Kansas City and Los Angeles.

Included are the Texas theatre, on Houston Street, principal thoroughfare of San Antonio, Tex., and operated by the Publix circuit; the Missouri theatre, St. Joseph, Mo., owned by Messrs. J. H. Cooper, Eli Shire and Sam Harding, and Yost's Broadway theatre at Santa Ana, California.

These three playhouses are notable examples of efficient theatre design and as well rank as typical specimens of the work of Boller Brothers, whose specialization in theatre architecture has resulted in many outstanding structures devoted to motion pictures and vaudeville.

The exterior of Yost's Broadway, shown on the opposite page is typical of the colorful treatment which characterizes the facades of the theatres designed by these architects. Elaborate treatments based on productions of the Orient and the Mediterranean countries which set the motive for the interior designs and decorations are adapted to the exterior architecture as an added feature of appeal.

The combination of two different styles for exterior and interior treatment has been successfully handled in the case of the Missouri theatre, the facade of which suggests a brilliantly colored Spanish-Gothic production, while the auditorium is a semi-atmospheric design typifying an old Persian amphitheatre. This semi-atmospheric effect is also worked out in the Texas theatre auditorium by the same device of having the main ceiling suggest a canopy stretched over the enclosing walls and revealing a blue-tinted sky at the corners.



The proscenium and organ screen of the Broadway theatre, Santa Ana, Calif., which faithfully follows the Spanish style in a colorful auditorium seating about 1,500 persons.



Shown above is the lobby of the Broadway. Two stories in height. The effect of height, giving the lobby spaciousness, is emphasized by the arched treatment of ceiling and walls.



Yost's Broadway Theatre, Santa Ana, Calif.

Shown above is an exterior view of the Broadway in Santa Ana. The front is in the Spanish Platueresque style. Store rooms flank the center entrance, which provides a wide lobby.



The mezzanine promenade of the Broadway is shown at the right. Rough cast plaster, with gilt and polychromed decorative details conforming to the architectural style it represents. The arches along the left open over the main lobby. Carpet floor covering, standing lamps and upholstered furniture add a note of warmth and coziness which appeals to the waiting patrons.

BOLLER BROTHERS AND A. G. BAILEY, ASSOCIATE ARCHITECTS



The Missouri Theatre, St. Joseph, Has Seating Capacity of 1600

ATMOSPHERIC TREATMENT FEATURES AUDITORIUM DESIGN REPRESENTING PERSIAN AMPHITHEATRE WITH SIDEWALL AND CEILING REVEALS TO GIVE OUTDOOR EFFECT

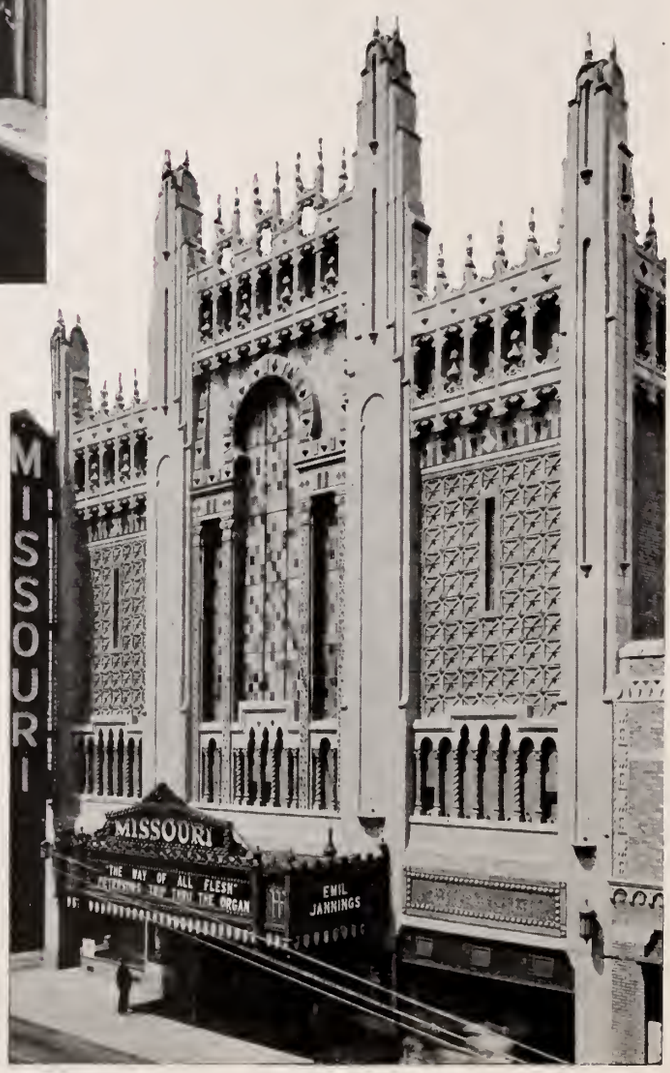
On the right is a view of the proscenium, showing interesting handling of the atmospheric style of auditorium employed in the design of the Missouri theatre, owned by Messrs. J. H. Cooper, Eli Shire and Sam Harding. The sidewalls are executed in sandstone, with drapes and ornaments of red, green, blue and gold to emphasize the wall tones.

The exterior, illustrated in the photo below, is in the Spanish-Gothic style, a brilliantly colored facade which takes on added attractions at night due to the lighting scheme which includes illumination behind the tracery and on the spires.

BOLLER BROTHERS, ARCHITECTS



The Inner Foyer with Stairway to Mezzanine.





The auditorium looking toward the rear. A dark red canopy stretches above an enclosure typifying an amphitheatre. The open sky shows around the edges and in the center of the canopy. Reveals extend along either sidewall from the organ screen to the rear of the auditorium, executed in sandstone and ornamental plaster.

Below, a view of the mezzanine lounge, which features a stepped ceiling of elaborate Persian design and color. Sandstone walls shown under reflected lighting add to the atmospheric effect of the arrangement. Furnishings and lighting fixtures harmonize with the general scheme of this interesting public room at the Missouri theatre.





A Spanish Garden In A Texas Setting

On the left is shown a view of the auditorium of the Texas theatre, San Antonio, Texas—one of the publix circuit's theatres. The auditorium seats three thousand. The construction is orchestra, mezzanine and balcony.

Below, view of the stage and proscenium walls, showing also detail of canopy over the auditorium. Glimpses of the sky are revealed at its outer edges. Murals above the sidewalls, shown in the photo above, depict early Texas ranch scenes, bluebonnet fields and mountain scenery.

BOLLER BROTHERS, ARCHITECTS



COLORFUL ARCHITECTURAL TREATMENT DISTINGUISHES THIS MODERN PLAYHOUSE LOCATED ON HOUSTON STREET, PRINCIPAL THOROUGHFARE OF SAN ANTONIO, IN WHICH THE APPEAL OF OLD WORLD DESIGN IS LOCALIZED BY THE INCLUSION OF SCENES AND SYMBOLS OF THE HOME STATE.



The promenade of the Texas theatre, shown on the right presents the effect of mass rather than fine detail. The dark beams overhead contrast sharply with the ceiling and walls featuring ornament worked out in bright Pompeiian colors.

Below, the main lobby, representing a patio, with floor and stairway of Spanish tiles and overhead sky effect. This atmospheric lobby introduces the patron to the old world illusion created by the interior design by striking the keynote of the Mediterranean architecture featured throughout the house.





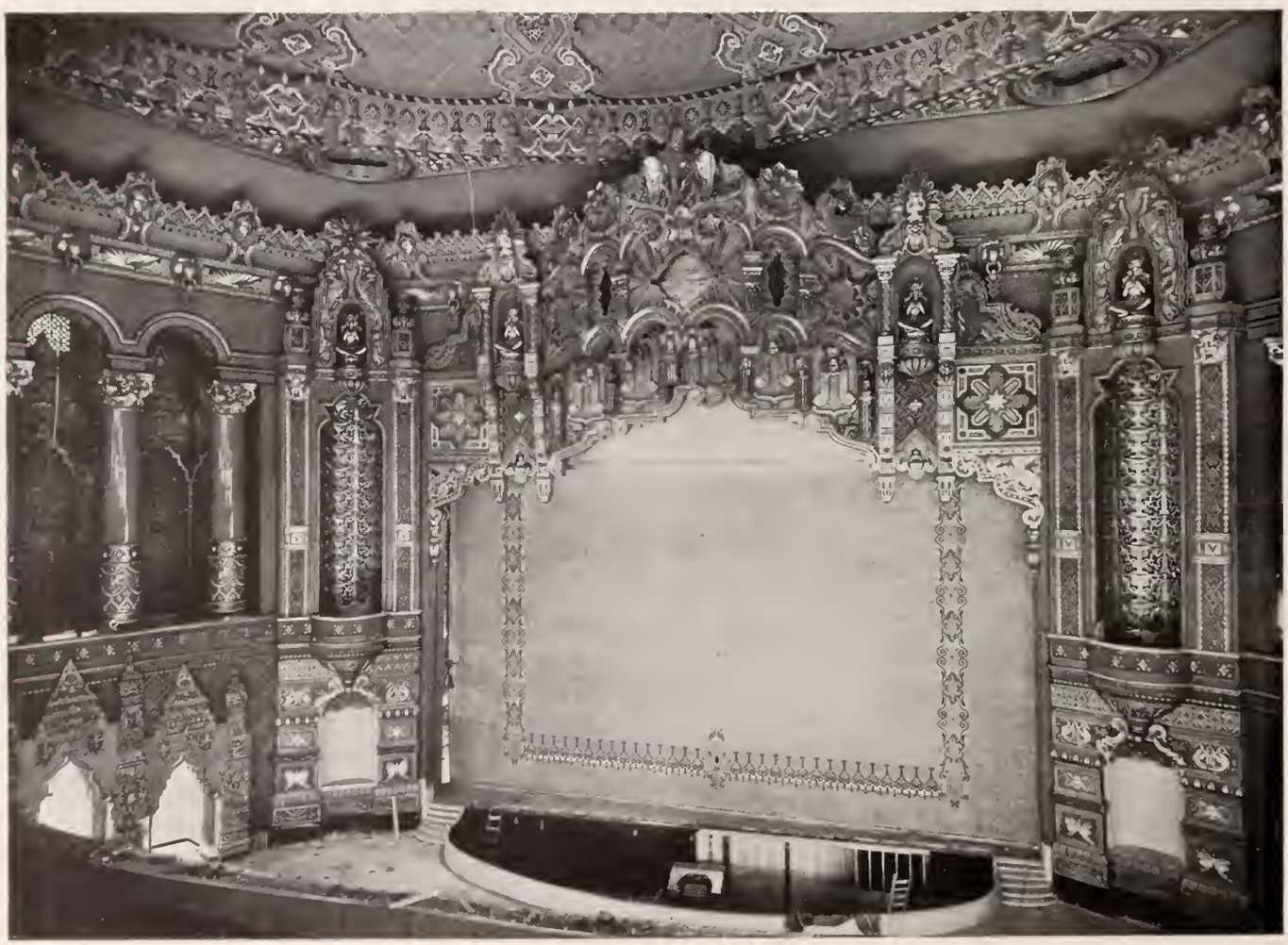
MAMMOTH THEATRE IN DETROIT NEARS COMPLETION

WITH DECORATORS' SCAFFOLDING REMOVED THE HUGE FOX DETROIT PLAYHOUSE BEGINS TO ASSUME FINISHED APPEARANCE IT WILL GIVE WHEN READY FOR FORMAL OPENING ABOUT MIDDLE OF SEPTEMBER.

At the left is a view of the sidewall as seen from the balcony rear. Because of the eight-story dome, acoustical treatment was necessary on a large scale. Special treatment was used to insure acoustical perfection for sound pictures. After plastering, glue was applied and acoustical felt was rolled on, then decorated with special paint stencil-applied.

Below, the proscenium arch, walls and stage as viewed from the balcony—said to be the widest and highest proscenium arch in the world.

HOWARD W. CRANE, ARCHITECT



ENTERTAINMENT

Real and Artistic

The astounding faithful reproduction of Racon Exponential Air-Column Horns has made them the most popular for Auditoriums and Theatres.

The real and artistic value of music, melodious, sweet and clear, is only made possible by vibrationless, non-porous, one-piece construction which Racon Exponential Air-Column Horns afford. Vocal and orchestral selections are re-created with such delicacy of tone and fidelity to timbre as to make the music itself wonderfully real and of such entertaining value that the hearer visualizes the artists as if they were really present.

Racon Exponential Air-Column Horns give greatest depth in the smallest possible space; having a bell size of 6 feet square and an air-column depth of 15 feet, they perfectly amplify the fine degrees of musical shading.

RACON

Dynamic Units

for Exponential Air-Column Horns

Racon engineering triumphs in the production of the new Racon Dynamic Air-Column Unit for Exponential Air-Column Horns It combines the admittedly superior qualities of an exponential horn with the volume and depth of a dynamic unit. It is the most marked advanced step in this day of remarkable radio achievement. The results to be achieved for the use of the Racon Dynamic Air-Column Unit are so startling as to be a surprise even to the most imaginative listener.

Your entertainment problems will all be solved and to the delight of your patrons when you invoke the aid of the correctly designed, artistically made and scientifically constructed Racon Exponential Air-Column Horns and Dynamic Unit. No blasting, no "tinnyness" and no disappointments. Perfection of amplification combined with volume, depth and brilliancy.



Write for Catalog

The NEW RACON Exponential Air-Column Horn

Bell 54 inches by 54 inches square. Depth 31½ inches. Weight, 60 pounds.

Consult Our Acoustical Engineers

RACON ELECTRIC CO. INC.

Specialists in Acoustic Chambers

FACTORIES

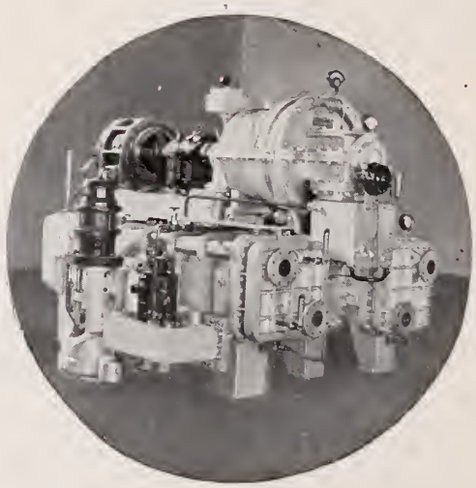
18 to 24 Washington Place, New York

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"The World's Largest and Most Efficient Cooling System"

The standard slogan used in Roxy advertising.



MANUFACTURED WEATHER* in the Roxy

Manufactured Weather,* as essential a part of the great Roxy Theatre as Roxy himself, has received the unqualified endorsement of the countless thousands of persons who have visited this theatre since its opening nearly two years ago.

The healthfully comfortable atmosphere found every day in the year in the Roxy is produced by three separate air conditioning systems, actually operating as one single unit. This is the largest and most extensive installation of air conditioning equipment ever placed in any theatre, and the faith of Roxy himself in this enormous system is evidenced in his advertising—"The World's Largest and Most Efficient Cooling System."

The same system is available for the smaller theatres. Our engineers are pleased at all times to consult with owners and architects. A visit places you under no obligation. Write for the book, "Theatre Cooling and Conditioning."

One of the latest Carrier Centrifugal Refrigeration Units, complete with all auxiliary parts. There are no installations of pipe coils to be placed in other parts of the theatre. The Carrier Centrifugal Refrigeration Unit, using a *harmless* liquid refrigerant—"Carrene"—is safe, simple and automatic in operation. It is an integral part of the complete air conditioning system designed, installed and guaranteed in results by Carrier Engineers.

Carrier Engineering Corporation

Offices and Laboratories
NEWARK, NEW JERSEY

New York Philadelphia Boston Chicago Cleveland
Washington Kansas City Los Angeles

***It isn't Manufactured Weather unless it's a Carrier System.**

Multiple Sound Station Plan to be Revealed in October SHOWMAN

(EDITOR'S NOTE: The following statement in reply to Harold B. Franklin's letter, published in MOTION PICTURE NEWS of August 18, has been made to the editors by Victor A. Rigaumont, Architect, the first installment of whose illustrated article on a new and revolutionary plan of amplified sound distribution for theatres appeared in THE SHOWMAN for August.)

I HAVE read, with great interest, Mr. Harold B. Franklin's criticism of my sound distribution idea as presented in the August "Showman." I agree that the questions he raises are to be expected because the idea of sound distribution is as revolutionary as the sound picture itself was but a short while back.

It is just with the cooperation of such imaginative and practical leaders as Mr. Franklin that "ideas which will not work out at all" are made to function efficiently. My conclusions, reached after a scientific investigation of theatre acoustics, clearly demonstrate that sound distribution should logically be by multiple station "soft speakers" and not loud speakers.

A technical discussion of details now would be lengthy and would not be as interesting as the article I am preparing for the October "Showman" describing and illustrating the super theatre of twelve thousand seats, made possible by sound pictures.

Super theatres of this size, with proper sound distribution, will interest Harold Franklin, William Fox, Joseph Kennedy, Carl Laemmle, Nicholas Schenck and Publix.

V. A. Rigaumont

Says Organ is Just as Much "Box Office" as it Was Before He Installed Sound

AMONG the many questions regarding a future which is certain to be greatly changed because of the perfection of synchronized speech and music for motion pictures is "will the organ pass out as a feature of presentations in the motion picture theatre?"

Many there are who look toward a day when the show will be wholly mechanical, when the music, the vocal acts as well as the feature pictures will "come out of the can and onto the screen as perfected entertainment of popular appeal." Those who take that position as well as those who are admittedly "up in the air" naturally have no great confidence in the organ's future.

Possibly the day when the show will be wholly mechanical is just around the corner, but it is well to bear in mind that while the synchronized and the talking picture is more or less in the experimental stage, so far as the reaction of the public to it is concerned, as well as the ultimate trend it will take as a dramatic form and the method of its presentation, that we already have some precedent and a little tradition upon which to base considerations of the future in the experience of theatres which have been presenting "sound pictures" off and on for several months or even more than a year.

For that reason it is worth while to consider a typical case, to look into it and discover what may be said by those who are familiar with it about the future as gauged by the present and the immediate past—particularly with regard to organ.

A theatre located in the Bronx—the only one in the Metropolitan district outside of Broadway—which has been presenting sound pictures since and including the general release of "The Jazz Singer" would seem to yield some facts worthy of consideration. The theatre referred to is the Park Plaza located at University Ave. and Tremont St., the Bronx. It is a comparatively new house, designed by Eugene de Rosa and planned in accordance with the new idea in picture theatres. It has an air conditioning installation of the newest type, luxuriously furnished lounges and fine equipment for projection.

The Park Plaza was first operated by Universal, but later that company relinquished control of the house to the builder.

Its accendancy to success from the box office standpoint—it is now regarded the most profitable house in the Metropolitan district outside of Broadway—dates to the time when sound equipment was installed, though other progressive policies were instituted at that same time.

IT is managed by Louis La Rocca, a young man but a veteran of ten years experience in managing theatres of the neighborhood type in New York City. La Rocca has managed the house since its opening and knows the situation thoroughly.

This department sought him out to give his views on the future of the style of picture theatre presentations which include sound pictures, based on his observation, information and experience with and without "sound" at the Park Plaza. We were particularly interested in learning what he had thought about the composition of the program which included sound pictures and organ and orchestra features.

WE have cut down on our orchestra," Mr. La Rocca said, but we cannot eliminate that because such music is needed for our vaudeville acts, which we are continuing even when we have a sound feature and the regular two short Vitaphone acts we include in every bill. We continue our organ as a feature, and our organ solos are stressed as features in advertising—in newspapers, billing and screen ads, just as they were before the Park Plaza was wired for sound reproduction.

"From what we have seen at the theatre I hardly think that the organ will diminish in its long established power as a feature that has a wide appeal in conjunction with motion picture presentations.

"We have an organist who enjoys a wide reputation as a musician and whose popularity with the patrons of the Park Plaza is an important factor in the drawing power of the house and the satisfaction which the programs as a whole give to the patrons. He is Andre Halphen, well known in musical circles and well versed in theatre organ technique and 'showmanship.'

"Our standard programs consist of an

(*Continued on Page 710*)

For the New FISHER Theatre!

The seven Fisher brothers personally selected the unusual chair, shown to the right, for the magnificent new Fisher Theatre now being erected at Detroit, Michigan. These capable men, at the head of the largest and finest body building corporation in the world, are in an excellent position to judge the upholstering details, construction advantages, and comfort of any type of seating. That they selected Heywood-Wakefield chairs for their beautiful new theatre is a convincing recommendation of quality—the kind of quality that has influenced Publix, Roxy, Orpheum Circuit, and a host of others to install this well-made theatre seating during the past few years.



Twenty-seven hundred and eleven of this unusual chair will be installed in the new Fisher Theatre at Detroit. The aisle light standard harmonizes with the special Maygar Indian pattern upholstery used on the back. The seat is of an unusually comfortable, double-thick spring construction.

Seats by HEYWOOD-WAKEFIELD

Theatre Seating Division

"One of the Finest"

Emboyd, W. C. Quimby's Newest House Reflects Growth in Status of "Movies" Since Days of Store-Shows That Started Him on Career to Wealth and Fame



Quimby's newest — the Emboyd theatre, Fort Wayne, Indiana

IT was about twenty-five years ago that W. C. Quimby descended from the Pennsylvania "accommodation" at Dennison, Ohio, and proceeded up the then somewhat dingy main street of that eastern Ohio town. For the average man on a "prospecting" tour similar to that which took Quimby to Dennison, the first introduction to the town would scarcely seem encouraging to the notion that this would be the place in which he would establish himself in business. The streets were not especially clean and business places had about them that sort of dreamy atmosphere which seldom is taken as an indication that things are prosperous.

As he walked further along the street he came to unmistakable evidence that business was slow—for the large storeroom on an important location in the very heart of the town was vacant and littered with dust and debris.

There he stopped, and there he decided to start up business in Dennison. This location was the very one he was looking for as a home for the "moving picture show" he would set up. He wanted for that a good sized storeroom in a prominent location at a low rental. So Quimby hunted up the owner and presently closed a deal for its lease.

The next day the denizens of Dennison heard that they were going to have one of those new-fangled things called a moving picture show. And one week later the show opened up.

The storeroom in Dennison was the beginning of a chain of theatres that have since brought wealth and fame to W. C. Quimby, now of Fort Wayne, Indiana, a leading exhibitor of that state and widely known in the picture industry as one of its most progressive and accomplished showmen.

From the little "shooting gallery" in Dennison, Mr. Quimby extended his activities to Columbus, Zanesville and many other Ohio cities where he established storerooms each one bigger and better. (His location in Columbus was on the site of the Lazarus Department Store which now is the heart of the retail district.)

Quimby called them the "Pictoriums" and they had phonograph horns out in front grinding out music to attract the attention of the passerby. They seated from 200 to 300 persons. The seats were kitchen chairs.

The cost of the entire equipment for any one of these theatres was less than one-half of what Mr. Quimby now pays for his screens alone. He laughingly recalls that the chairs were bought on time and the carpenters and electricians who did the remodeling were stalled off until they could be paid from the receipts of the first shows.

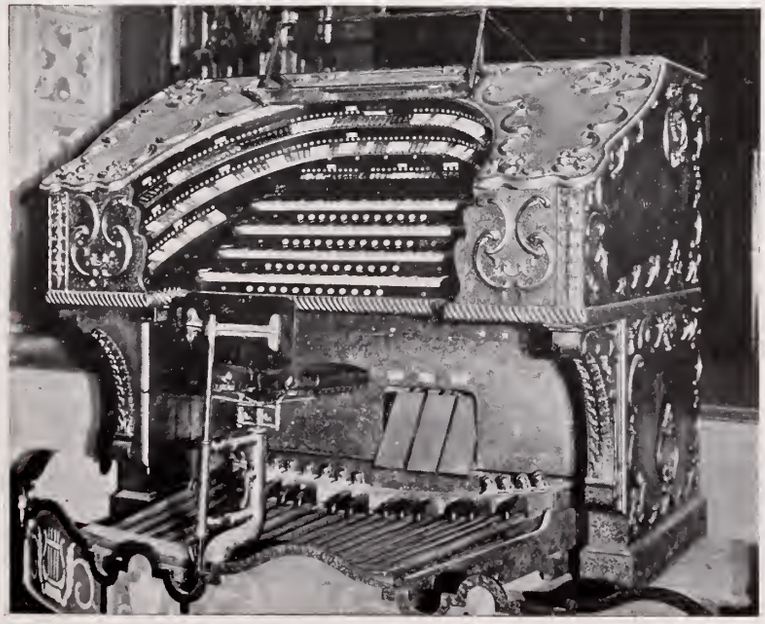
It was in 1914 that Mr. Quimby first located in Fort Wayne, Indiana, the scene of his present endeavors. And it is in Fort Wayne that Mr. Quimby recently opened the finest theatre in Indiana, equalled in size and cost by relatively few theatres in the entire United States. Nowhere is there a more modern theatre in its appointments than the Emboyd Theatre.

For nearly two years Mr. Quimby has been building this cinema palace. In combination with a new hotel, it occupies an entire city block. The cost of the building is said to be $2,000,000. Its carpets and draperies alone cost $60,000. Its finish is typical of the modern in interior decoration—nothing bizarre or gaudy, just rich in color and harmony. The architects are John Eberson and A. M. Strauss.

Quimby was among the first to recognize the importance of organ music as a complement to motion picture presentations and a pioneer in the installation of pipe organs as a feature of his equipment. During the years that followed he gave his personal attention to this feature of his theatres and his presentations, and in his newest and finest house has installed an organ of the most modern design for theatre use.

The organ at the Emboyd is a Page instrument constructed along the lines of an organ he heard demonstrated during a visit to the Page Company's plant at Lima, Ohio, when he was considering various instruments for his new house. He returned to the Page factory on two

(*Continued on page 712*)



ORGAN FEATURED

A close-up view of the $35,000 Page DeLuxe Unit organ which is featured in presentations at the Emboyd. The organ consists of four manuals, 1,900 pipes and a galaxy of traps and effects.



The Kenosha Theater, Kenosha, Wis. —a recent addition to the Midwesco Theater Circuit — is equipped with C-H Simplicity Lighting Dimmers. Architects—United Studios, Chicago. A Mesco switchboard is used.

Another chain theater equipped with C-H Simplicity Dimmers

Wide experience is a guide of acknowledged reliability in selecting equipment.

Thus it is significant that well known theater chains equip their theaters with C-H Simplicity Lighting Dimmers. Their experience has convinced them that C-H Dimmers can be depended on to give the smooth, flickerless control and color blending essential for artistic presentations; that C-H Dimmers are remarkably low in maintenance costs—economical to operate—easy to install—and conveniently adapted to all needs both present and future.



Ask your architect or electrical contractor about the advantages of C-H Dimmers—how easily your theater can be equipped regardless of its seating capacity or decorative scheme.

In the meantime, write for a copy of the instructive booklet "Illumination Control for the Modern Theater".

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
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CUTLER HAMMER

Perfect Illumination Control for the Modern Theater

(3188)

Eschmann Tosses His Hat Into Exhibition Ring

Sales Executive Elects Theatre End as Field in Which to Realize His Organization Policies

THEATRE men and motion picture sales executives alike will follow with deep interest the career which E. A. Eschmann carves out for himself and the twelve theatres of the Playhouse Operating Co., Inc., with which he has become associated as general manager.

The announcement of Eschmann's association with this recently expanded chain of picture playhouses and his assumption of his duties with the company this week constitutes one of the most unusual pieces of news that has developed in the theatre field in recent weeks.

He is widely known in the film business as a sales executive, with Pathe, First National and United Artists. His administrations as chief of the sales organizations of those companies were marked by policies that were both aggressive and progressive and won Eschmann recognition as one of the most able of the sales executives in the distribution branch of the industry.

Now Eschmann is turning to the theatre end of the business as the field best suited to the realization of the organization and cooperative policies in which he has been interested for the past several years.

In view of the fact that his connection with the Playhouse Operating Co., is on a basis which leaves him free to "make or break himself and the properties," to quote Eschmann's own statement, theatre men who long have had their differences of opinion with the notions of sales executives, and sales executives who from their own viewpoint hold ideas of the exhibition end that conflict with those of theatre executives, will be afforded an opportunity to see demonstrated the practical application of business policies which to a limited degree are certain to reflect the ideas and methods applied in the sales branch of the industry.

All precedent connected with this association of E. A. Eschmann and Irwin Wheeler, president of the Playhouse company, and his colleagues, would seem to promise the fulfillment of very advanced ideas of showmanship and organization.

The Playhouse company since its inception years ago, has operated on a very unusual basis. As operator of the Community Playhouse in New Canaan, Conn., and other theatres, Irwin Wheeler has carried out highly individualistic policies.

The theatres of the company are located in suburban towns, and each has to a marked degree succeeded in establishing an institutional prestige which has given it first call upon the public spirit and a feeling of community pride and satisfaction in the local amusement center.

The many accomplishments in the past with regard to pictures of special artistic merit have made certain the fact that the Playhouse organization has taken particular interest in finding the right audience for the right picture. In New Canaan, in Mamaroneck, in Riverhead and other towns where the Playhouse company operates houses, there has been carried on a constant and highly intelligent campaign to bring into the motion picture theatre new groups and classes of people not classified among the regular film fans.

By means of specially drawn advertising campaigns, Wheeler and his associates have frequently demonstrated that motion pictures of acknowledged artistic merit but box-office weakness—judged on performances at many of the less individualistic theatres—can be built up into popular success. This has been done time and again by showmanship methods which created an interest in those special features of drama, acting or photographic distinctions in which the particular picture excelled. Personal messages, addressed through the mail and newspaper advertisements usually were the main features of these campaigns. They were used to great effect with such pictures as "Nanook of the North," "Lady Windermere's Fan," "Moana," "The Last Laugh" and productions of that type.

THE public relations department of the business is the most carefully supervised and executed branch of the Playhouse company's business. Organization work in conjunction with the dominant factors of the town has been carried forward as a vital policy of the business. This has embraced work which has brought into close relation with the theatres such groups as chambers of commerce, parent-teachers associations, Boy and Girl scout organizations, art clubs, music clubs, etc.

The extension of the Playhouse chain, which heretofore has been done on a carefully laid plan to steady growth, has reached the stage of its development which calls for a more aggressive policy from this point on, judging from the recent move which brought several houses into the chain and brought its present total up to twelve.



E. A. Eschmann

This expanded organization created the need of a general manager for the conduct of the business and Mr. Wheeler engaged E. A. Eschmann to fill the important post.

Sound Installations Spur Sales of Projector Arcs

"Sound" picture installations, requiring a sound porous screen to produce the proper illusion of the music, speech and effects proceeding directly from the screen itself, behind which speakers are located, is creating a widespread demand for "low high-intensity" arcs for projection, according to supply dealers.

The New York office of National Theatre Supply Company reports a large increase in the sales of this type of projection equipment. Several of the Loew, Stanley and Consolidated circuits' theatres in the New York territory, have been equipped with Peerless High Intensity Reflector Arc Lamps, manufactured by the J. E. McAuley Mfg. Co., of Chicago.

Increase in similar installations in other parts of the country are reported. This demand for new equipment in theatres in existence for some time is directly traceable, dealers report, to the installations of sound apparatus.

The sound porous screen necessary to such installations has brought about a distinct change in projection. The sound porous screen is to a certain extent light porous also. Thus the demand for more powerful projection illuminants has increased in direct proportion to the increase of sound installations.

A refrigerating system that is efficient for one type of work may prove totally inadequate for another. There is no standard arrangement which may be applied to all conditions. Long experience qualifies YORK engineers to make an accurate analysis of your individual requirements and to recommend a system which exactly will meet them.



Many of the leading theatres throughout the country depend upon YORK air-cooling and air-conditioning equipment to increase their hot-weather profits.



YORK engineers have had long experience in the theatre field. A consultation with them now may result in bigger box-office receipts for you next summer.



If you would be assured of low-cost operation put your problems up to YORK.

YORK
ICE MACHINERY CORPORATION
YORK PENNA

Tell Them How and the Crowd Will Form Its Own Lines Out Front

Arch Bonge, Artist Doorman of the Paramount in New York Explains His Methods In Handling Hold-outs and Selling "Waits"

HE practices the art of Michelangelo by day and that of P. T. Barnum by night, is six feet seven inches tall, and among other distinctions is the founder of a new commercial cult on Broadway—that of ticket-selling on the street in front of the theatre by means of a rather up-to-date application of show "Barking."

We are talking about Arch Bonge—you sound the final "e" in pronouncing that name—who is now chief doorman at the Paramount theatre in New York. Bonge is no tyro in handling theatre crowds out front. He took his first fling at the trade in Chicago six years ago, while a student there. His first assignment to the Department of the Front was at the Roosevelt theatre, where he developed such talent for keeping order in the box office lines and in selling "waits" that he was frequently impressed into service at the Chicago theatre when some special attraction came to that house, and later he took charge of things whenever a new B. & K. house was opened.

Bonge's ideas on "Doormanship"—you are convinced there is such a specialized craft after talking to him about his theatre work—should be of interest to theatre managers and staff men. He has demonstrated at the Paramount that crowds can be handled without mauling and he is showing there right along that "waits" can be sold if they are properly presented to the passing crowds by the super-barker.

In the first place his ideas regarding the fundamental purposes of the doorman is that "he is the means by which the theatre projects a little further front that personality which stamps its service and its entertainment. The doorman should reflect in his appearance, his deportment and his speech, refinement and the regard for the patron's feelings and wishes which stamp the service of the house."

He believes that the best way to handle crowds is to let the crowds handle themselves, under the guidance and direction of the men out front. That is the reason why the ropes have been eliminated from the Paramount lobby—save when crowds on rainy days become so large that one man cannot act as director to lines of twelve deep in the hold-out portion of the lobby.

"I find the majority of the people only too glad to conform to direction provided the doorman by his bearing and manner impresses them that he is doing everything for their own convenience and comfort. The use of 'strong arm' methods creates only added trouble and difficulty for the front men, and requires a greater number of men to execute than the system of simply directing the crowds.

"I don't believe there is a theatre in the country operating with any smaller front staff — proportionate with the crowds it handles, of course—than we are now working with efficiently at the Paramount. We have a front staff of five men,—three part-time men and two full-time men.

"We use only very tall men for the doorman job at the Paramount. All are over six feet tall. The average person is impressed by height in a man. For that reason the unusually tall doorman creates an impression which gives him a big advantage to act as a director and guide in a crowd of people. We instruct the crowds as to where to stand and how to form lines and we find no difficulty in maintaining order in the lines merely by having one man walk along the line and repeat occasionally the instruction to keep well to the right or left, to move forward or to remain stationary. This method appears to be well liked by the patrons. they do not become riled and disgruntled as is the case when ropes are used or when doormen attempt physical 'herding.'

"One of the most potent sources of trouble in the line, of course, arises when someone attempts to crash the line. I have always found that such people react favorably when I simply ask them, in a rather firm but wholly courteous way, to take their proper place at the end of the line.

"With the lines properly maintained in this way, it is remarkable how quickly crowds can be admitted to the theatre when the break comes. When the line starts in motion we assign two men to each line, these doormen acting as guides to keep the line moving along the shortest route and with the order necessary to prevent delays by jamming at the ticket windows or the entrance doors."

BONGE declares that the success of the system depends almost entirely upon selling 100 per cent to every man on the staff. If the men are not absolutely convinced that the best way to handle the crowd is to direct people and that the proper thing to do is to place confidence in people to take care of themselves and accept suggestions from some directing head, rather than to assume full responsibility and act the role of guardian of the patron's thoughts as well as his actions, the plan will not work.

There has been a very favorable reaction on the part of New York picture-goers to the new system in force at the Paramount since Bonge has been in charge of the outside staff—judging by personal observation and the reports picked up in a circle personal acquaintance, which, of course, is limited but nevertheless indicative.

Regarding the amount of studied courtesy the doorman should show the patron, Bonge believes that it is just as easy to overstep the mark and become too sugary as it is to be lax and therefore abrupt and seemingly lacking in the amount of consideration due the buyer or prospective buyer at the theatre ticket office.

SELLING "waits" is one of the most important jobs of the doorman, Bonge contends, and when the effort is successful the theatre manager will agree that this is so. He insists that the right time based on the check figures from inside the house should be stated in this sidewalk selling. If the break is not due until thirty minutes the doorman has no business telling the passing crowds that there is only a twenty minute or even a 'twenty-five minute' wait for seats. If I can't sell a thirty-minute wait as well as a twenty-minute wait, I don't belong on the job."

Bonge stations himself in the center of the sidewalk, midway between the ticket booth and the curb, when he goes out to sell the passing crowds. This was an innovation on Broadway when Bonge introduced it at the Paramount. It has been done in Chicago for a long while, but the doormen at the Broadway picture houses formerly called waits only to those approaching the ticket office from a position near the window. This was done more as a representation to those who were on the box office line or were about to join it, and in effect was a warning. Now that has been changed around, the "waits" are sold as something of value, and the men stationed near the window merely inform those who step up to buy admissions that the wait for orchestra seats is so long and balcony seats are available immediately, if such is the case.

There are a great many nickles coaxed into the Paramount box office in this way. Line-ups and crowds in front of the picture theatre deter many who otherwise would buy if it appeared that they could enter immediately.

"It takes only a little practice and observation," Bonge says, "to know the people whom it is worthwhile addressing with a selling talk on 'waits.' The man

(*Continued on Page 708*)

One Standard of Quality







Illustrating the interior of Robb & Rowley's Ritz Theatre, San Angelo, Texas —Ray E. Lane, architect. A good example of the attractive, modest sized showhouse and the adaptability of "American" chairs to a limited seating expenditure. Chair No. 6153, of which 836 were installed, 600 with upholstered seats and 236 with veneer seats, is a very popular model with the smaller operators. Wood parts of birch and maple, finished brown mahogany . . . with brown spanish moroccoline upholstered seat, this chair combines beauty with economical cost.

Values are not Determined by Comparison of Prices

IN SEATING a theatre, what you get for your dollar beyond visible or tangible substance should guide your selection. Comparison of price is always a poor basis for determining a purchase. Likewise the price of "American" chairs is never the criterion of their values. For whether you buy a stock or special-order chair . . . a low priced or a high priced chair . . . there is but *one* standard of quality in material and workmanship . . . *one* measure of worth for all. Price varies only in proportion to the greater or less amount of material and time involved in the manufacture of a diversity of designs, styles and models.

American Seating Company

Theatre Chair Builders to the American Public for Over 50 Years

10 E. Jackson Blvd., Chicago, Illinois

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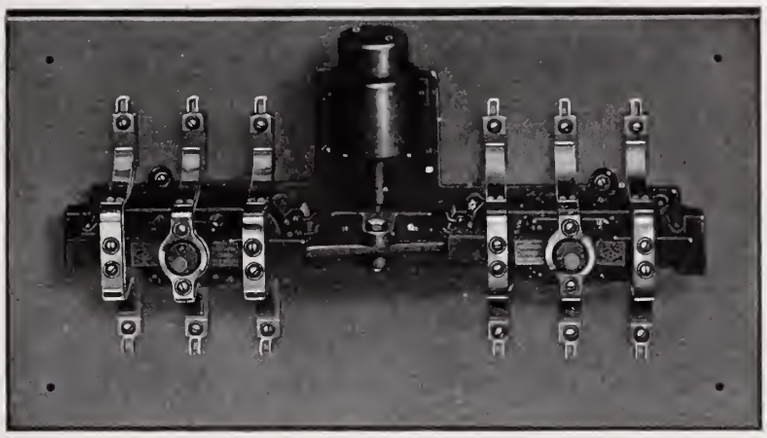
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for your important lighting circuits!



A "Diamond H" Type "G" double throw remote control switch

Can you insure your lights?

What happens if your lighting system fails at a critical time? Did you ever think that you could insure your lighting so that it will never fail, no matter what happens? Well you can.

The "Diamond H" Remote Control Switch is your insurance. No matter what means you take to provide current for lighting circuits, whether you use a motor generator, emergency lighting circuit, or additional circuits from several sources, "Diamond H" Remote Control Switches should be used.

They throw over automatically from one circuit to the other and back again automatically when the main current supply resumes. They are reliable and you can depend upon them absolutely.

The important lighting circuits you need to insure are the exits, aisles, stairways and lobbies. "Diamond H" Remote Control Switches are also useful for many places in the theatre, for instance, to control your exterior signs and marquees, organ heaters, stage lighting and control of effect lighting from booth.

Architects and contractors as well as electricians will find information of value in our Bulletin No. 10. Yours for the asking.

THE HART MANUFACTURING CO.
HARTFORD, CONN.
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DIAMOND H SWITCHES

Mazda Lights for Film Production

Inadequate Projection at Smaller Theatres One of Prime Snags Struck by Producers in Adoption of Incandescent Illumination as More Economical than Arcs for Studio Use.



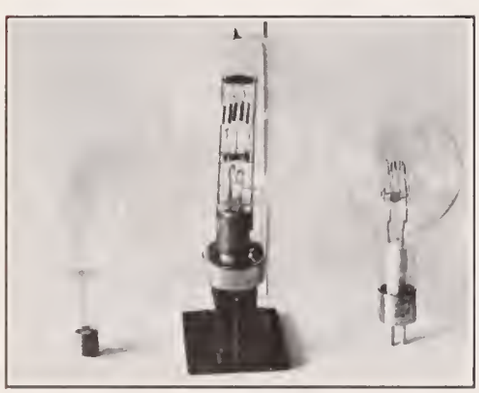
Studio set at F B O studios. Mazda lamps ranging from 1000 to 10,000 watts in size are used in special projectors and other fixtures as shown in the scene.

THE results of a very thorough survey and a series of tests made by studio and laboratory technicians regarding the use of Mazda lighting in motion picture studios are published in a report issued by the Academy of Motion Picture Arts and Sciences, which sponsored a comparative test of arc and incandescent methods of illumination for motion picture production.

The theatre branch of the industry no doubt will read with interest and perhaps chagrin that portion of the appendix to the report which deals with the need of future research and particularly research as to the ability of the Mazda illuminant to give approximately as much definition in photography as arc lighting—one of the most important points to be cleared up in the continued research being made —because, to quote from the report:

"It has been well known in the industry since its start, that inadequate projection in a very large number of theatres, has completely nullified so-called artistic effects in photography."

Thus again there is brought to notice the ever amazing fact that projection, the very heart of the show, in a considerable number of theatres is far below the standard which could and should obtain if theatre owners and projectionists maintained the equipment available for proper projection results and gave the attention to this feature of the show which it rightfully deserves.



Types of lamps for motion picture studio lighting.

According to the report the question of definition has come up "in connection with the plans of a certain producer whose business is almost solely with the smaller classes of theatres where projection is not always of the best. Pictures that are praised for their fine lighting when well projected have appeared on the screen as blotches, shadows and undistinguishable blurs. Therefore, to guard against this, producers catering to the smaller theatres have been obliged to photograph all their product with a special view to sharp definition."

Consequently, poor projection is recognized to prevail in one class of theatre—inadequately designated as "the smaller theatres." Of course, size of house as such has little to do with it, for there are a great many houses in that classification which provide projection that is up to standard.

For general purposes, according to the findings of studio and laboratory technicians, Mazda lighting for motion picture studios appears to be headed for widespread use in the larger plants. The report issued by the Academy of Motion Picture Arts and Sciences is concerned with the facts and findings designed mainly for technicians and engineers and in the main freighted with technical matter not easily grasped by the non-specialist in photography and not especially interesting as reading fare for such. However, there are some striking facts set forth by the cinematographers and lighting specialists in their reports of comparative tests of Mazda and Arc lighting.

Among these is the fact that:

"Replies from nine studios to Questionnaire No. 1 brought forth a uniformity of opinion that the substitution of Incandescent lighting would reduce electrical labor costs approximately 50 per cent."

Regarding estimates of the costs of lamp or globe replacements for incandescents, as compared with carbon renewals for arc lights, showed "considerable variation."

BASED on experiments at the First National studios with twelve productions using incandescents during the period January 1st to March 31st, D. L. Faralla, business manager, reported such replacements was less than 50 per cent of the carbon consumption and tube replacements of arcs under similar conditions.

Paramount, on the other hand, maintained that there had been little or any saving, due to lamps burning out, defects and breakage in handling, and that "comparative costs are about equal."

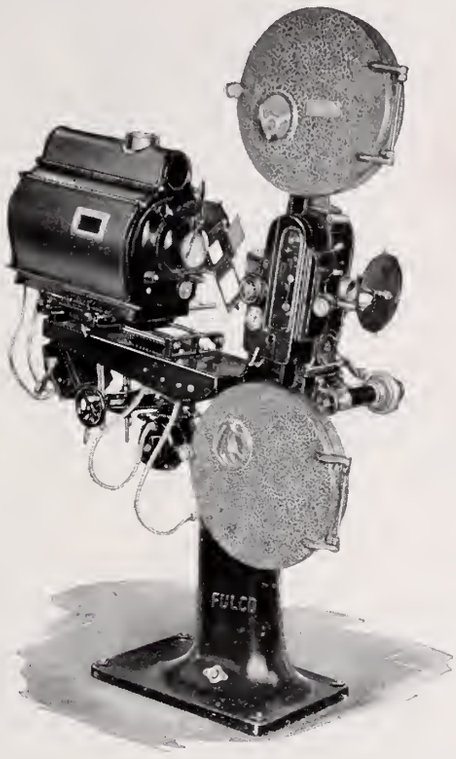
Further analysis of this study made by the Metro-Goldwyn-Mayer, Universal, First National, DeMille and Fox studio engineers revealed the fact that the use of incandescent lamps in place of high intensity arc projectors saved them approximately $100 a day per picture. The use of incandescent lamps require only 50 per cent of the number of electricians employed to maintain arc lights, and furthermore, the inconvenience of changing the carbons every two hours or so is eliminated. Besides, the electrical interference produced by the sputtering arc lights in the microphone circuit of the apparatus for making talking movies was not present where incandescent lamps were employed for lighting.

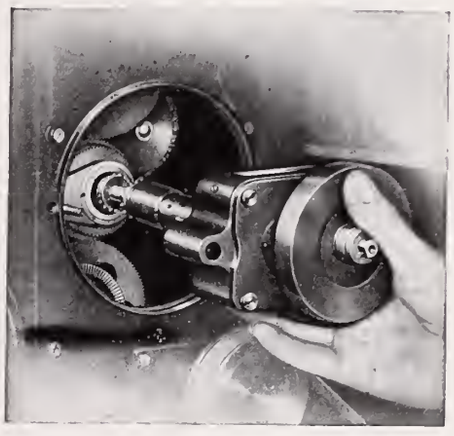
The ease in the manipulation of incandescent lamp lighting equipment when shifting from one scene to another, as well as the quality of illumination obtained, were some of the outstanding features of the incandescent lamp lighting in preference to the old arc systems. The studios of the Universal, First National, Warner Brothers and Metro-Goldwyn-Mayer Companies have altered their lighting equipment 100 per cent for the purpose of using incandescent lamps.

STRENGTH AND DURABILITY

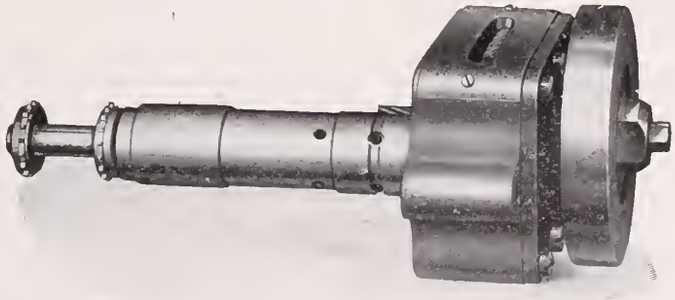
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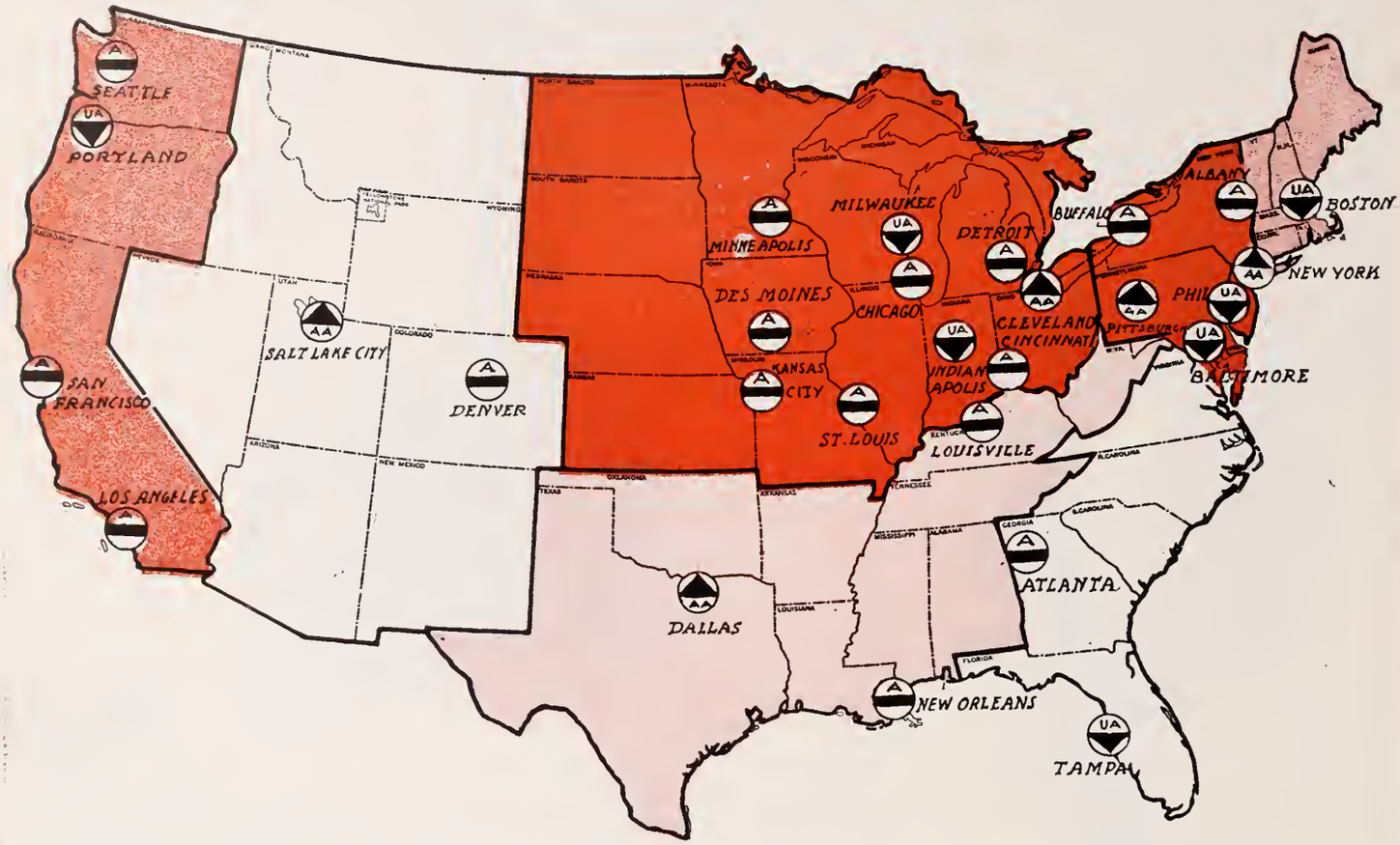
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Theatre Building Business Map

Including Analysis of Key City Attendance Averages



Above Average Business (AA)
Average Business (A)
Under Average Business (UA)

Very light new construction
Light new construction
Moderately heavy construction
Heavy new construction

The map of the United States shown here is divided into seven territories, with colored shading indicating the division of new proposed theatre building as represented for the period from July 15th to August 15th. This new construction is represented in valuation of dollars and cents rather than number of projects.

The shading is in four densities; solid, which represents the greatest value of proposed theatres; heavy stipple, which is second in valuation of new construction; medium, which areas represent conservative building; and the very light areas, where the investment in new theatre projects is very light. The information used in compiling the statistics visualized by the map was obtained through several reliable sources, and the map is to be considered as very nearly accurate in representing comparative theatre building activities in various sections of the country.

The circles shown on the map are located in key cities and illustrate averages of theatre attendance during the three months' period from July 15th to August 15th. The diagrams indicate the relative attendance at the better theatres in these cities during the period covered. These are given by "averages," with symbols to indicate "Above Average" and "Under Average" box office returns. The term "average" as applied in this survey indicates satisfactory box office returns, based upon theatre expectancies, which, in turn, are governed by past earnings under similar or nearly similar conditions.

These attendance statistics were compiled from an analysis of the Key City Reports, published weekly in Motion Picture News, and other sources of information gathered by this publication.

OUR new theatre building map for our thirty-day report ending August 15th shows some changes over that which was printed in our preceding issue, though for the main part the building situation remains the same.

The Middle States have picked up somewhat in their construction and have taken an equal ranking with the North Atlantic States as territories where the heaviest building is projected.

However, the South Eastern and South Western territories are practically at a standstill whereas in our July analysis there was some building projected in these territories.

New England has reported an increase in new theatre projects while the Western States again take rank with territories reporting the lightest building.

Our map of this month should include Canada for it is here that considerable theatre construction is being projected. In the past Canada did not have sufficient construction to warrant representation on the map, but if this report is indicative of future building, Canada will require representation as being one of the leading territories for new construction.

Before giving details on the construction of the various territories in the United States, we wish to make note that in Canada, the Province of Quebec is scheduled for construction of five new theatres and in Ontario three more houses are planned. These eight theatres will represent an investment of $2,520,000 and will have a total seating capacity of 12,400. One of these theatres will cost over a million dollars. This gives averages for this group of Canadian theatres as $315,000 per theatre with 1,550 seats and an average cost per seat of $203.00. It will be shown by a comparison of the figures for constructions in the United States as given in this report that the averages for Canada's houses are considerably higher than those for the United States.

In the United States during the period of July 15th to August

15th, 34 new theatres have been scheduled for construction and will cost $8,286,000 and have a total seating capacity of 41,400. Two of these new theatres will cost between $500,000 and a million, and two of them over a million.

From these figures, the averages for the country are found to be $243,700 cost per theatre, seating 1,218, with an average cost per seat of $200.00.

As is seen in the accompanying map, the North Atlantic and Middle States again lead in volume of construction. In the Middle States, 14 new houses are being projected, calling for an investment of $3,129,000 and giving a total seating capacity of 16,750. One of these theatres is to cost over a million dollars. These figures give averages for this territory of $223,500 cost per house with 1,196 seats and an average cost per seat of $187.00.

In the North Atlantic States, 11,400 seats will be incorporated in 8 new theatres where $2,870,000 will be invested for construction. One of these theatres is to cost over a million dollars. The averages for this territory show the highest for this report, the cost per house being $358,750, with seating capacity of 1,425 and a $252.00 investment per seat.

The West Coast again steps forth with a fairly heavy schedule of new theatre constructions, six new houses being scheduled. One of these theatres is to cost over $500,000. The totals for this territory are $1,440,000 investment for 6,950 seats. The averages are $240,000 per theatre, 1,158 seats and $207.00 cost per seat.

IN New England, where no construction was reported in our last monthly survey, $600,000 is to be invested in two new theatres, one of which will cost over $500,000. These two theatres together will seat 3,000.

In the Western territory just one new small theatre project is reported. This project will have a seating capacity of 500 and cost $25,000.

In the South Eastern territory, no new theatre projects are reported.

Including Canada and the United States, our totals for new theatre projects reported are $10,806,000, with a total seating capacity of 53,800 for 42 projects.

The total number of projects are the same as in our previous report though the total investment is slightly less.

The states leading in theatre construction in respect to investment are as follows:

New York first with one theatre which will cost $1,800,000 and seat 3,000.

Ohio second with five new projects totaling a cost of $1,577,000 and seat 6,350.

California third with an investment of $1,440,000 for six new theatres seating 6,950.

Illinois follows with two projects costing $657,000 and seating 3,200.

Massachusetts reports one new house scheduled for building which will cost $500,000 and seat 2,000.

New Jersey comes last among the ranking states with two projects which will cost $450,000 and seat 2,500.

Exhibitors are having the importance of equipment emphasized through their efforts to become acquainted with the technical phase of sound pictures and the apparatus necessary for use in their particular theatres. As a result of this emphasis now being put on sound installations, all types of equipment are coming to a greater degree under the personal scrutiny of exhibitors, with the result that manufacturers are finding the field in a wholesome condition for the sale of equipment that gives good performance in the theatres.

This condition possibly explains why equipment sales have been on the increase for the last sixty days and are as heavy as they were last year this time, even though business in general has been somewhat depressed.

At this writing we are entering upon a generally more active season for the purchase of equipment, and it seems a safe prediction to make that the sales for this Fall will equal, if not exceed, the similar period of 1927.

THE attendance record for the July 15 to August 15 period as depicted on the map show a total of ten changes over last month, five upward and five downward. Comparison with last month shows, however, that the gains outweigh the losses.

For example, in the downward column there appears only one city, Portland, showing a drop from Above Average to Under Average, while upward jumps of similar range, from below to above, in the gain column appear opposite the names of three cities: Dallas, Cleveland and New York. Other changes downward are: Indianapolis from Average to Under Average, Tampa from Average to Under Average, Boston from Average to Under Average and Philadelphia from Average to Under Average. In addition to Dallas, Cleveland and New York, cities showing gains are Kansas City and Cincinnati, both of which moved from Under Average on last month's map to Average in the current report.

Thirteen cities are static at Average ratings, two at Under Average, and one at Above Average.

Exceedingly hot and muggy weather accounts for the depression in a majority of the cities which fell below last month's averages—though that alone is seldom the reason for slumps, particularly where a majority of the houses have cooling plants. But heat, coupled with weak attractions, spells certain doom. The cooling plants figured importantly in the improvement in business in at least two cities during the period. It is significant that the Kansas City theatres started to improve their business coincidentally with newspaper and poster campaigns stressing the cooling plants. Cincinnati, which had been in a slump and the grip of a terrific heat spell had a slight break in the weather, but the break came just after the Albee theatre there had been exploiting a new cooling installation and business all around improved at a rate that seemed out of proportion to the drop in temperature.

New York City's jump to Above Average was made despite some very hot weather. But the strength of several attractions and the interest stimulated generally in pictures because of the ballyhoo about "sound" speeded up the box offices of the Broadway houses and fans reacted favorably to strong and nearly strong attractions.

THE "sound" pictures again steal the thunder by reason of sensational performances. Some of the box office "stunts" are: "Lights of New York" played three weeks to big business at the New York Strand; "Lion and the Mouse" at the Blue Mouse in Portland set a new record for the house; "Glorious Betsy" crashed all precedent by playing four weeks at the Tudor in New Orleans; Rivoli in Baltimore, closed some time ago after a sustained stretch of very poor business, reopened with sound, showing "State Street Sadie" as a starter and immediately rushed into the forefront as one of the big business getters of the town; "Glorious Betsy" brought the Melba in Dallas its best week of the year during a hot July week (the house has improved steadily since it was wired, by the way); the Garden in Milwaukee with "Lights of New York" played to very big business when other houses in the town were starving during the last week in July.

Moreover, a sound picture takes first place in list of "ten best" for the period covered in the report (which applies to Key Cities only). This is "The Lights of New York," which has had a large number of showings during the period and which in every instance has done better than good figures at week-run and extended run engagements.

The second on the list also has the sound accompaniment. This is "Warming Up," which has to its credit many fine box office performances, most of which were reported to have been obtained as a direct result of the sound feature.

Third in line is "The Mysterious Lady," the Greta Garbo vehicle which failed to win much applause from the newspaper reviewers but which nevertheless turned in highly satisfactory results at twelve of the fifteen theatres we have reporting on it during the period—two of the remaining three reported average business while the other one could not do better than fair with "Mysterious Lady" as the attraction against smart competition and unfavorable weather conditions.

The complete list of the ten best follows:

1. "Lights of New York."
2. "Warming Up."
3. "The Mysterious Lady."
4. "The Lion and the Mouse."
5. "The Racket."
6. "Forbidden Hours."
7. "Half a Bride."
8. "The Cossacks."
9. "Street Angel."
10. "Hot News."



Mezzanine Promenade of the UFA Palast Theatre, Berlin

Selecting the Right Carpet for Theatres

ONE of the chief problems that confronts the theatre owner or manager in connection with equipping and furnishing his establishment is the question of selecting the rugs and carpets that are to go in the auditorium, the lobbies, the balcony, and other parts of the theatre.

In order to obtain the most satisfactory results, the theatre or playhouse owner should seek the advice of a most competent rug and carpet merchant. A skilled and experienced dealer is in a position to make worthwhile suggestions about the three major problems of selecting and installing floor coverings in theatres. These problems are: First, the selection of durable fabrics at a price that meets the theatre's budget; second, the choice of correct colors and designs to blend with the desired decorative scheme; and third, the actual installation.

The first of these important considerations involves choosing the highest quality floor covering that the theatre management's allowance for furnishings will permit. Thought must be given to the proper sort of lining, also, for a number of the linings now on the market are not suited to general theatre use.

Plain fabrics are sometimes employed, but not frequently, because a plain fabric shows the effects of wear faster than a figured. After quality and price have been determined, the second problem presents itself: that of selecting patterns and colors that shall harmonize with the interior decorative scheme of the theatre in question.

The best theatre carpets are designed in such a way that their colors are luminous and pleasing under artificial light. The modern tendency in theatres is to use bright color effects, which bring to the auditorium an air of beauty, richness and gaiety especially appropriate in a place of entertainment and amusement.

PARTICULARLY in motion picture theatres, carpets of brilliant coloring and striking design make satisfactory installations. Large and small movie houses all over the country are showing marked preference for modern art patterns, which have the strong colors and effective motifs that produce the desired effects.

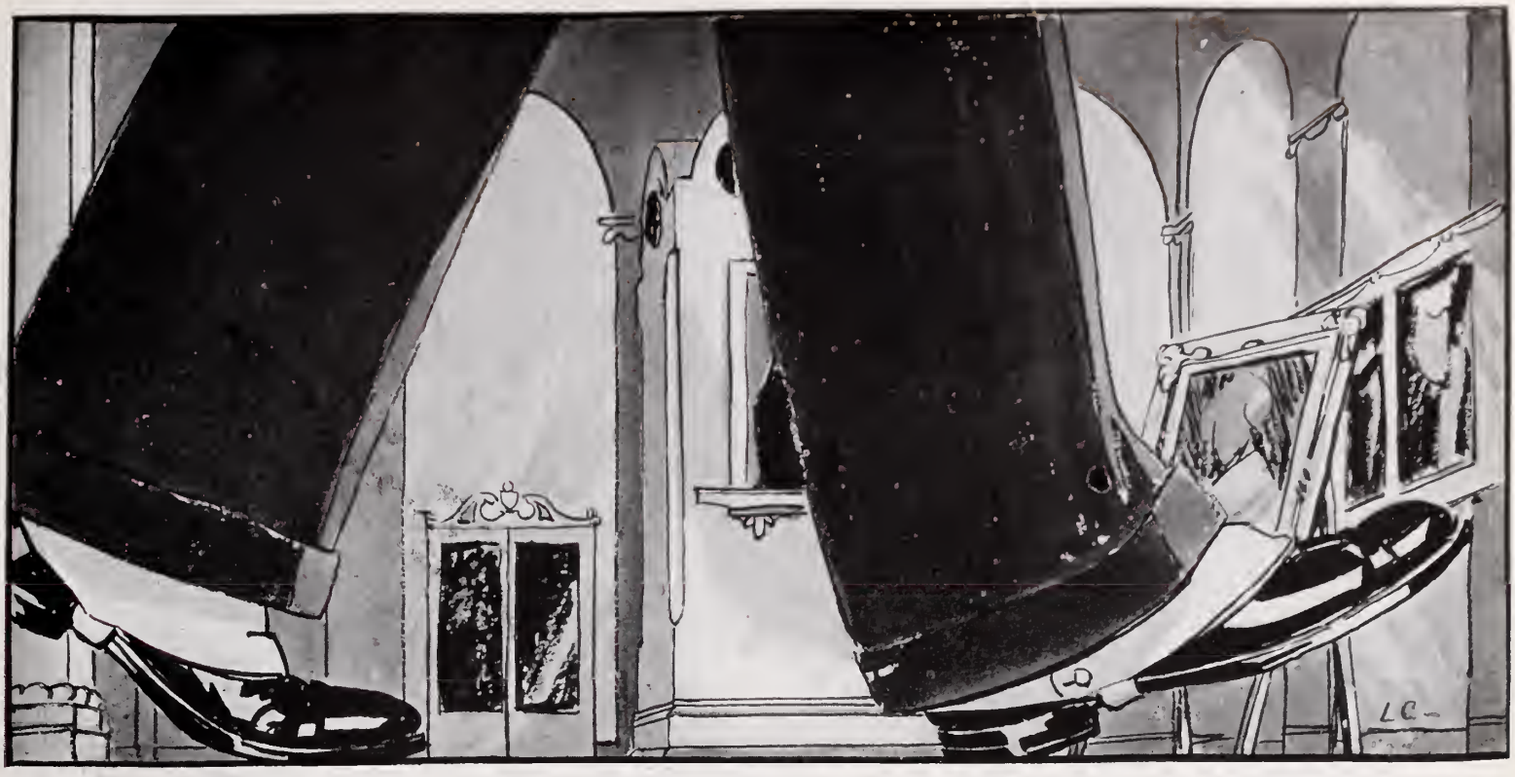
The Ziegfeld theatre in New York has a carpet installation that reveals excellent judgment in the selection of colors and designs best suited to give luxury to the appearance of the interior. Here a self-color gold Bigelow Lowell Wilton carpet with small foliage pattern is used in combination with modernistic decorations. The carpet is particularly noteworthy because of its harmony with the ceiling, which is painted on canvas, in the new German manner, blue, green, purple and red.

When colors, designs, and grades have been selected, there still remains the actual installation—the most trying and difficult part of the whole transaction, from the standpoint both of the theatre owner and of the merchant. It is essential that only the most skilful layers be permitted to put down the carpet, for it has to be laid on staircases and ramps and be fitted around pillars, railings, seats, and the like. When the theatre is of modern fireproof construction, the concrete floors have to be drilled to secure the carpet—a difficult operation.

The seats are usually installed after the carpet has been put down, being fastened to wooden blocks inserted in the concrete. When there are ventilating outlets under each seat, the carpet must be carefully fitted around each one.

DESPITE the difficulty of doing this successfully, it is absolutely essential that all over floor covering be used and not strips of carpet laid between rows of seats. When this procedure is followed, it is found that patrons shuffle their feet on the bare concrete underneath the seats in front, and induce highly undesirable noise.

One of the factors that makes a theatre installation difficult is the fact that almost always the carpet has to be put down in a hurry. Especially when an old theatre is being recarpeted, all the work has to be done between the close of the evening performance and the opening of the matinee. Whenever possible, the theatre management should so adjust its program as to allow the carpet layers a maximum of time to do their work.



Patron or Passerby?

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A novel highway display, featuring model of the Carthay Circle and used as a permanent advertisement.



Visualizing a dramatic highlight of the feature "Lilac Time," the frontal display shown above was used at the Carthay Circle.



Above is a highly effective fontal display for "Ramona" at the Imperial, Columbia, S. C. 24-sheet outlined with electric.

Display

Illustrating Some Novel Ideas Employed by Showmen as Attention Getters for Attractions at The Motion Picture Theatre



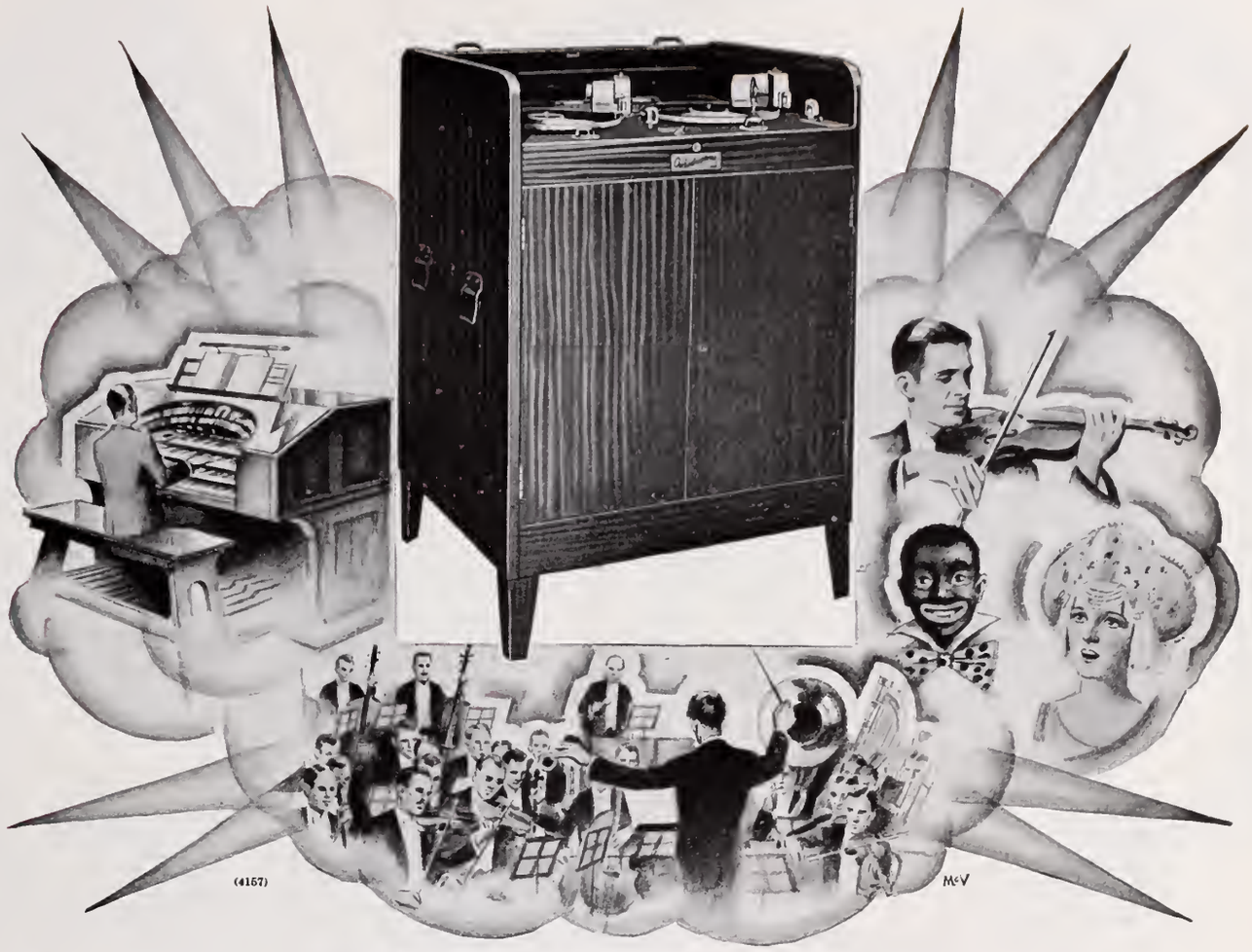
Making excellent use of a stock 24-sheet for display. The cutout shown above was used to exploit "Sadie Thompson."



A striking theatre front to exploit the presentation of "Happiness Ahead" at the Plaza, Asheville, N. C., was arranged by means of illuminated cutout signs and a mounted poster.



Display in Copenhagen, Denmark. The star of "The Circus," Charlie Chaplin is impersonated in make-up by a stunt performer who attracted crowds to the theatre front.



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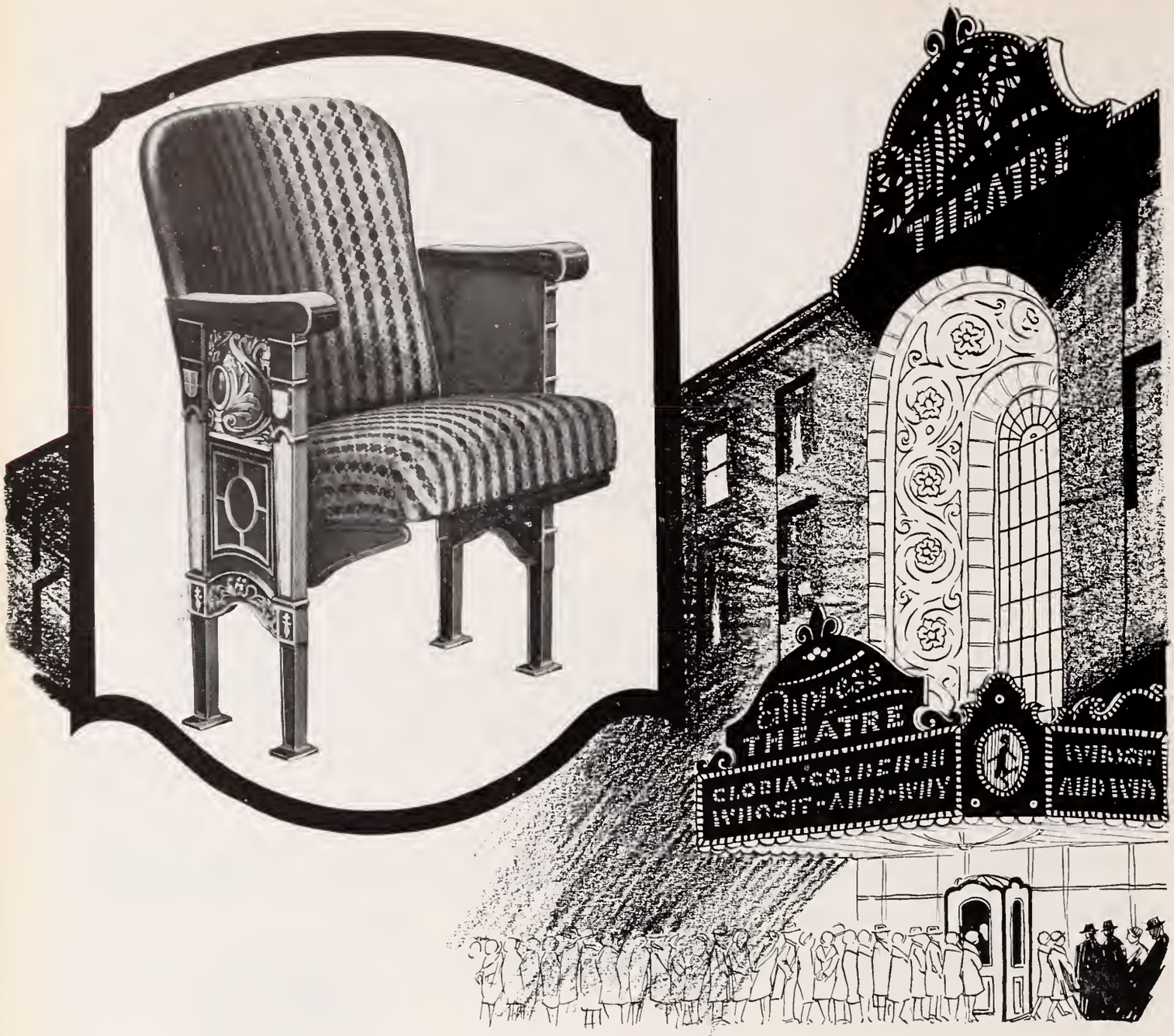
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When you've heard Orchestraphone for yourself, you'll know why it is incomparable to any other reproducing theatre instrument now on the market...Why it leads its field in bringing the exhibitor better music at less cost... Arrange for a demonstration or send for Orchestraphone Book. It's Free! Address your nearest National Branch, or 624 South Michigan Ave., Chicago.

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Arrange today to hear Orchestraphone yourself



It pays to make your theater comfortable

People steer clear of a theater that can't seat them comfortably. You can't blame them, for who wants to sit a couple of hours or more in a seat that sags or is "hard" or makes you fidgety. The successful theater is the one that not only has good shows but COMFORTABLE SEATS as well. You will find in the Steel line seating that exactly meets your needs for Steel Furniture Company through years of experience *know* theater seating requirements. Large resources and volume production permit exceptional values. Steel planning service is at your disposal free. Write for complete facts, it will pay you to.

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GRAND RAPIDS, MICHIGAN

Music Critics Cover "Sound" Scores at Film Theatres

NOW the highbrow editors of the music columns are devoting their attention to synchronized film.

When Emil Jannings' new Paramount feature, "The Patriot," was released as a Lubitsch special, and had its premiere at the Rialto Theatre in New York, it was regarded by many of the most important music critics as an event of sufficient magnitude to warrant serious discussion.

The motion picture theatre today, therefore, is in the peculiar position of warranting attention from three reviewers on the dailies:

The movie critic takes a crack at the films, the dramatic or vaudeville reviewers are there for the stage shows, and now the music critics are tossing their hats into the ring.

A few years ago, the cinema theatre was deemed unworthy of note by critics. Today, beside the three critics already mentioned, the art editor frequently discusses the art objects with which the modern theatre is loaded, and the book-review editor finds interesting news-material in comparisons between book and film-production. In the case of "The Patriot," Paramount was fortunate in having a ready-made organization of competent musical authorities to do the work of setting canned music to the film. The Publix and Paramount theatres group of nearly 1200 theatres in the United States, Canada and Europe, has had the experience that comes from paying nearly 50,000 union-musicians every week.

Theatre Scoops World With Movietone of Smith Speech

Broadcasting its Movietone special of Gov. Alfred E. Smith's acceptance speech, released for 7:30 o'clock, daylight saving time, the Great Lakes theatre at Buffalo scooped the world on this important political event.

Promptly at the official time of release, the talking picture, for which Governor Smith posed some days previously, was flashed on the Great Lakes screen. Those in the theatre saw the Empire state executive and heard his words, via Movietone, even before they were uttered in Albany, as no arrangement had been made to hold off the picture in event of the delay which developed there because of inclement weather.

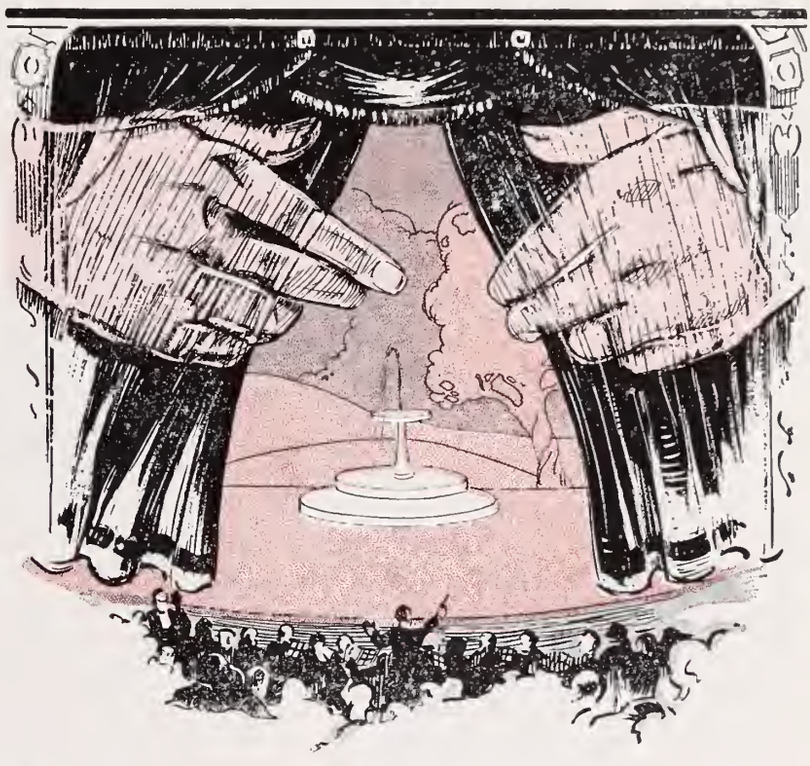
And not only those in the theatre heard the Governor's words, but that greater audience which nightly tunes in on the radio station which has a studio in the theatre building also heard, as microphones, placed around the Great Lakes theatre auditorium, picked up the address and carried it to the studio, where it was broadcast, long before stations in the national hook-up were able to give it to their listeners-in.

No special effort was made to furnish the scoop. It was just one of those things which happen and which seem to happen at the right time to give H. M. Addison, managing director of the Great Lakes theatre, another one of those breaks for which most managers sweat and work for weeks.

Petition to Reopen House Feature of Campaign

The old proverb about the water never being missed until the well went dry must have been the basis of a campaign started the other day by Fred Spear, manager of the Orpheum theatre, first run motion picture and vaudeville house in Kansas City.

Last season was none too profitable for the Orpheum, despite the fact that expensive programs were offered at $1 top. A sign outside the theatre today reads: "Will Re-open Early in August." But the theatre has not opened yet. When it does open it will not be with the same ordinary procedure, either. There will be a bit more appreciation instilled in patrons. The rumor is spreading rapidly that the Orpheum will not re-open this season. Mr. Spear plans a conference with the Chamber of Commerce and other civic organizations, having them devise a petition requesting that the Orpheum continue to operate. Such a petition will be used as news stories in daily newspapers.



Like the magic of hidden hands—

SYNCONTROL, developed simultaneously with "talkies," operates your curtains harmoniously with sound and scene! Red and green indicators at source of control make hitch impossible.

TALKIES are here—undoubtedly—but profit depends largely on the atmosphere which surrounds their presentation.

SYNCONTROL is sold under the same guarantee as Vallen High Speed and Junior Controls and Vallen Noiseless All-Steel Tracks.

VALLEN ELECTRICAL COMPANY

Write for your "Quiet Book."

VALLEN REMOTE ELECTRIC CURTAIN CONTROL EQUIPMENT

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Select Best Short Subject Campaigns in Educational-West Coast Drive

FROM a great mass of exploitation material submitted by managers competing for cash prizes offered for the six best examples of Short Feature advertising and exploitation on behalf of a Lupino Lane Comedy during a sixteen-week period, over the entire West Coast Circuit, the winning campaigns have finally been selected.

The first prize of $125 goes to Frank Newman, West Coast Theatre, Long Beach, Cal., and the five other awards of $100, $75, $50, and two of $25 each, go to the following managers: second prize, Harry W. Woodin, California Theatre, Anaheim, Cal.; third prize, C. L. Laws, U. C. Theatre, Berkeley, Cal.; fourth prize, Robert Harvey and Phil Phillips, T & D Theatre, Oakland, Cal.; fifth prize, George F. Sharp, Wilson Theatre, Fresno, Cal.; sixth prize, H. A. Gillespie, Liberty Theatre, Yakima, Wash.

The Educational—West Coast Theatres—Lupino Lane Contest campaign started on April 20 and continued for sixteen weeks, until August 10, during which period each West Coast first run house showed at least two Lupino Lane Shore Features and each of the other houses played at least four subjects. The contest was given a rousing send-off by Jeff Lazarus, Director of West Coast General Publicity, in the circuit's house organ "Now" and by means of a four-page manual of instructions. Five hundred 24-sheet stands were posted throughout the territory in Class A locations. That the campaign has done much towards increasing Lupino Lane's prestige throughout the west coast cannot be denied.

Mr. Newman made an especially commendable showing at the West Coast Theatre at Long Beach, with consistent plugging of Lupino Lane in "Fandango" in a well planned series of newspaper and program "ads" and publicity copy. He succeeded in placing much pictorial publicity as well, and had a Lupino Lane cutout, considerably larger than life-size, in his lobby.

At Anaheim, Cal., "Fandango" was programmed as an added laugh feature during a special "Hilarity Week" and in addition to the 24 sheet special billing, three sheets were sniped with Lane copy. A local "dance hall opening" tie-up was also used in a most original manner to feature a "Fandango Dance" and a lobby loud speaker having a caption "HEAR 'EM LAUGHING AT LUPINO LANE," broadcasting a laugh record, proved an excellent ballyhoo.

The third prize winner at Berkeley, Cal., staged a special attraction "Twenty Minutes in the Land of Bullonia," as a prologue to the Lane Comedy, conducted a " Fandango Dance Contest" and had a special music store tie-up in addition to "ad" and herald announcements.

Special Lane stories and pictorial publicity in the newspapers featured the Oakland, Cal., fourth prize winning campaign. At Fresno, Cal., the laugh record idea was used by the fifth prize winner as a marquee display attraction. A large painted poster of Lane had a cut-out mouth through which the laughs were broadcasted. Three music stores played the laugh record in their doorways with appropriate captions placed in front of the instruments. The sixth prize winner at Yakima, Wash., issued stage money, designated as Laugh Currency, on the Lane comedy, and built up a surrounding program of comedy ideas and features which were billed as "Hilarity Week" attractions.

Special equipment for Talking Picture Presentation

now being built by

PETER CLARK, Inc.

Three types of installations are now being installed by Peter Clark, Inc., to permit clearing the stage of horns when the stage is to be used for acts and prologues:

1. Horns on elevators—disappearing beneath the stage.
2. Horns on tracks, suspended from grid-iron.
3. Horns mounted on movable towers.

A new type of screen frame for talking pictures has been developed.

Peter Clark, Inc., talking picture equipment is installed in the Fox theatres in Detroit, St. Louis and Brooklyn; also in the Roxy and Rivoli theatres in New York City.

The new Mastbaum Theatre, Philadelphia will be equipped by Peter Clark, Inc., for talking pictures.

Peter Clark, Inc.

544 West 30th Street New York, N. Y.

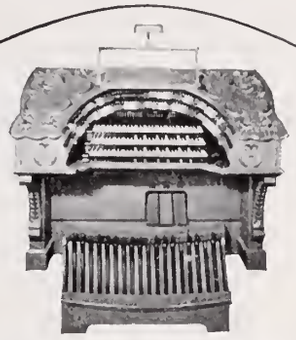
Stage rigging and equipment, organ console and orchestra lifts, are installed in practically every leading theatre in the country.

TYPHOON COOLING SYSTEM

TYPHOON FAN CO. 345 W. 39TH ST. NEW YORK

ANOTHER PAGE IN HISTORY

Built to individual needs



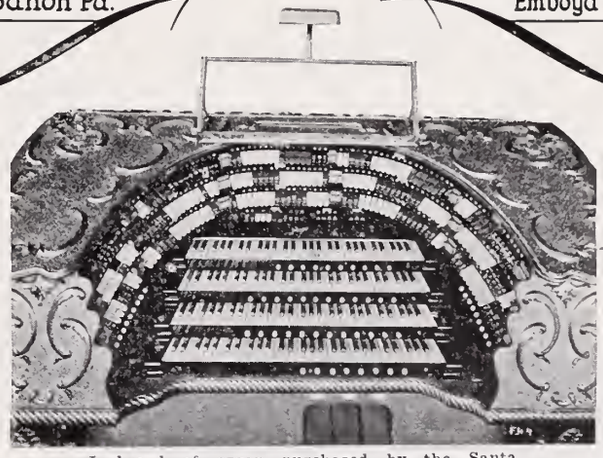
Capitol Theatre-Lebanon Pa.



Emboyd Theatre Ft.Wayne Ind.

Window display of console causing sensation. Forced to use police to keep crowds moving.—Wm. Hissner, Strand Amusement Co., Lebanon, Pa.

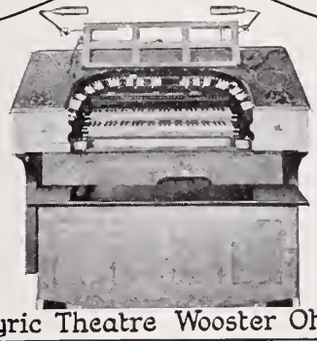
We buy Page Units exclusively, having purchased the fourth. Refer any theatre owner to us at any time.—Morris Sussman, Cohen Circuit, New York.



Keyboard of organ purchased by the Santa Catalina Island Co. for new theatre at Avalon, Santa Catalina Island. Owner, William Wrigley, Jr.

The Page Organ at each show received four times more applause than the orchestra, one of the best in the state.—W. C. Quimby, Emboyd Theatre, Fort Wayne, Ind.

I know the Page Organ is a good organ and have an idea it is possibly the best.—Wm. Wrigley, Jr.



Lyric Theatre Wooster Ohio

YOU will revel in the marvelous performance of the Page! Touch it and it responds — instantly — powerfully — gloriously—with a tonal quality that has been judged superb by those who are in a position to know.

It will be well worth your while to consult Page architects as soon as you can reasonably do so.



Santa Catalina Island Co. Calif

THE PAGE ORGAN COMPANY

521 N. JACKSON STREET
LIMA, OHIO

PAGE UNIT ORGANS

As Originators of pre-selective remote control for theater lighting—

We know exactly the requirements of stage and auditorium lighting control. For ten years we have made a great many installations that have taught us from every practical angle, the right design and construction down to the last screw. No other system can approach the FA Major System *and we can prove it.*

We are years ahead

—in creative thought
—in experience
—in standardization
—in number of installations
—in service
—in known results

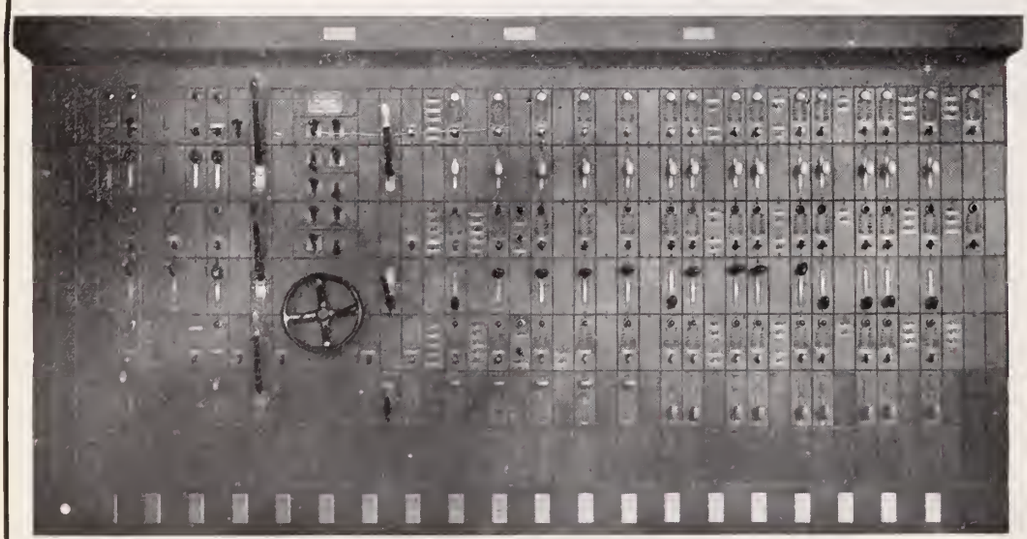
MAJOR FA SYSTEM

Get the facts—*free.* Don't experiment.

In All Sizes For All Theatres

Frank Adam ELECTRIC COMPANY ST. LOUIS

Offices in Thirty-One Cities



Tell Them How and Crowds Will Handle Themselves

(*Continued from page* 693)

or woman who is 'shopping' for a show evidences the fact by the way they walk, the way they look about as they approach the theatre. If the doorman directs his selling talk to them he will land many of these shoppers by breaking down their resistance to the wait.

"A liberal education in psychology of the individual and the crowd awaits any young man who is interested in obtaining it by taking a job as a theatre doorman. Before long he finds himself able to classify, almost without conscious effort, different types of people. A mere glance at a person and that person immediately falls into a slot in the mind of the experienced doorman. There is the type that does not like to be sold. When you have such a one ask how long he has to wait for a seat you simply state the time in clipped tones and turn away—he will then sell himself. Invite argument, which is merely his resistance to being sold expressing itself, and he will argue back at you and maybe end up by telling you out loud that you are a liar. The type that likes to be led and the type that likes to be pushed into a sale is just as easily distinguished and in the majority of cases the method of convincing that type work out to confirm the observation of the doorman."

The work at the Paramount, Bonge told this interviewer, interests him as much as his painting—and painting has been his ambition since early youth. He appears to get a real kick out of his job at the Paramount door. His manner is dignified but not impressive in the studied sense. He works in a very quiet manner, even when calling the waits, and his "selling" to the passing crowds is done in an even, sort of conversational tone, entirely lacking the mechanical makeup and boisterous method of the old-time 'Barker." He does it as though dispensing information that is of value and advice that is asked. And therein, perhaps, lies the success of his selling efforts out front.

Display Too Big for Lobby But Publicity Works

During the Central Canada Exhibition at Ottawa, arrangements had been made by a local automobile dealer to have the new DeSoto automobiles displayed in the lobby of B. F. Keith's Theatre, Ottawa. Announcement was made to this effect but when it came to placing the cars in the lobby, it was discovered that the cars were exactly one-quarter of an inch too wide or the entrances.

Then followed the further announcement in the newspapers in large display type that the special demonstration could not be held because of the quarter inch. The situation created a lot of talk around town and the theatre obtained plenty of publicity even though the stunt never came off.

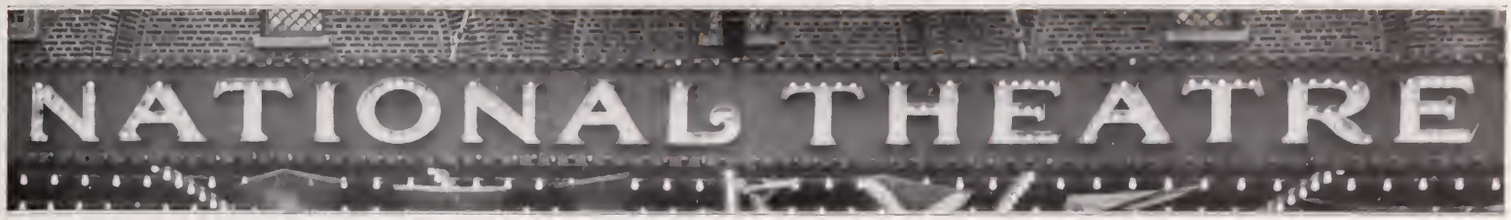
IMPORTANT NOTICE

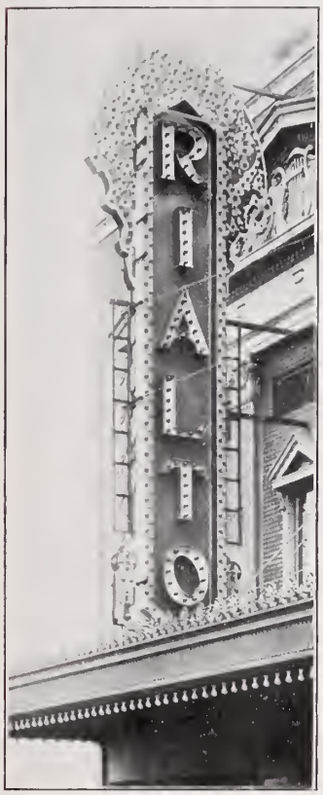
In an early issue of this publication, we will announce a new product of vital interest to every exhibitor!

AUTOMATIC DEVICES CO.
739 HAMILTON ST. ALLENTOWN, PA.

Manufacturers of A. D. C. Curtain Control, Roll E-Z Curtain Tracks, Stabilarc Motor Generators

Consult Theatre Building Business Map for Building Statistics and Box Office business on Pictures





BIGGER Crowds, BETTER Profits

WHY do the biggest and best theatres have the biggest and best electric signs?

BECAUSE the wide-awake men who run these big shows have *learned by experience* that a good electric theatre sign is the essential of their advertising.

A Flexlume theatre-electric impresses the public. By strength of brilliance, color and action, it literally pulls the crowd to your box-office.

You'll find very helpful "Theatre Electric Displays", a new book full of pictures of latest sign installations. Let us send a free copy; and submit without obligation, color sketch of an electric suitable for your theatre.

FLEXLUME CORPORATION
1856 Military Road, Buffalo, N. Y.

Sales and Service Offices in Chief Cities of U. S. and Can.

Factories also at Detroit, Los Angeles, Oakland & Toronto

FLEXLUME ELECTRIC DISPLAYS





Stand of Iron filled with Artificial Flowers, drooping vines and Natural Prepared Ferns.



Kentia Plant and pot with removable leaves from 4 to 8 feet high.

Write for

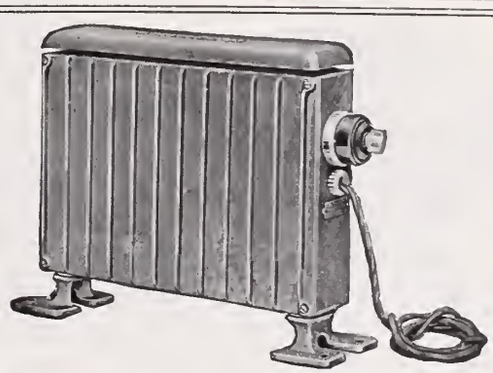
Illustrated Catalogue No. 7

in Colors of Artificial Flowers, Plants, Vines, Trees, etc.

Mailed Free on Request

FRANK NETSCHERT, Inc.

61 Barclay St. New York, N. Y.



ORGAN Protection

saves costly repairs!

The famous Rialto and Rivoli Theatres in New York City, as well as hundreds of other theatres throughout the country, are insuring perfect organ service the year round, by protecting their organs against cold and deterioration from dampness—with PROMETHEUS Electric Organ Heaters.

Especially designed for this purpose, they maintain an *even uniform* temperature in organ chambers—regardless of weather or climatic conditions. Their automatic thermostat will maintain *any predetermined* degree of heat, and requires absolutely no attention.

A small investment in the protection they afford may save you many dollars in repairs. Mail the coupon for further details.

PROMETHEUS

Prometheus Electric Corp., 360 West 13th Street, New York.

Send further details regarding PROMETHEUS Heaters.

Name .....

Address .....

Says Organ Is Just as Much "Box Office" as it was Before He Installed Sound

(Continued from page 687)

organ solo (five or six minutes), news reel (silent and Movietone), four vaudeville acts, two Vitaphone acts, and the feature picture. We have eliminated the orchestral overture, but never have thought of eliminating the organ solo, because it is not only too well established as a popular 'act' but also continues to harmonize effectively with the screen and stage program, despite the development of sound accompanied films. I do not believe that the wholly 'canned' show will be popular for a very long time, if ever it is. The theatre will always need its personality, and that individuality which always has been a factor in its success. The individual 'touch' cannot be given without the addition to the program of some individual piece of entertainment, some element of the show itself, and the organ always has ruled supreme, so far as the houses below the big downtown class are concerned, in accomplishing this result."

La Rocca says that while the vaudeville acts—which, by the way, he offers in the form of a "presentation" rather than as unrelated units—are continued because they are needed at the Park Plaza, that they are not the factor in drawing people to the house as is the feature picture, which ranks first, and the Vitaphone acts.

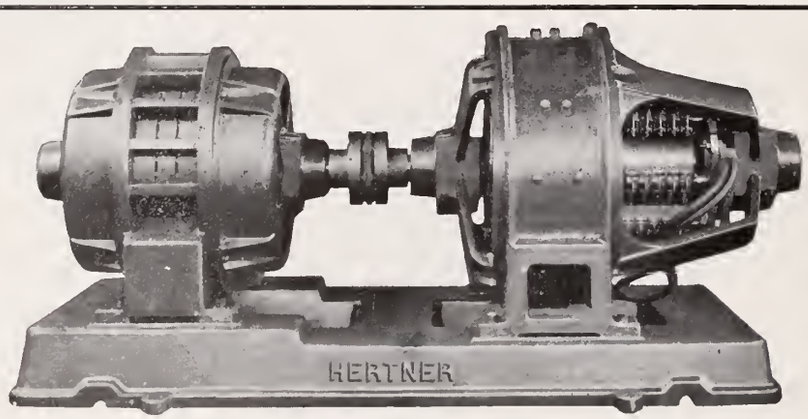
He said that one of the obligations added to the burden of the showman by the new sound pictures is honest dealing on another score—that being the clear-cut statement in all advertisements as to whether a "sound picture" merely has a synchronized score, synchronized score and "sound effects" or talking sequences or full dialogue features.

Regarding the advisibility of selling the sound installation by describing fully the method whereby the sound reproduction is accomplished—a question which has been raised by several exhibitors who believe such information may result in killing the perfect illusion which the synchronized picture should create—La Rocca said he did not believe anything was gained by such publicity. "If they want to know about it, they will ask, and when patrons come to me and ask to be shown the machinery I show them about, just as I do the patrons, and there are many of them, who are curious to see the machines we have for 'manufacturing weather'."

The Park Plaza changes programs weekly. The admissions are fifty cents week days and seventy-five cents on Sundays. The patronage is drawn from a residential district largely populated by professional men and prosperous business men and their families. La Rocca says that he has received the highest type of service on Vitaphone and Movietone films and from the service department of Electrical Research company on inspection and repair of the sound apparatus. He has shown "The Jazz Singer," "Tenderloin," "Glorious Betsy," "Lights of New York," and "Street Angel," in addition to weekly offerings of two Vitaphone acts and a Movietone newsreel, without a single break or interruption in the show. He played a return engagement of "The Jazz Singer," because he wanted to keep the sound feature going during a space when no other dialogue and sound accompanied picture was available, and took in a bigger gross than the picture did on its original presentation, though that total set a new record for the Park Plaza.

Organist Leading Feature at Palace, Jacksonville

Bob Mitchell, organist at the Palace theatre, Jacksonville, is now broadcasting twice a week—on Saturdays at noon from the Palace and Thursday, from 8 to 8:30, from the Bob Mitchell Organ School. Bob's fans keep him busy with mail and phone calls. During the Thursday evening programs the two telephones averaged two calls per minute until the end of the allotted time, asking for special numbers.



If you show pictures you need the

TRANSVERTER

Its superiority of operation—a description of the various types—the simple rules which assure its long satisfactory performance—are all contained in the HERTNER HAND BOOK, just off the press.

A copy will be mailed free to any Theatre Owner, Manager or Projectionist, sending for it.

Transverters are manufactured exclusively by

THE HERTNER ELECTRIC COMPANY

1900 W. 112th St. TransVerteR CLEVELAND, OHIO

Distributed in the U. S. A. by The National Theatre Supply Company

Canadian Distributors: Perkins Electric Limited

Make 'em Read with Reco Flashers

Electric Signs in motion compel attention. Reco Flashers provide motion in its most reliable and economical form.

They are motor driven and have been the *standard* over 20 years. Built for low upkeep and long service. Pay for themselves in current saving.

Write for Bulletin

REYNOLDS ELECTRIC COMPANY

2323 W. Congress St., Chicago



Makers also of Motors, Color Hoods, Traffic Controls, Signboard Reflectors Food Mixers, Vegetable Peelers, etc.

Standard

VAUDEVILLE

for

Motion Picture Presentation

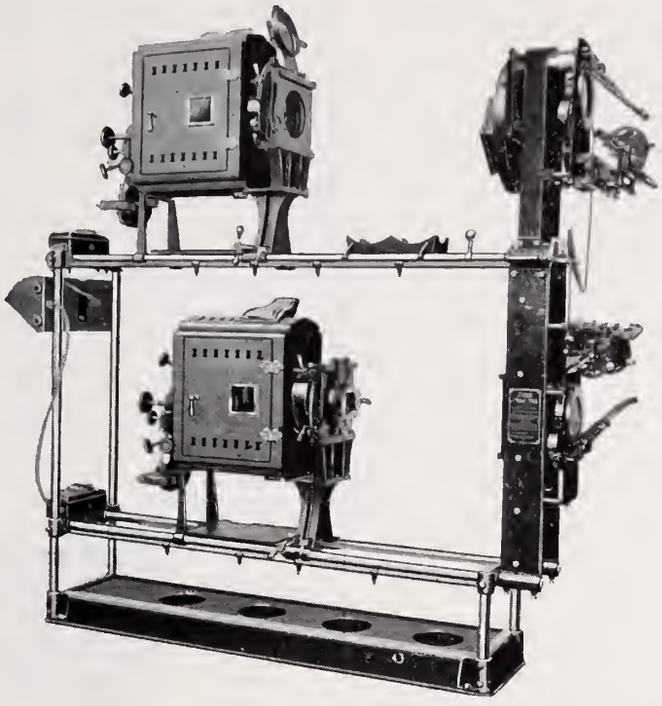
THE FALLY MARKUS AGENCY

Astor Theatre Building

N. W. Cor. 45th St. & Broadway

Lackawanna 7876

NEW action NEW effects NEW variety



Write for special information and illustrated literature

NEW

Sensations, new high lighting, new silhouettes, new scenery, new decorations, new life for the theatre with

THE NEW BRENKERT

F-7

MASTER

BRENOGRAPH

Brenkert

Brenkert Light Projection Co.
St. Aubin at E. Grand Blvd., Detroit, Mich.

SELECTING EQUIPMENT

for the

MODERN THEATRE

Theatre architects appreciate the fact that curtains, draperies, etc., are an important part in embellishing not only the stage but the interior of the modern theatre. These units should be selected with the most discriminating care in order to accomplish genuine decorative value.

Novelty Scenic Studios has for years worked with the architect and the exhibitor in selecting the proper materials, designs and trimmings, in its effort to give each job a quality of distinction and individuality.

Send for your free copy of Booklet No. 77.

NOVELTY SCENIC STUDIOS
BUILT ON MERIT

340 West 41st Street New York City

for

Summer Use *too!*

EVENHEETERS

EVENHEETERS are not exclusively for winter time alone, dampness of summer rains and dewy, foggy summer nights make them a necessity in summer time too. For dampness plays havoc with the delicate organ parts much as coldness does.



MR. ARCHITECT, as a protective measure Evenheeters should be specified in every organ chamber you plan. Not only will they prove of value in winter but in summer too, and in the long run you will find that this measure of protection has decreased organ maintenance expense and lengthened organ life to a marked extent.

CRAMBLET ENG. CORP.
286-288 Milwaukee St. Milwaukee, Wis.

Always "Tuned Up"

After a Gold Seal Register is installed, it *keeps itself* in perfect running order. Lubrication is sealed in; so the mechanism requires no oiling or attention. The ticket wheel automatically remains in correct adjustment; so that every ticket is cut perfectly true.

GOLD SEAL
Ticket Registers and "Tickets That Fit"

You can't buy any other ticket register that has the Gold Seal features of mechanical superiority. The Gold Seal is better built at every point . . . that is why it gives longer and more satisfactory service. You can't go wrong on a Gold Seal—the choice of 8,000 leading exhibitors.

Our Reserved Seat Ticket Plants in Boston and New York Can Save You Money. Get Our Estimates.

GOLD SEAL — USED WHEREVER AUTOMATIC TICKET SYSTEM — TICKETS ARE SOLD — THE MARK OF PERFECTION

AUTOMATIC Ticket Register Corporation

723 Seventh Ave., New York
Independent Printers of Quality Tickets for Every Purpoes.

RADIO-MAT PATENTED

TALK from your screen
WITH your quickly
TYPEWRITTEN MESSAGES.

WHITE, AMBER or GREEN.

Accept no substitute.

RADIO-MAT SLIDE CO. MAKERS — NEW YORK

IS THE STATIONERY OF THE SCREEN

Career Reflects Growth of the "Store-Show" Idea

(Continued from page 689)

different occasions after that date and finally placed his order for a $35,000 Page DeLuxe Unit Organ.

This organ consists of four manuals. 1,900 pipes and a galaxy of traps and orchestral effects all tied together with the Page Unit relay system.

The console is finished in Rainbow gold. It matches the decorations and furnishings of the theatre and is mounted on an organ life separate from the orchestra lift, so that it may be raised for organ solos to a level with the stage.

Several months ago the Page Organ Company installed in W H T, the radio broadcasting station of the Radio Broadcasting Corporation in the Wrigley Building in Chicago, a Page DeLuxe organ which is the largest broadcasting organ in the country, and the organ in the Emboyd theatre exceeds in size this W H T organ.

Mr. Quimby is more than a progressive exhibitor and a successful business man He is a multi-millionaire but there is a sentiment in his nature that has shown itself in the name he has chosen for his monument to his business sagacity. That name is Emboyd, and it represents a tribute to his mother, whose maiden name was Emma Boyd. Thus it is that men of Mr. Quimby's nature have a way of revealing their innermost feelings to those who have meant so much to them in life.

So when the theatre was opened the largest sign to grace the front of any theatre in Indiana flashed this graceful tribute to his mother.

Quimby owns and operates five other theatres in Ft. Wayne. These are the Grand, the Palace, the Jefferson, the Allen and the Colonial. The new Emboyd theatre presents a combination program of pictures and presentations.

"Good-Will Car" Advertises Theatre in Nearby Towns

Manager C. S. Ferguson of the Capitol Theatre, Brandon, Man., has been getting excellent results from his "Capitol good-will car" which has been touring the country adjacent to Brandon for some weeks. The car is an antiquated Ford, painted pink with yellow and green trimmings—and christened "Ramona."

The Capitol Good-Will Car travels about the country wheezily for exploitation purposes, its one-man crew distributing advertising on current attractions, tacking up cards and placing one sheets in empty windows. The gaudy and decrepit machine has become a familiar feature on the roads of Manitoba and everybody knows it now when they see it.



It's Your Cash ~ but for how long?

PREY for every hold-up man, burglar and bandit, motion picture theatres need the best protection obtainable for their cash.

Many of the largest chain organizations have standardized upon the York Round Door Chest which entitles the owner to the lowest burglary insurance rate.

Just write your name and address on the margin of this advertisement for complete information.



YORK SAFES

YORK SAFE and LOCK COMPANY
York, Pa.

The Proper Control of Light On Your Screen

Picture films vary as well as current conditions. Your projectionist can adjust his arc current to always give you a clear, bright picture if you equip with PERFECTION. Current saving also is a result of PERFECTION equipment, for he need not use full current till the actual projection is started.

PERFECTION
RHEOSTATS RHEOSTATS

FOR PERFECT PROJECTION USE REMOTE CONTROL RHEOSTATS

USED BY ALL THE LEADING THEATRES THROUGHOUT THE COUNTRY

Sold by Your Theatre Supply Dealers

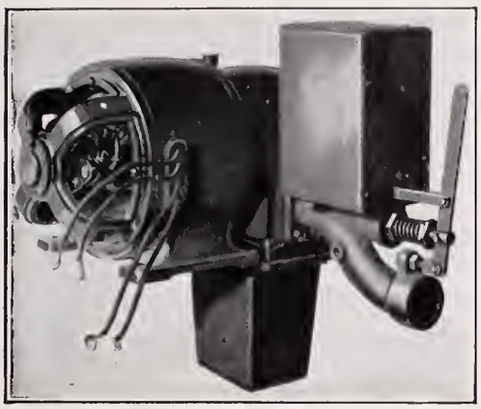
HOFFMANN & SOONS
Mfg. Division
387 First Avenue New York City

Contracting Electrical Engineers—Moving Picture Theatre Electrical Specialists

STOCK PROGRAMS
PROGRAM COVERS
For
Moving Picture Houses
Joseph Hoover & Sons Company
Market and 49th Sts., Philadelphia, Pa.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

IN AN EMERGENCY
Light your Theatre from your Water Supply



The Enslen Hydro-Electric Emergency Lighting Unit especially designed for theatres. Uses no Batteries, requires no servicing or replacements. Absolutely dependable.

Send for descriptive Booklet.

Enslen Hydro & Electric Co., Inc.
1600 Broadway
New York City New York

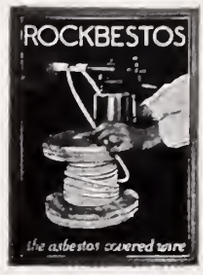
ROCKBESTOS
—the asbestos covered wire

Rockbestos Motion Picture Cable—the extra flexible cable, is used on the important projection machines in this country.

It is also used by all projectionists as standard cable for replacements and rheostat leads.

Our Bulletin on Motion Picture Cable will give you complete information.

Copy sent on request.



ROCKBESTOS PRODUCTS CORPORATION
NEW HAVEN, CONN.





SPOTLIGHTS *with*
Remote-Control Color-Frames

EQUIPPED with an electro-magnetic device for remote-control operation of its color frames—the entire service of the spotlight, including white-lighting, color lighting, and dimming can all be controlled from a distant point. The spotlights may be located wherever requirements dictate—frequently in concealed and inaccessible places—and yet they may be controlled and operated without the least difficulty from the switchboard or some other convenient location. One spotlight or a group of spotlights can be controlled with equal case. One group of these spotlights will do the same work that required several groups heretofore, and will give more light at a lower cost—rendering a greater and better service.

For Detailed Description, Write for Bulletin 3

KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.
321 WEST 50th STREET
NEW YORK, N.Y.

Selected List of Important Trade Publications

Prepared for the Service of Theatre Owners, Managers and Theatre Architects

Important publications issued by manufacturers in connection with the subjects listed in these columns will be sent free to readers upon request to this magazine. For your convenience a number is used to indicate each subject and a request blank provided. To obtain copies of publications on subjects in which you are interested simply insert on line provided in blank the number opposite that subject, fill in name and address and mail to Showman Service Bureau.

AIR CONDITIONING
(1) General outline of systems with illustrated descriptions of apparatus for atmospheric conditioning in theatres.

CLEANING SYSTEMS
(2) Apparatus used in central cleaning system for theatres.

DECORATION
(3) Furnishings for auditoriums, lobbies, lounges—decorative furniture and fixtures, fountains, shrubbery, draperies, etc.
(4) Finishing materials for wall and ceiling treatments.

FILM PROCESSING AND CLEANING
(5) Descriptions of materials and apparatus used in processes for film renovation, preservation and cleaning.

HEATING AND VENTILATION
(6) Types of ventilating and heating systems with diagrams, illustrations and descriptions of apparatus.

LIGHTING, DECORATIVE
(7) Spotlight, effect projectors, automatic and remote control color and effect machines for atmospheric theatres, cove lighting, lobby and rest room illumination, with specifications for uses and operation.

LIGHTING FIXTURES
(8) Decorative chandeliers, wall fixtures, directional signs, illuminated mirrors and fountains for theatres described and illustrated.

LIGHTING, PROJECTION
(9) Arc and incandescent lighting equipment, specifications for use and operation.

LIGHTING, SIGN AND MARQUEE
(10) Flasher equipment, color devices, etc., for front effects and advertising.

LIGHTING, STAGE
(11) Spotlights, effect machines, borders, foot lights, etc., and their uses in stage effects.

LIGHTING CONTROL
(12) Dimmer control, switchboards, panel boards, switches of various types for stage and auditorium lighting control.

MOTOR-GENERATORS
(13) Various designs of motor-generators specially designed for motion picture projection.
(14) Power control, transformers, etc., for projection, specifications and illustration of apparatus.

ORGANS AND ORGAN EQUIPMENT
(15) Theatre organ of various types for large and small auditoriums.
(16) Organ blowers, heaters, seats and accessories.

PIT AND STAGE ORCHESTRA EQUIPMENT
(17) Music stands, special designs for pit orchestras and stage band acts.

PLUMBING FIXTURES
(18) Radiators, equipment for wash room furnishing, etc., illustrated.

PROJECTION
(19) Operating instructions, parts for machines (specify make and model).

RIGGING, STAGE
(20) Drapes, curtains, curtain control apparatus, automatic stage platforms, elevators, etc.

SAFES
(21) Descriptive literature illustrating types of safes especially designed for theatre use.

SEATING
(22) Auditorium chairs, special designs illustrated, re-seating arrangements, etc.

SCREENS, MOTION PICTURE
(23) Various types described, diagrams, illustrations of surfaces, etc.

SIGNS AND MARQUISE
(24) Theatre advertising signs, marquise designs illustrated.

TICKET VENDORS
(25) Automatic ticket machines for motion picture theatres, change makers, canceling devices and registers.

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Request Blank

Showman Service Bureau
Motion Picture News
729 Seventh Ave.
New York City

Please obtain for me free copies of trade publications dealing with the following subjects:

(Insert above numbers indicating subjects in list above)

Also, I should like to have further information regarding the advertisements or articles appearing in the August issue of The Showman.

(Insert above name of advertiser or title of article)

Name .....

Theatre .....

Street .....

BE SAFE! Then You Won't Be Sorry

Put a SENTRY SAFETY CONTROL on your projectors.

It means positive protection from film-fires and from panic, which may so easily accompany the flash of fire on the screen.

Safeguard your patrons, your investment, your peace-of-mind with the industry's greatest safety device — SENTRY SAFETY CONTROL.

SENTRY SAFETY CONTROL

The positive fire preventer Can be attached to any projector Costs only a few cents a day.

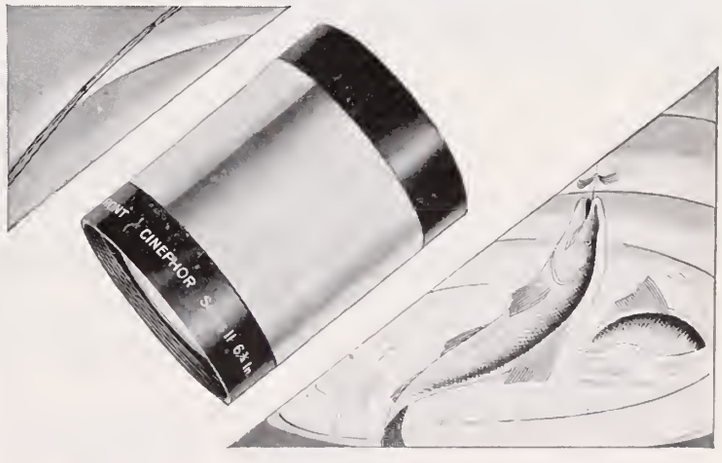
Sentry Safety Control Corporation. 13th and Cherry Sts., Philadelphia. 1560 Broadway, New York

And All Branches of National Theatre Supply Company

TRY THEM ONCE AND YOU'LL ALWAYS USE ELECTRA CARBONS

HUGO REISINGER

11 Broadway New York



Keep Them Coming!

Every season of the year the movie man's fancy turns to thoughts of fishing—Fishing for the shekels that lay snugly in the pockets of the movie star's "dear public."

But to get the shekels you must get the public.

According to all reports, the coming pictures will make good bait but how about the line? For no matter how enticing the lure, you can't keep them coming unless the line will hold.

The CINEPHOR LENS, with its definition, flatness of field, maximum illumination, and black and white contrast is the line that will haul 'em in and make 'em like it.

The open season lasts all year long. So let's reel up a Cinephor line and make a new cast. They'll rise to the lure in schools and you'll need a good net to gather up the shekels. You will make a record haul night after night with a Cinephor.

Send for our CINEPHOR booklet and learn more about the sport.

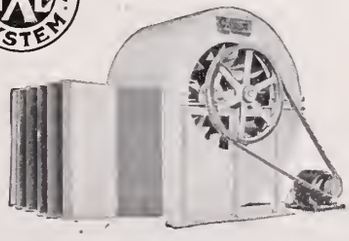
Bausch & Lomb Optical Co.

653 St. Paul St. Rochester, N. Y.

Lakeside

VENTILATING IXL SYSTEM

Quiet *Electric Ventilator*



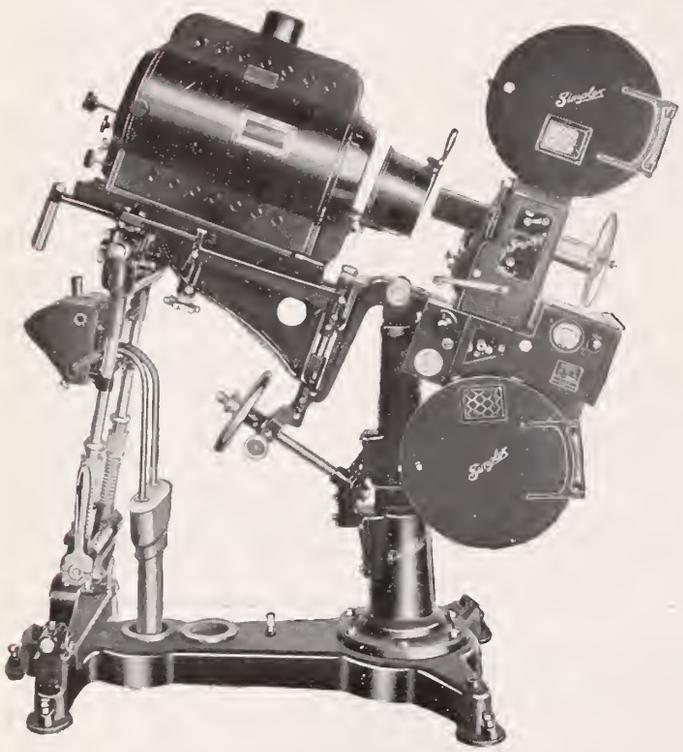
Good ventilation makes business good. Ventilators for all your fresh air requirements. Write for catalog.

LAKESIDE COMPANY

225 Main St. Hermansville, Mich.

BIG SALES

OF



Simplex MODEL M

HAVE JUSTIFIED OUR FAITH

THAT THE AMERICAN EXHIBITOR

WOULD WELCOME

THIS GREAT ADVANCE IN

MOTION PICTURE PROJECTORS

We Urge Exhibitors to Avoid Delay By Anticipating Their Requirements

Descriptive Circulars Sent Upon Request

INTERNATIONAL PROJECTOR CORPORATION

90 GOLD STREET, NEW YORK

Singer "U" Sound Shorts Sales Head

THE position of sales manager for Universal sound short subjects is being filled by Julius Singer, with the Laemmle company for almost twenty years, who was appointed last week by Lou B. Metzger, general sales manager of Universal. Fred J. McConnell is in charge of all the short product, but Singer will work hand in hand with him and will develop Universal's activities in the sound shorts field.

Universal's first short novelty, "Globe Trotter," listed as a Vaudeville Novelty and featuring the team of Bailey and Barnum. This act has both dialogue and singing.

Plans Marketing of New Sound Apparatus

Plans are reported being formed by the Bristol Talking Movie Company, William H. Bristol, president, to market sound projection apparatus called the Bristolphone. This device uses the disc method of reproduction and is expected to be available for exhibitors at a price between $3,000 and $4,000.

The Bristolphone is at present being used by several prominent manufacturers for commercial purposes. Bristol, the head of the firm and inventor of the device claims that a resynchronization arrangement is a feature which assures perfect automatic movement and that he holds basic patents secured ten years ago on disc sound synchronization.

Two New Features Under Way for Pathe

Two new features are in production at the Pathe studios. They are "The Spieler," and "Office Scandal."

"Sal of Singapore," starring Phyllis Haver, has just been completed at the Pathe plant, and "Ned McCobb's Daughter," with Irene Rich featured, still has about a week ago. In the process of editing are "Show Folks," "Marked Money," "Annapolis" and "Captain Swagger." "Power" and "Celebrity" have been shipped to New York.

Vitaphone Exchange to Open in Philly

Vitaphone Corporation will open an exchange occupying 8,000 square feet of space at 1219-23 Vine street, Philadelphia, on September 10th, under the personal supervision of Norman J. Ayers, division sales manager of the company. The Philadelphia Vitaphone Exchange will supply the Philadelphia, Washington and Pittsburgh territories.

Goshen, Ind., Claims Honors in 10,000 Class

It is claimed by Goshen, Ind., that it will be the first city of 10,000 population to install talking picture equipment. Oscar Hansen, manager of the Jefferson theatre, has announced that he has arranged for the installation of Vitaphone ad Movietone equipment, but though the contract was signed with the makers, it is expected to be January before the equipment is received, due to the rush of business.

35 of 40 Hal Roach Comedies to Have Synchronization

DECISION has finally been made with regard to sound in Hal Roach comedies. M-G-M announces that thirty-five out of forty Roach productions on the schedule for the coming year will be synchronized. The five productions that will be minus sound are the first five that were completed at the studio and the prints had already been shipped before it was possible to arrange for sound adaptation.

Prints of seven subjects with sound synchronizations are now being shipped to all M-G-M exchanges. Others will follow as rapidly as they are completed. Those being shipped at present are, Charley Chase in "Imagine My Embarrassment"; Stan Laurel and Oliver Hardy in "Early to Bed"; Our Gang in "The Ol' Gray Hoss"; Stan Laurel and Oliver Hardy in "Two Tars"; Our Gang in "School Begins"; Our Gang in "The Spanking Age," and Stan Laurel and Oliver Hardy in "Habeas Corpus."

Discussing sound pictures Hal Roach said:

"The art of pantomime is as old as amusement itself and there isn't the slightest chance that dialogue ever will entirely displace pantomime on the screen. Dialogue can't possibly take the place of pantomime in causing laughs.

"There is no doubt, however, that sound synchronization of the score will be a great help to comedy subjects. I should say that it will increase the amusement possibilities of a comedy from 10 to 20 per cent to have the proper musical accompaniment. Proper orchestration, to my mind, is the biggest addition to the movies by the sound effects.

"Sound effects in pictures are going to find a definite niche in the market. There is no doubt about that. And they are going to add variety to the program. But they won't necessarily take the place of anything else on the programs. You may say that they take the place of the elaborate presentations, recently so much in vogue. Well, my answer to that is that when presentations came in they didn't take the place of anything."

Gloria Swanson Contracts for Photophone Synchronization

AS the result of the decision of Gloria Swanson to record her voice in her coming picture, "Queen Kelly," by the RCA Photophone process, United Artists will offer productions for the coming season with sound accompaniment by the three major sound devices, Movietone, Photophone and the disc system.

Miss Swanson's arrangement was made with Photophone as an independent star whose productions are released by United Artists. Joseph M. Schenck, president of United Artists, signed a contract last May with Electrical Research Products, Inc., for use by United Artists' producers of both Western Electric recording and reproducing devices. In this way the company now will record by all three processes.

William Le Baron, responsible for the production management of "Queen Kelly," conferred last week with United Artists officials in New York and then departed for Hollywood, where production on the film will be started September 3. Radio Corporation engineers accompanied him.

Before departing, Mr. Le Baron announced that Walter Byron, Tully Marshall, Maude George and Albert Conti have been signed to support Miss Swanson in this Erich Von Stroheim story. It is planned to have "Queen Kelly" completed by December 15, when three negatives will be delivered to United Artists; one silent for America, one silent for foreign countries and the sound negative for America.

"Queen Kelly" will not be an all-talkie picture, though much dialogue is planned for it. The climactic scene in the final reel will have a combination of voice, orchestral music, sound effects and visual spectacle.

Marveltone Device Will Have N. Y. Showing

New York is to be given a demonstration soon of Marveltone at a legitimate theatre. It was recently introduced at Grauman's Egyptian in Los Angeles. The device is a combination of sound-on-film and disc and employs a secret synchronization process.

George Lovett is the inventor of Marveltone, which it is said, will play numbers requested by the audience and answer questions asked by Lovett, who works in the audience. It is said that there is no wear and tear on the film and that the device requires no more servicing than the average film.

Three skilled projectionists are necessary but there is no installation cost and Lovett claims a theatre doesn't have to be wired to show the films.

ABE I. FEINBERG
ATTRACTIONS
TALKING PICTURE
AND EXCLUSIVE MATERIAL
SUITE 1510 1560 BROADWAY BRYANT 5357

Talkies Reveal New Entertainment World for the Blind

THAT a new world of entertainment has been opened to the blind with the perfection of talking pictures was evidenced by the experience of 28 inmates of the Pennsylvania Working Home for Blind Men, who, as guests of the Stanley Company of America, attended the opening of "Lights of New York," the first 100 per cent talking picture to be shown in Philadelphia.

John H. Meader, superintendent of the Home, wrote the following letter of appreciation to Abe Sablosky, general manager of the Stanley Company: "I believe I do not exaggerate the truth when I say that we have had nothing in years which gave as much pleasure to our men as the treat which your company gave them last Monday night at the Stanley Theatre. There were twenty-eight blind men in our group. Of these two or three had a slight perception of light. They were much delighted to realize that the curtain was so bright that they could dimly see the figures, which, together with the spoken parts, enabled them to get the story of the picture completely. Of the other men who see nothing at all, there were a number who could follow the plot from beginning to end on account of the spoken parts. They could differentiate the characters from what was said and from the tone of voice."

Labor Troubles Reach Height With Contracts Expiring

LABOR difficulties are expected to reach their height within the next few weeks as the result of the advent of the sound pictures. Contracts in a number of instances are expected to expire on September 1st. Wage increases are asked in many quarters as well as additional men in the booths. Stagehands are also endeavoring to maintain the usual forces backstage in the sound houses. A six-day week with seven days pay is also being demanded.

The New York operators have asked for an eight per cent increase over the present wage scale with existing contracts expiring August 31. Buffalo faces a walkout of operators and stagehands in the downtown houses on September 1st. The operators are asking an increase to $100 a week over the present scale of $55, $65 and $75. They also want a day off in seven. The managers have offered $75 for all operators for a seven day week, but this has been refused. Arbitration will be resorted to.

Cleveland operators have submitted a new wage scale to theatre owners. They are asking the same wage scale of last year for a six day week, whereas they had a seven day week last year. They are also asking that two operators be in the booth of every theatre which has synchronizing equipment. Local theatre owners say that the demand, if put into effect will increase operation approximately 13 per cent. The new scale applies only to subsequent run houses in Cleveland. Downtown houses signed a two-year agreement last year with the option of renewal for another year.

Memphis operators want four men in the booth instead of two in sound houses. They are asking $75. Lionel H. Kane, Loew's Southern manager has offered to employ the additional men at the present scale of $60.

Washington, D. C. operators are demanding wage increases from 25 per cent to 40 per cent and an increase to six men in the booth in first run houses.

Detroit is said to be declaring for an increase of 30 per cent. The exhibitors have made a counter proposal and it is expected that the difficulties will be ironed out.

FBO to Start First All-Talker

ALTHOUGH FBO has already broken into the sound field with "The Perfect Crime" and "Hit of the Show," it is to commence shooting its first actual all-talker in three weeks at Hollywood. A well-known melodrama, title of which will shortly be announced by William Le Baron, will go into production.

Four engineers left New York City on the Century, Wednesday, for Hollywood to supervise and take charge of the immediate installation of additional Photophone equipment. Part of this equipment includes portable recorders and special equipment for exterior scenes. An entire baggage car is being used for its transportation.

These engineers will be met by Mr. Lee Clarke at Hollywood. Mr. Clarke is one of Mr. Kennedy's sound staff in charge of technical sound division.

3 Broadway Houses For Vitaphone Films

Vitaphone pictures will be prominent on Broadway this fall in at least three houses. The Warner Theatre will be one of the permanent homes of talking films augmented by the Winter Garden, as a result of the recent contracts between Warner Bros. and the Shuberts for the use of this latter theatre. A good share of the playdates at the Mark Strand will also provide for the exhibition of new Warner Bros. Vitaphone talking pictures.

"The Terror," the second 100 per cent talker, is the current attraction at the Warner Theatre where seats are selling eight weeks in advance. Al Jolson in "The Singing Fool" is slated to open in September at the Winter Garden and will be followed by other Vitaphone roadshows.

The Mark Strand has set the following dates for additional Warner Vitaphone product: September 1—"State Street Sadie" with Myrna Loy and Conrad Nagel; September 26—"The Lion and the Mouse" with May McAvoy, Lionel Barrymore and William Collier, Jr.; October 6—"The Midnight Taxi" with Antonio Moreno and Helene Costello; November 10—"Caught in the Fog" with May McAvoy and Conrad Nagel.

Develop Ideas for Trailers on Synchronized Films

National Screen Service announces that in collaboration with the Exploitation and Publicity Executives of Paramount and Publix, they have created a sound trailer on "Warming Up."

Experimental work in the matter of sound trailers and plans for sound trailers on synchronized and talkie pictures, are now reaching a definite conclusion.

The company is now collaborating with First National in the making of a sound trailer for the Special "Lilac Time" and with all producers for sound trailers on their productions.

Synchronized Month for Dallas Theatre

The Melba theatre of Dallas, Texas, has designated the month of September as "Synchronized Month" and all pictures shown in September will be synchronized either on Vitaphone or Movietone as the theatre has both installations.

The first picture will be "Sawdust Paradise" with Esther Ralston, which will be shown Paramount Week. Following this will be Warner Bros. talkie, "Women They Talk About," then "Excess Baggage" with William Haines, "Our Dancing Daughters," starring Joan Crawford, and then Paramount's "Wings."

Whiteman Makes Record of "Felix the Cat"

Paul Whiteman and his band have made a Columbia record, released August 20, of "Felix The Cat," the song and instrumental number which was inspired by the Felix the Cat animated cartoon comedies released by Educational Film Exchanges, Inc.

Middle West Theatres Rush Wiring

ALL Finkelstein and Ruben and all Publix theatres in the Middle West will be wired as soon as possible for sound films. The State Theatre in Minneapolis and the Capitol in St. Paul have already been equipped to project any type of synchronized picture produced. The Minnesota in Minneapolis is showing both Vitaphone and Movietone programs. It has also been announced that the Strand in Minneapolis and the Astor, St. Paul, will be reopened this fall with complete installation of talking equipment. The State and the Capitol are soon to be overhauled and redecorated.

Berlin Signs to Write U. A. Talkie

IRVING BERLIN has signed a contract with Joseph M. Schenck, President of United Artists, to write the story, lyrics and complete musical score of a talking picture to be called "Say It With Music." The star will be Harry Richman of "George White's Scandals," by special arrangement with George White.

"Say It With Music" is the first sound film for which original story, lyrics, musical score and songs have been written.

George White has already secured the rights to "Say It With Music" for stage presentation after release of the film.

First Movietone Feature with Dialogue in N. Y.

The first Movietone feature with dialogue to be released by any company, "The Air Circus," will be presented by William Fox at the Gaiety Theatre, New York, for an extended run beginning next Saturday afternoon, September 1.

In this production Louise Dresser, David Rollins, Sue Carol and Arthur Lake all speak their lines.

In addition to the dialogue in "The Air Circus" the thrills of flying are enhanced by the whirring of the aeroplane motors, the crashing of planes, and other attendant sounds at a commercial aviation field, which is the locale for this Fox picture.

Howard Hawks and Lew Seiler directed the picture and the dialogue sequences were staged under the direction of Charles Judels, who was general stage manager for the Shuberts before signing for an important position with Fox Movietone.

Le Baron Plans Stock Company for F B O

A definite and permanent company of stock players, to appear exclusively in F B O Talkers is one of the plans now under consideration by William Le Baron, Vice-president in charge of production, at Hollywood. He believes, in forming such a company, he will not only avoid the griefs of other companies in getting competent players and training new material, but that these players with each succeeding talker production will register with ever-increasing effectiveness and popularity.

Mr. Le Baron's plan calls for stage stars who have screen personality which will register with equal effectiveness whether the film goes out to the present limited number of those exhibitors already equipped for sound, or the vast majority of theatres as yet unprepared for talking pictures.

Warners Will Reopen Vitagraph Studio

The Vitagraph Studio in Brooklyn will be opened this fall for the production of Vitaphone talking pictures and extensive alterations are now under way to provide it with the complete equipment necessary to the making of sound films.

The improvements will include two Vitaphone stages with the newest type apparatus, sound proof walls and incandescent lights.

"U" Increases Sound Releases from Eight to Sixteen

UNIVERSAL will release sixteen instead of eight synchronized pictures during the coming season, according to announcement by Carl Laemmle. Two of these, "Uncle Tom's Cabin" and "The Man Who Laughs," have already been completed and are now being exhibited.

The Universal sound pictures will fall into three classifications. There will be four synchronized with music and sound effects, others will be synchronized with talking sequences in addition to music and sound effects and there will be still others made as all-talkies.

The four synchronized with music and sound effects are "Uncle Tom's Cabin," "The Man Who Laughs," "Give and Take" and "Man, Woman and Sin." The last two will be ready for the market within a week or ten days.

The remaining twelve to be synchronized in different ways not yet decided upon, are "The Last Warning," "The Girl on the Barge," "The Cohens and Kellys in Atlantic City," "Red Hot Speed," "It Can Be Done," "The Shake Down," "You Can't Buy Love," "The Charlatan" and three Laura La Plante pictures, "One Rainy Night," "That Blonde" and "Dangerous Dimples."

Of the pictures named, several have already been completed as to the silent negative and the making of the talking sequences is under way. Others are now in production.

Universal is also getting under way in the short subject sound field. Julius Singer was recently appointed sales manager for the short sound product and the first subject of this product has arrived from the coast. It is "The Globe Trotters," a black face act staged by Bailey and Barnum.

It is announced by the company that sound feature pictures will have two negatives, the synchronized negative and the silent one.

Gotham Completing Plans for Marketing Bristolphone

GOTHAM PRODUCTIONS, which is to organize Bristolphone Sales Corporation, for the marketing of Bristolphone, a sound disc device, is making elaborate preparations for the recording of sound by the process and the distribution of the equipment. By the terms of the agreement made between Gotham and William H. Bristol, inventor of the device, Gotham, it is said, will get a percentage on every installation made.

Gotham is planning to erect two outdoor sound stages at Waterbury, Conn., where production activities will get under way in the near future. Production of the equipment is already under way there and deliveries can be made in the immediate future. The two stages, in addition to being used for sound recording, will also serve as eastern production studios for Gotham.

While Gotham has exclusive rights to the Bristolphone process, the company will license other companies in the same manner as do Western Electric and RCA. Gotham is now in negotiation with several short subject producers for a tie-up on two-reel sound films and one-reel novelties.

Gotham has not yet definitely set its plans completely for the application of all Bristolphone activities, but Budd Rogers, vice-president of the company, said that important details would be perfected within the next ten days or so.

Among the forthcoming Gotham productions scheduled for sound synchronization are, "The Girl from Argentine," starring Carmel Myers; "Times Square," featuring Alice Day and Arthur Lubin; "Red Velvet," starring Lionel Barrymore and Jacqueline Logan; "A Modern Sappho," "Across the Footlights," "Among My Souvenirs," "Goodbye Broadway," "Father and Son" and "Pajamas for Two."

Kennedy Organizes Sound Studios to Produce in New York

AS announced in a Motion Picture News interview last week with E. E. Bucher, vice-president of RCA, Joseph P. Kennedy has launched a production enterprise for sound pictures in New York with Bob Kane at the head of production activities.

The company has been organized under the name of Sound Studios, Inc., with Kane president and Joseph I. Schnitzer and Colvin Brown, vice-presidents. Schnitzer is vice-president of FBO and Kane vice-president of Pathe.

The Pathe studios in New York City have been acquired and are to be completely equipped for the production of talking pictures by the corporation under the RCA Photophone system of recording.

It is the intention of the company to film productions from outstanding plays, novels or stories which lend themselves naturally to dialogue and sound effects, as well as pictorial quality. Broadway stars will be used in many of the pictures.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

Motion Picture Operator: Experienced on Power and Simplex machines. Not afraid of long hours, handy all around. Would like to get steady connection. Am 32 years of age and married. Box 381, care Motion Picture News, 729 Seventh Ave., New York City.

A young man, married, energetic, full of new blood and new ideas, desires position as theatre manager, exploitation or publicity with a growing firm where there is a chance for future advancement. Fifteen years experience in exploitation, advertising, and theatre management; any kind of house. Have been connected with one of the large chains but desire a change. Will go anywhere. Box 383, care Motion Picture News, 729 7th Ave., New York City.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

WANTED A POSITION as projectionist, thirteen years' experience. Reason for this advertisement, exhibitor cutting expenses, placing his son as projectionist. Wire best salary at once, ticket if very far away. David S. Mayo, Felder St., Americus, Ga.

THEATRE MANAGER—Country wide experience exploitation, publicity, public relations. Versatile writer and trained in practical management. Can stage presentations. Will book, buy and handle pictures, road shows, tab, vaudeville and special attractions. Open for proposition after September 1. Have big city and small town experience. Prefer city of 100,000 or under. Address Box 379, care of Motion Picture News, Hollywood, Calif.

For Sale or Lease

THEATRE FOR SALE OR LEASE.—Complete new equipment for stage attractions and pictures. Splendid condition. 1,150 seats. Factory city. Great trading area. Now operating. Immediate possession. Wire Herbert Parker, Box 98, Waterloo, Iowa.

Applications being received for the lease of theatre now under construction in Plattsburg, N. Y. Splendid opportunity and opening — only one other theatre in town for a surrounding population of about fifty thousand. New theatre to be modern and fireproof building. Address inquiries to Plattsburg Realty Company, Inc., Box 124, Plattsburg, N. Y.

FOR RENT.—AKELEY; BELL-HOWELL (professional). Rent anywhere. Wood, 124 Market St., Indianapolis.

FOR SALE—700 fine upholstered opera chairs from first-class theatre, $2.75 per chair. Also 1,000 strong and durable veneer chairs at $1.10. Can be seen upon request. Box 425, care of Motion Picture News, 729 7th Ave., New York City.



Illustrating a variety of ideas in copy and layout which six first run houses employed in newspaper exploitation for "Telling the World." The ads shown include two-column displays for the 5th Avenue theatre, Seattle; E. F. Albee, Cincinnati; the Eastman, Rochester; and Loew's State, St. Louis; a four-column layout for Loew's Palace, Indianapolis, and a three-column ad for the Florida theatre, Jacksonville.

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

"Nothing But the Truth"—?

"Ducky" Meyers of Chillicothe, Ohio, thought, after much consideration, (you don't know "Ducky" like I do), that rather than let his patrons complain about a bad picture he would "beat them to it" and advertise the fact that the feature was "rotten," that the management knew it, but could not help it. But, said "Ducky" to his patrons, we have surrounded this "punk" feature with such a "corking" show that you won't mind it at all.

And, strange to relate,—no, not so strange either,—the show did a more than average business, for two reasons. First: the rest of the show was good. Second: his patrons were curious to see a feature which the theatre advertised was bad.

Here is a peculiar bit of theatre psychology—and a clever act of showmanship. Try it yourself the very next time you have to play off one of those "beauties" that you get whether you like 'em or not. Get it set with a good surrounding bill that will include several shorts worth of feature billing and SELL IT just as "Ducky" did.

Don't forget your promise on that boat ride, Meyers,—I want some "stuff" from you to be published on these pages—and how!



Photo above was snapped while members of the Gus Sun Managers' Association were on a boat trip to Peelee Island, Canada. In the centre is the "Admiral" of the expedition, John Hemmelein of Sandusky, Ohio. Left to right, are: Chas. E. Lewis, editor of the Round Table Club; Forrest Kelly, Massilon, Ohio; Pat Lanagan, Gus Sun, Executive, Cleveland; Mrs. Lanagan; Mrs. Fred E. Johnson, Cambridge, Ohio; Mrs. Earl Myers, Chillicothe, Ohio, and a friend, and Ralph Mosher, Gus Sun's head booker, of Springfield, Ohio

The Man Who "Owns" Syracuse

About three years ago I went to Syracuse to hear an organ which I had under consideration for a new theatre. I heard the organ but I also heard an "organist," and before leaving I said that he was worth his weight in gold.—

Recently I returned to Syracuse and making the rounds of the different theatres, I happened upon the Eckel Theatre along about 9 o'clock. There was quite a line waiting to buy tickets, which surprised me because on this particular night the other houses seemed to have plenty of room. And when I got inside I had to stand for about 15 minutes and during that time a Vitaphone act was singing, with a running conversation from the audience as competition. I'm not so sure which would have been the winner had it kept up much longer, but I took my seat and while struggling to park my hat on the trick rack under the seat (so the guy behind me could kick it into a pulp) a sudden hush settled over the house and I quickly looked up and, behold, a slide was just announcing Paul H. Forster at the organ, and as the spot came on him he received a terrific hand.

So once more I had the extreme pleasure of listening to the man who "owns" Syracuse, as far as organs are concerned, and it was a mighty pleasant time I had. To me it's a miracle the way this man Forster leads his audience around in volume, in tempo and in every other way—And how they love to follow him.

And after it was all over, believe it or not, they had to stop the opening title for the big feature so that he could take another bow. And then they were still applauding.

We Hear from L. A. Wallis, of Texas

In sending in his application, Manager L. A. Wallis, of the Isis Theatre in North Fort Worth, Texas, says—". . . I believe it is one of the best clubs ever organized to help fellow exhibitors get bigger box office results . . ." and so we are glad to enroll him into the CLUB because he has expressed a mighty true sentiment.

As a starter he tells us about "Camille" which he tackled with 5,000 envelopes on the outside of which you read in deep red ink—"FOR LADIES ONLY." On the inside was a slip of paper with the following wording, "If You Could See But One Picture in the Whole Year, That Picture Should Be Norma Talmadge in "Camille." He also called attention to these envelopes with a slide on his screen which read, "There Is a Message in Each Envelope 'For Ladies Only.' Ask for them at the Box Office."

We are glad to reprint this stunt because

(Continued on following page)

Audience Votes Raise in Prices

THE management of the Forum Theatre announced a 10c increase in admission effective on Labor Day in a rather novel manner. Statements were thrown on the screen to the effect that the Forum was the only theatre in that locality presenting a high class stage show with orchestra music organ solo, feature picture and Vitaphone number at each performance, and asked for a vote of the audience as to whether this high standard of entertainment should be continued at an advance of 10c in admission or whether the price should remain the same and the character of the programs be lowered. The audiences were overwhelmingly in favor of the increase.

it is another of the type that can be utilized so well for any number of different pictures. **Fit the Idea to the Picture or the Picture to the Idea.** That's what we are preaching, and that is what our "wide-awake" members are doing.

So, Brother Wallis, we await with interest something more from you and we would also like to get your photo. Shoot it along.

An Exhibitor Goes Traveling

AFTER completing a four weeks' tour of the Middle Western States it was only natural that many different questions should find their way to me from the many exhibitor friends of mine as well as members of the ROUND TABLE CLUB who were all watching this trip with much interest.

How do conditions compare with those in the East?

What is the audience reaction in the Middle West?

Are theatres conducted any different?

Are managers different than in the East?

Is competition as keen?

Is over-seating as bad as we have been told?

Are theatres out there really making money?

These constitute just a few of the questions that followed my return to the East, and since there is much to be said on each and every question stated, the thought came to me that perhaps I could better answer each one separately by stating what I found in answer to such questions.

Therefore, starting with next week's issue, I will elaborate on each of the questions put to me and answer them just as I was affected by the trip. That this tour was packed full of valuable findings is a plain and simple fact, and my only wish is that each and every theatre manager or exhibitor could find the time to make some sort of a tour, even if only for a few days, but out in territory as far removed from his own theatre as is possible.

Stage Shows in Australia Growing in Importance

More and more is the stage presentation becoming an important part of motion picture theatre programs in Australia. In Sydney alone, six city cinemas are paying theatrical performers £1,600 weekly, but the additional box office receipts are reported to be more than compensating for this expenditure. Recently the Australian entertainment world has been undergoing a period of depression and theatrical managements are adopting presentations as a means of overcoming the effects of that depression. Probably the most elaborate performance staged in connection with a motion picture program in Australia is that now running at the Sydney Regent in connection with the exhibition of "The Gaucho." In addition to an elaborate ballet, the presentation includes vaudeville acts from the United States.

The popularity of the pictures-and-review program in the large city theatres throughout Australia has brought an additional problem to the suburban showmen, to whom presentation means an expense which many can not afford.

The Best "Stunt" in Many a Moon

Mr. Charles E. Lewis,
Managers Round Table Club,
729 Seventh Ave.,
New York City.

Dear Mr. Lewis:

Getting more and more kick out of the Club pages every week and anxiously look forward to the weekly edition of the NEWS. I'd say that its innovation is the best "stunt" that has been pulled in many a moon.

More power to you, as I feel you are doing worlds of good, both to members and those hundreds who, I feel, are absorbing the pages of the Round Table Club weekly, but to date have been unable to get the cramp out of their wrists and fill out an application blank.

Signed,
Edw. T. Zadra, Mgr.,
Lyric & Ramsdell Theatres,
Manistee, Michigan.

Here's the Application Blank—You Do the Rest

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Paramount Working on Fifteen Films

3 Sound Productions Among Those Being Filmed; 4 Films in Cutting Rooms and 6 Others in Preparation

DAY and night shifts in every department of the studios are at work on current and future productions under way at the Paramount plant in Hollywood, marking the busiest era of activity in the history of the organization.

Three productions are being filmed on the Paramount sound stges. Evelyn Brent, William Powell, Clive Brook and Doris Kenyon are making the dialogue sequences for "Interference." Emil Jannings has started on the talking version of "Sins of the Fathers," and Nancy Carroll and Richard Arlen are being put through their paces in scenes for their backstage story.

Two companies have gone on location—"Redskins," and "Avalanche." In the studios, three companies are at work: "His Private Life"; Charles Rogers' new vehicle, and "Moran of the Marines."

Four in the cutting rooms are: "Take Me Home," "The Docks of New York," "Varsity," and "The Fleet's In."

Six pictures are being prepared, these being "The Wolf of Wall Street," "The Canary Murder Case," "The Case of Lena Smith," "The Four Feathers," new Bebe Daniels' picture, and "The Tong War."

Sign New Contracts

New contracts recently signed at the Paramount studio on the Coast include the following: George Bancroft and Arnold Kent, players; and George Manker Watters, Hugh Herbert and Dan Totheroh, writers.

Victor Voyda

Victor Voyda, brother of Ernest Vajda, was chosen last week to act as associate producer on the first Maurice Chevalier vehicle to be made by Paramount. Voyda has changed the spelling of his name to conform to the English pronunication.

Pathe Productions

August production schedule at Pathe includes "The Spieler," "Office Scandal" and "Geraldine." "Ned McCobb's Daughter" will be completed about the time these three new productions are ready for the camera. "Captain Swagger," "Sal of Singapore," "Marked Money" and "Annapolis" are being edited.

"Conquest" Completed

The first Vitaphone roadshow to have Monte Blue starred was completed last week when Director Roy Del Ruth finished the last scenes of "Conquest," a story of adventure in the Antarctic, in which Blue has the leading role of aviator-explorer.

Rayart Plans West Coast Studio

TREM CARR, production head of Rayart, who have been producing at the Metropolitan Studios in Hollywood, has announced that he is negotiating for several sites on which to erect new studios to house the several Trem-Carr-Rayart units. Tentative selections are at the new Studio City properties in which Sennett has already built and the Christies are building.

As laid out by Mr. Carr, the Rayart plant will consist of three separate studios, two for silent pictures and one sound-proof studio. Ground will likely be broken by October 1st.

Henry Murdock Dies

Henry Murdock, comedian who appeared in many Educational comedies, died last week from strangulation, caused by the lodgment of a piece of beefsteak in his throat. He had just finished playing a lead in a Cameo comedy.

Mort Blumenstock

Mort Blumenstock, whose original screen play, entitled "Home, James," is regarded by New York and Los Angeles critics as the best Laura LaPlante picture in a long time, has titled more than twenty productions for Columbia and several for FBO. It was less than two years ago that Mr. Blumenstock left the publicity department at the home office of First National Pictures to go to Hollywood to title pictures and write scenarios. He has made good in a difficult profession in a short space of time.

Russell Simpson Engaged

Russell Simpson has been engaged by Tiffany-Stahl to play the role of "Singapore Joe" in a Jack London story now being filmed under the direction of Elmer Clifton.

Mackaill-Mulhall Vehicles

A new line up on the Dorothy Mackaill and Jack Mulhall pictures for the First National President Group of releases for 1928-29 has been set. The two players will be teamed in three productions, "Waterfront," "Children of the Ritz," and "Two Weeks Off."

Miss Mackaill will be featured alone in "The Girl in the Glass Cage." Mulhall will be featured alone in "Ritzy Rosie."

Enroute

Marie Prevost and Kenneth Harlan left recently for New York. They are motoring via the Santa Fe trail. Harlan will play a leading role in "Tampico," a stage play. The actress will return immediately in order to arrive in Salt Lake City by the first of September to begin work in the starring role of "The Exodus of the New World," which Pioneer Film Corporation is producing.

Claire Windsor Signed

Claire Windsor will play the feminine lead opposite Victor McLaglen in a new Fox picture temporarily titled, "The Wastrel." J. G. Blystone has been assigned to direct.

"Stark Mad" on Location

Director Lloyd Bacon left Hollywood last week for Catalina Island on a location trip with members of the Vitaphone production, "Stark Mad." The Warner Studio has chartered a yacht on which the players will make their home.

"City Lights"

Charlie Chaplin's "City Lights" is in the making. Sets are erected for the f[illegible] sequences, in the Chaplin Studio in H[illegible]wood. Casting is proceeding.

Show Photos by Wire

A novelty among the modern inventions is seen in "The Carnation Kid," Christie-Douglas MacLean production, when a photo is sent by wire as a part of the plot of the picture.

Arrangements were made with the American Bell Telephone Company which regularly uses this form of transmission to show a picture being received over the telegraph wires a very few seconds after it is transmitted in another city.

Todd-Ford Engagement

Thelma Todd, First National leading lady, has announced her engagement to James Ford, who recently was discovered by Corinne Griffith and given a contract by First National.

The 233 Club Elects

The 233 Club at its last election made Judge Rex Goodcell president, succeeding Monte Blue. Other officers of the exclusive film club elected were: Raymond McKee, recording secretary; Otto K. Olesen, treas-

(*Continued on following page*)

Hollywood—*Continued*

urer; George Bancroft, Jean Hersholt, John Le Roy Johnston and Harry Zehner, vice-presidents. The 233 Club will hold its third annual inaugural ball at the Beverly-Wilshire Hotel on August 30.

In Memoriam

The second memorial services for the late Rudolph Valentino were conducted last Thursday at Hollywood cemetery. More than 200 motion picture stars were present. Hale Collins of Seattle opened the memorial services at noon.

Keith to Leave for N. Y.

Ian Keith, playing a feature role in Columbia's "The Street of Illusion," will leave for New York to begin rehearsals for "By Royal Appointment" as soon as the Columbia picture is completed.

Tony Gaudio Engaged

Tony Gaudio has been secured by Henry King, producer of Inspiration, to photograph "She Goes to War."

Denny's Air Plans

Touring California by aeroplane is the present plan of Reginald Denny upon completion of "Red Hot Speed," his Universal current vehicle.

Blanche Sweet Recovered

Blanche Sweet has completely recovered from her recent illness and is soon to start on her first American made production since working in England.

Charles Byer Buys Lots

It appears that Charlie Byer is to become a permanent fixture in the community, as the popular leading man has just purchased two lots, one in Hollywood and the other at Dana Point, with the intention of building on the former immediately.

Record Plane Flight

C. L. Phillips, one of the crack pilots in "Hell's Angels," has returned to Hollywood after a record-making flight to Denver, Colorado, flying a light-powered sport biplane owned by Ken Maynard, film star. Phillips made the return flight in sixteen hours.

Ben Lyon's Next Role

Immediately after completing work in "The Air Legion," FBO, Ben Lyon will leave for Salt Lake City to co-star with Marie Prevost in "The Exodus to the New World."

Cutting and Editing

George Crone, who directed "The Floating College" for Tiffany-Stahl, is now supervising the cutting and editing of the picture.

"The Shakedown" Completed

"The Shakedown," Universal, has been completed by Director William Wyler and is now in the process of editing.

Gibson Nearing Finis

"Hoot" Gibson is in the final sequence of "King of the Rodeo," his current production.

Decides on Film Career

Allen Connor, the juvenile lead in "The Isle of Lost Men" for Tremear, has decided to remain in pictures and not return to the New York stage.

Bebe Celebrates Birthday

Bebe Daniels celebrated her birthday on the set of Marshall Neilan's "Take Me Home" at Paramount studios last week.

Born in New York State

Bess Meredyth, recognized as one of the most successful scenario writers in the industry, started out in life to become a concert pianist. At present she is credited with a large number of leading screen achievements.

After working on a newspaper in Buffalo, N. Y., her birthplace, Miss Meredyth, who had been making an intensive study of music, began a concert tour through the United States, which took her to Los Angeles. There she started the career which took her entirely out of music. But it brought her fame and fortune.

Motion pictures were just beginning to assert themselves in and about Hollywood, and Miss Meredyth decided to abandon her tour in order that she might spend the winter in California. She played extra parts with the Biograph Company with Mary Pickford, the Gishes, Blanche Sweet and all the others of Griffith fame. She then went to Universal to play leads, and was eventually made a star with that company. All this time she was picking up experience upon which she expected to capitalize later, for her real ambition was to become a scenario writer, and, while starring, she wrote many original stories that were bought and produced. Then she went into the scenario department writing originals and continuities, and was very successful from the start.

During the last five years Bess Meredyth has reached the top of the screen writing profession. Among her notable achievements are the adaptations and scenarios of "Don Juan," "The Sea Beast," and "When a Man Loves," for John Barrymore, although she has done a score of acknowledged successes.

Now Miss Meredyth has moved her facile typewriter out to Metro-Goldwn-Mayer to stay for a year or two. Following the completion of scripts on "The Mysterious Lady" and "A Woman of Affairs," M-G-M officials saw fit to proffer a long-term contract to Miss Meredyth, which she signed recently. She was previously under contract to Louis B. Mayer, Warner Bros. and First National.

* * *

Another New Yorker, who might be termed a writing veteran of the motion picture industry, for he did his first picture for Vitagraph in 1914, is George H. Plympton. The story referred to was for Norma Talmadge and was titled "Miser Murray's Wedding Present." That effort followed a career as a short story and newspaper writer, and Plympton has done little since but write and adapt stories for the screen. He remained with Vitagraph for four years, writing for John Bunny, Sidney Drew and many of Vitagraph's early successful stars. He adapted the Alfred Henry Lewis "Wolfville" series and also many of the O. Henry series.

Since departing from Vitagraph, Plympton has written stories and adaptations for Metro, Paramount, Pathe and Universal. He is also under contract to Universal, and he points with pride to the two Universal Collegian series which he adapted as his best work. He has adapted many Westerns, and also write adaptations for the Arthur Lake series of comedies for Universal.

Plympton is a native of Brooklyn, and attended public schools in that region of Greater New York. His original intention was to become an electrical engineer, but he started dabbling with fiction and sold a number of originals to Vitagraph, which brought him his first picture contract. His father, Dr. Harry Plympton, was also a very successful writer of fiction.

The only interruption in his writing career of consequence was service during the World War, which made him eligible to the American Legion, but he returned to the writing field and to California as soon as he was able to lay off a uniform and again take up a pen.

Tryon Praised

The work of Glenn Tryon in "It Can Be Done" has been lauded by Carl Laemmle, president of Universal, who is keenly interested in this young star's work.

Will Again Direct Keaton

Edward Sedgwick, who recently directed Buster Keaton in "The Cameraman," will also direct the second feature comedy in which Keaton will star for M-G-M.

Finis Fox Returns

Finis Fox has returned from the Yosemite, where he and his wife spent a delightful vacation. Finis will begin work on the scenario for "Evangeline," Edwin Carewe-Dolores Del Rio production for United Artists.

Prepare Denny Vehicle

Earle Snell and Gladys Lehman, Universal's scenario staff, are preparing the screen version of E. J. Rath's "When the Devil Was Sick" for Reginald Denny.

Caddo Loans Milestone

Lewis Milestone will direct a feature production for Paramount, having been loaned to that organization by Howard Hughes, producer of Caddo. The story Milestone will direct is based on an original by Joseph Conrad.

De Mille "Sound" Reasoning

William De Mille is enjoying his experimental work on sound device. "I find this the most interesting work I have ever done in connection with motion pictures," says the author-director, and states that in his opinion sound in picture has unlimited possibilities.

Jacqueline Logan Weds

Jacqueline Logan, Pathe star, surprised her many friends last week by suddenly marrying Larry Winston, real estate broker, at Tijuana, Mexico.

J. R. Grainger Arrives

James R. Grainger, general sales manager of Fox, arrived here last week for a conference with Winfield R. Sheehan. He has taken a cottage at Malibou beach.

Sue Carrol Sailing

Sue Carrol, popular screen star, has left for Europe, accompanied by her mother. She will appear in Fox' "Chasing Through Europe."

"The Shopworn Angel"

Richard Wallace, signed by Paramount to direct "The Shopworn Angel," is busily engaged in preparation of the story and expects to start filming within a week.

"Spieler" Continuity Finished

Hal Conklin has completed his continuity of "The Spieler," an original. This will be synchronized with sound effects, according to an announcement by Pathe, and some titles will be spoken.

(*Continued on page 756*)

Key City Reports

New York City

THE month of August has been kind to Broadway motion picture theatres. With the end of the Summer season but a week away and taking into consideration the fact that September generally can be counted upon as the start of a prosperous movie season, everything really seems to be "Jake" along the Rialto and other points in this section. The last few weeks have reaped an unusual harvest for local managers, two houses breaking their own records during a season usually termed "dull." We believe that this can be attributed to the fact that there have been some very fine attractions shown, and, in addition, some of the credit must be given to public interest in sound pictures.

The Roxy, with "Four Sons" (Fox) seems destined to break the record which "Street Angel" (Fox) established a few weeks ago. It has already done better than the latter and has gone into its third week with no appreciable let down in receipts. Last Saturday's and Sunday's figures were $46,000, only a few hundred below the two opening days of the second week. An elaborate stage show supplements the picture.

The other record to be shattered was Jannings versus Jannings at the Rialto, where this popular actor's "Patriot" (Par) did $51,417, as compared to his "Last Command's" (Par) gross of $49,947. Newspaper and trade press acclaimed "The Patriot" as one of the best pictures ever produced—and of course, the Rialto has built up a big patronage of Jannings fans.

No crying at the Capitol either where John Gilbert held forth in "Four Walls" (M-G-M). Another case where a strong following has been built up for Gilbert's name always means a good week's business here. His role is an entirely different one from any attempted in the past and may have caused some consternation among the fans, but his admirers flocked to see him, nevertheless. The picture is held another week.

The Paramount did another regular Paramount week with "Just Married" (Par) which means that the books again showed enough to pay off the nut and still leave a comfortable margin to be shoved into the Publix coffers. It's a mean week that this does not happen at this theatre. This house struck a profitable stride a long time ago and has consistently kept it up.

After doing a splendid two weeks' business at the Rivoli, "The Perfect Crime" (FBO) suffered considerable let-down for the third and last week. U. A.'s **"Tempest," with John Barrymore, followed in and we have it in writing from U. A. that more records have been broken.** Sound effects have been added to this picture since it had its thirteen weeks' run at $2 at the Embassy and U. A. Claims that more money was taken in on the week-end than had been paid to see other U. A. pictures, such as "Sorrell and Son," "Sadie Thompson" and "Ramona"—and this paper's records show that these pictures did a whale of a business.

The Strand again had a week's business entirely in keeping with the mark set for the past few months, since the adoption of the new policy. "Out of the Ruins" (F.N.), silent picture, supplemented by short talkies and singers, kept the figures up to good business. The little Cameo had just a so-so week with **"Two Brothers"** (Ufa).

With the higher priced shows, old daddy "Wings" (Par) continues its remarkable showing at the Criterion no sign of weakness here and swinging into its second year. **M-G-M's "White Shadows," at the Astor, did still another excellent week's business, and "The Terror" (Warner talkie) continued its fast gait** at Warner's theatre. Al Jolson's latest Warner picture, "The Singing Fool," is being billed to soon appear at the Winter Garden. **The Embassy did another fair week's trade with "The Scarlet Lady"** (Columbia) and this picture will give 'way on Thursday evening of this week for **"Submarine"**—a picture which Columbia claims has everything—and how.

The Central, with "Lilac Time" (F. N.) is swinging along with the rest of the big money pictures, and Ned Depinet announces that owing to the demand for seats there will be three performances, Saturday, Sunday and Monday, Sept. 1, 2 and 3. **"Lost in the Arctic" (Fox) at the Gaiety will be replaced with "The Air Circus"** (Fox) on Sept. 1, and at the Globe, **"The Red Dance" (Fox) going at a slow pace, is being held.**

St. Louis

JACKIE COOGAN in person aided by his father was the box office record busting attraction at Skouras Brothers Ambassador Theatre, Seventh and Locust streets, this week, and while we haven't received the actual box office receipts it can be safely asserted that Jackie more than earned his very high salary during his seven-days run. Which isn't at all bad for a school boy. **On the Ambassador's screen was "Heart to Heart"** a very excellent sort of picture. However, it is very hard to assert just how many patrons would have attended had not Jackie been on the bill of fare. Jackie was featured in Ed Lowry's customary stage show.

Out at the Grand Central, Grand boulevard and Lucas avenue **"Lilac Time" a really high class sound picture played havoc with previous box office records and it has been held over indefinitely. It took a mighty good picture of the sound variety to pull in more cash customers than did "The Jazz Singer," but we are told "Lilac Time" did that very thing.** How long it will hold up remains to be seen. It is still shooting at the total attendance and receipt mark set by the run of "The Jazz Singer," which inaugurated the sound picture policy at this Skouras house.

Just across the street at Skouras Brothers Missouri the screen offering was Pola Negri and Nils Asther in **"Loves of An Actress." It did fairly well** at the box office considering the strength of the competition throughout the town for the week.

Loew's State Theatre offered **"The Mysterious Lady"** one of those Love and Espionage affairs. The house offered an excellent bill of short sound pictures.

The St. Louis Theatre had on its screen during the week **"The Cop"** in which William Boyd, Jacqueline Logan and Alan Hale had the leading roles. **It was a film somewhat above the average underworld melodrama type and helped a good vaudeville bill to hold box office receipts up to the high average set by this popular amusement place.**

Albany

EVERYTHING considered, business at the motion picture theatres in Albany, last week, panned out far better than anyone anticipated. None of the theatre owners expected to do any great amount of business on the night of Governor Alfred E. Smith's notification. But as things turned out, the theatres were jammed to the doors, particularly those with managers wise enough to install radios and advertise the fact that they would receive the notification speech over the air.

At the Leland, in Albany, **"Love Hungry," which was booked for the first three days, proved so good a business getter that it was held throughout the week.** Pictures of the Smith notification were also featured during the last three days. **The Clinton Square theatre ran to just fair business with double features, including "The Fortune Hunter" and "The House of Scandal."**

The Mark Strand, in Albany, played to what was termed by its management, as **satisfactory business, with Colleen Moore in "Oh Kay"** while **the Mark Ritz did fairly well with "The Big Killing."** Proctor's Grand used **"Harold Teen" to good business.** Proctor's Harmanus Bleecker Hall ran well with its combination of double features and vaudeville. Neighborhood houses report business as being good.

In Troy, "The Cossacks" ran the entire week at the Troy theatre to good business. The Lincoln, which has been running split week with double features the latter part, used **"Laugh, Clown, Laugh" last week for a straight seven days, and caught the crowds.**

The Capitol, in Albany, which has been closed for several weeks, will reopen on September 3, with **"Wings"** as the feature for a straight week, at prices ranging from 50 cents to $1.50. Many of the theatres are planning to wait assured cool weather later in September, before featuring their bigger pictures.

Los Angeles

BUSINESS at the several first run houses varied last week. **Splendid attendance was reported on "The Godless Girl,"** the C. B. DeMille picture which opened at the Biltmore Theatre on Monday, Aug. 20, **and "White Shadows in the South Seas," the M. G. M. offering at Grauman's Chinese is doing capacity.**

But discouraging business has brought only fair crowds to the United Artists Theatre, where "The Man Who Laughs," holds forth and it is reported that **"The Street Angel,"** at The Criterion is not selling out by any means.

The attraction **"The Midnight Taxi," at the Metropolitan and Colleen Moore in "Oh Kay," at Loew's State are doing about normal** business and Colleen in **"Lilac Time" at The Carthay Circle holding on. "Lights of New York," which has done well at Warner Brothers Theatre in Hollywood, is attracting well the last three days**—and will be succeeded by another Vitaphone production, **"The Terror."**

Weather conditions have been in favor of amusement houses and "Greater Movie Season" is still on—but indications are that individual attractions are drawing; there is no trend of splendid business all 'round.

Cleveland

THE past week was one of the best weeks the local motion picture theatres have had so far this season. Almost all of the first run houses had good business. Some of them had excellent business. And one of them had so much business that an extra morning performance had to be introduced into the policy to take care of the crowds. Neighborhood houses continue to suffer. They are not getting the new pictures yet. And they are not equipped with sound devices which are attracting patronage in big doses.

"Lilac Time" did a whale of a business at the Stillman. Crowds were in the theatre and crowds were in the lobby waiting to get into the theatre for all performances. Before the week was more than half over, a special ten o'clock morning matinee was added to the regular schedule. Of course it is being held over.

"The Butter and Egg Man," light comedy entertainment, did well at the Allen, but did not get as much business as the previous new productions which have been shown at the Allen. The house was consistently well filled, however, and all criticisms were favorable.

"Out of the Ruins" was well liked by the crowds attending the State. A war picture, stressing conscience rather than the war, gave it a new turn which was worked out to the satisfaction of both audience and the stars. It made interesting romantic film fare, and while not a blue ribbon winner, rose above the average.

"Walking Back" played to big houses at Keith's Palace. A jazz picture with a well worn theme, which is given life and interest by the players. It's a strong potion for the older generation, and a good dose of medicine for the younger generation.

"The Escape," just average entertainment of underworld life and night club scenes, seemed to please patrons at Keith's East 105th St., where it played to average business the first half of the week. **"Hot Heels" did fairly well** the last half of the week.

The Park split its week with first-run neighborhood engagements of **"The Mysterious Lady" and "Dancing Daughters." Both made good showings.**

Portland, Ore.

GREATER Movie Season was again celebrated last week and brought out some of the popular stars in stellar offerings, and in consequence brought out increased crowds and swelled the receipts to greater amounts than has been the case since early spring.

A big outstanding event of the week also was the preview of "Uncle Tom's Cabin at Tebbett's Oriental, when a wonderful tie-up had been made with Log Cabin Bakery. Though the film ran into the early morning hours the audience sat enthralled until the last scene and many stayed to thank and congratulate Walter Tebbett for the pleasure afforded.

A big double bill was also on for the regular show at The Oriental, "Her Summer Hero" and Harry Langdon brought out the chuckles in "The Soldier Man."

With "The Strange Case of Captain Ramper," Pantages offered one of the most unusual pictures of the season, featuring the great German actor Wegener.

A world premiere, William Haines in **"Excess Baggage" was Greater Movie Week offering at The Portland,** and patronage took a big jump.

Anita Loos has told a realistic story in "Stranded", which played to fair business at The Capital theatre, and continued to draw the crowds, especially from 12 to 2 A.M. Ray Lucas, accompanied with some original harmon yon the Kilgen.

Exceptionally good business was reported at the Broadway and future offerings will have a hard time to equal the attendance and bring out the applause given **"The Red Dance," starring Dolores Del Rio.** Hoover's address via Movietone moved all audiences to prolonged applause.

Joseph Sampietro, director of the Columbia Theatre all-artist orchestra, was able to give **an unusual and elaborate musical production to accompany "Drums of Love," which brought up the box office receipts nicely.** Bruno Colletti, cellist, and Owen Dunning, trumpeter, who have been missed from the organization for the past month, returned and were welcomed.

John Hamrick's contribution to Greater Movie Season was announcement of completion of a long-term lease of Liberty (hereafter Music Box) to show Warners Vitaphone super-specials. **His Blue Mouse continued showing "Lights of New York" which continued to draw well** for the 5th week.

All suburban houses reported a nice increase in patronage, welcoming back a number of their "steadies" returning from vacations.

Because of its superior drawing power "The Dragnet" was shown for a full week at The Rivoli, and unusually good business was enjoyed.

Boston

WITH a welcome break in the hot weather of the past six weeks and the approach of school and college reopenings, Boston theatres show a decided improvement in box office returns this week. The week or two before schools reopen is always a season of a gradual return to normal at the theatres and this year is proving no exception. The peak of the vacation season is over and the returning tourists are apparently hastening to the theatres to see all of those films that they have missed while "up country" or "down East."

The past season has been a record breaker for the summer resort theatres throughout New England—the best in six years is the almost unanimous opinion heard. It has failed to make the usual inroads on the Boston theatres, however, which have done a far better business this season than during the last two seasons. When it comes to a choice between perpetual rain and perpetual heat, Boston theatre owners are beginning to prefer the heat equation, especially those theatres equipped with cooling systems.

Metropolitan Theatre is going strong without its organ after the recent fire. Many patrons have not even noticed its absence on the program, so well has the gap been filled. **Metropolitan has been doing good business with "Fazil"** while Gene Rodemich still holds sway with his musicians.

"Forbidden Hours" has proven one of the best pulling summer films for Loew's State in several seasons.

"Walking Back" and "The Grain of Dust" have drawn well at the Netoco twin houses, Modern and Beacon. Preparations are under way for special showings of "Uncle Tom's Cabin" at these houses in the near future with the hopes of a run to equal "The Jazz Singer" record hung up during last spring.

Among the films which are reported as box office attractions from other Boston and nearby theatres are "Topsy and Eva" at the Bowdoin Square; **"Telling the World"** which is showing simultaneously at the Capitol, Exeter and Codman Square; **"Street Angel"** at the Allston and Scollay Square Olympia; **"Lights of New York"** at the Fenway and Washington Street Olympia; **"Chicken A La King"** at the Keith-Albee Boston; **"Steamboat Bill, Jr."** at the Loew's Orpheum, **and Drums of Love"** at the University.

Ottawa

THE theatres of Ottawa, the Canadian Capital, did not do so well during the week of August 20 for the simple reason that most of the people flocked to the annual fair and spent their money there. One day, August 24, it rained from morning until night and on that day only did the exhibitors get anything like big business.

Considerable interest was taken in the presentation of "Mademoiselle from Armentieres" at the Regent Theatre as a special exhibition attraction and the British feature made a fine impression. The only reason why the picture did not go over big was that most townspeople were literally distracted by the fair.

The best recent picture for Bebe Daniels is "The Fifty-Fifty Girl," according to those who saw this feature at B. F. Keith's. It was full of action and comedy but, somehow or other, the fans are looking for another "Campus Flirt."

The Centre Theatre had variety in its two features and **attendance was fairly good, particularly for "Lightning"** during the first half of the week. **"Burning Daylight" with Milton Sills was up to the Sills standard but the crowd did not warm up** to it.

The Imperial Theatre had Rin-Tin-Tin in "A Race for Life" but the juvenile friends of Rin overlooked their pet in the excitement about the Ottawa Fair. **In other words, business was "fair."** It wasn't the picture's fault.

The Laurier Theatre in Hull had excellent summer business with "Ramona" although it had recently played Ottawa for two weeks. Titles were in French and English and everybody enjoyed it, as usual.

The Eden Theatre did not do badly either with "Fashion Madness" with Claire Windsor.

The neighborhood houses in Ottawa had average patronage—and no more. The starting of new serials at the Rex and Columbia helped some, **"Man Without a Face"** making its first appearance at the Columbia and **"Vanishing Rider"** starting at the Rex. Western features headed the bills. **The best of the neighborhood attractions was "Open Range,"** starring Betty Bronson, at the Fern Theatre, where the second chapter of **"Masked Menace"** was also shown.

Milwaukee

MILWAUKEE theatres enjoyed a very brisk and encouraging week. Business was especially lively in the downtown theatres. This is no doubt due to the change in weather from the summer to the fall variety.

The Wisconsin did unusually well with "Hot News" and a good stage show. **"The Divine Sinner" drew fair** houses throughout its run at the Merrill. **"Glorious Betsy" finished its second week at the Garden, as popular in its second week** as in its first.

"Kit Carson" at the Strand proved a fairly good business getter. The Alhambra remains closed. The Orpheum theatre was a popular theatre and good crowds filed in at each performance. **The feature here was "Crooks Can't Win."**

Business at the Riverside was just fair. "Dead Man's Curve" was the photoplay feature here.

Neighborhood houses, too, found business somewhat increased during the past week. **"The Cossacks" was very well attended** at both the Oriental and the Tower. **The Zenith did good business with "The Circus Kid."**

"Partners in Crime" was a good drawing card at the Venetian. **"Laugh, Clown, Laugh"** at the Uptown, Garfield and Modjeska was popular.

Salt Lake City

THE Salt Lake City downtown theatres are noticing a decided improvement in attendance during the last several days due to the nearness of the fall season and some very attractive programs being offered.

The present Capitol Theatre bill consists of Richard Barthelmess in his latest success "Out of The Ruins," as well as the Fanchon and Marco stage presentation presenting Bessie Love, well known film actress, in person, in the "Merry Ann Idea." This bill has been very well received by good sized houses.

Exceptionally big results have been enjoyed at the Pantages theatre during their presentation of "The Cossacks," it is reported. This picture was shown in conjunction with the Pantages vaudeville.

Fay Wray and Gary Cooper in "The First Kiss" which is from the Saturday Evening Post story "Four Brothers" was well attended.

The Paramount sound picture "Loves of an Actress" with Pola Negri and Nils Asther was shown at the Victory in conjunction with the Movietone News which, it is reported, enabled patrons at the Victory to hear Al Smith's acceptance speech at the same time it was being made by him in the east, as well as throughout the week.

The Gem Theatre had very satisfactory results from their showing of "Love Me and the World is Mine," and from the added attraction, "Call of the Sea," a color classic of Hawaii.

The American Theatre has enjoyed tremendous patronage this past week due to the fact that in addition to the picture program, featuring "The Shield of Honor," "Fat Saunders Country Store" has been one of the biggest drawing cards ever experienced at this theatre.

"The Road To Ruin" was shown as a second run at the Tower theatre, a suburban house here, and Lon Chaney in "The Big City" is reported to have gone over well as a second run at the Mission, also a neighborhood house in this city.

Philadelphia

SEVERAL outstanding pictures and cooler weather boosted business in the downtown theatres materially.

The Stanley did an almost unprecedented turnaway business with "Lights of New York," the first 100 per cent talking picture to be shown in Philadelphia. The process of synchronizing voices with the picture resulted in a loss of action and the whole effect was somewhat mechanical. The Stanley went in for sound pictures with a vengeance this week and there were no presentation acts but three Vitaphone numbers were shown. Due to the great success of "Lights of New York," it will be repeated next week at the Aldine.

The Karlton had a fair week's business but "We Americans" failed to appeal to the majority of patrons.

"Greta Garbo in "The Mysterious Lady" did well at the Arcadia the first half of the week but attendance fell off the latter part.

Next to "Lights of New York" at the Stanley, "Street Angel," with Movietone accompaniment, at the Fox was easily the biggest box office attraction in Philadelphia this week and as a result it will be held over for a second week at the Fox. A colorful prologue, "Venetian Festival," in which the picture theme, "Angela Mia" was presented by a tenor and the orchestra was the only stage offering.

Richard Dix in "Warming Up" played to average business in its second week at the Aldine.

John Gilbert in "Four Walls" drew well at the Stanton.

The Forum featured Reginald Denny in "On Your Toes" and a complete stage show but the principal drawing card was Dr. J. Robert Pauline, French psychologist, who performed some remarkable demonstrations of his power to control the flow of blood in the human body. Business was not so good the second half of the week.

The Carman with Lionel Barrymore in "Road House" and a Syncopation Frolic featuring Dave White and his Whitehawks and a number of other entertainers started out well but due to the hot weather and rain, attendance fell off the second half of the week.

Of the second run theatres the Palace with Dolores Costello in "Glorious Betsy" reports good business. The picture pleased all types of patrons.

"Drums of Love" played to business which was considered satisfactory for this season of the year at the Victoria.

The Globe with "The Lion and the Mouse" also reports average midsummer business.

Equity Theatres this week ran "Tenderloin" simultaneously in four neighborhood houses, the Park, Astor, Model and Lindy, and results were in excess of expectations, receipts exceeding those of the "Jazz Singer."

Kansas City

COOLER weather saw an increase at practically all first run downtown houses in Kansas City.

At Loew's Midland "State Street Sadie," featuring Conrad Nagel, played to a week's business which was better than the average has been in several weeks.

At the Pantages "Danger Street" played to full houses practically all week, which also can be said of "Out Of The Ruins," featuring Richard Barthelmess, at the Mainstreet. "Stocks and Blondes" drew well at the Uptown, but not quite as well as was expected of it.

"Street Angel" at the Globe did a good week's business, drawing better by about 20 per cent than the average pictures recently. "The Mating Call" well repaid the Newman theatre for postponing closing its doors for remodelling, the picture holding up well all week, especially on matinee business.

Loew's Midland, the Globe and the Mainstreet used a bit more space in Sunday newspaper advertising, but, aside from that, no exploitation effort, other than the usual, was made by any of the houses.

Oklahoma City

LARGE first run houses of this city are enjoying splendid summer business due to the first class selection of pictures and also the modern ventilating systems used.

There was a steady trade at the Capitol with "Glorious Betsy," a Warner production, with Dolores Costello. The picture, an excellent one, was immensely enjoyed by a large patronage all week, as was also the Movietone preliminaries.

The Liberty was crowded all week with "Uncle Tom's Cabin," a splendid Universal picture Movietoned, and first class in every respect.

Richard Barthelmess in "Out of the Ruins," a First National picture, enjoyed a week's good business at the Empress Theatre.

At the Criterion, "Two Lovers," played by Ronald Colman and Vilma Banky, enjoyed good business all week.

The Victoria, a neighborhood theatre, played "Thanks for the Buggy Ride" to good business.

The Orpheum enjoyed good business with vaudeville, and all of the five numbers offered were good.

Chicago

REPORTS of better business came in during the past week from neighborhood houses throughout the city, with the big downtown picture palaces continuing to go strong. "King of Kings" closed its satisfactory run at United Artists Theatre on Thursday night, making way for "Tempest," which played to capacity business on Friday and Saturday, some of the biggest hold-outs of the year being observed around this house for these first two days of the Barrymore picture's run. "Lights of New York," the first all talking picture to be shown in Chicago, continued to bring big crowds to McVickers, and the Roosevelt is doing a good business with "Lilac Time." "The First Kiss" on the screen, "Our Gang" in person and a big stage show, stood them out at the Chicago all week, ticket lines a block long being in evidence as early as 12:00 noon. The Oriental also had a good week with "Just Married" on the screen, Al Kvale and his gang on the stage and the finals in the American Venus Contest.

"The Cop" was the screen feature at both the Granada and Marbro Theatres, with the Tunney-Heeney fight pictures as an extra attraction, Al Smith's acceptance speech on Movietone and the elaborate stage shows to which patrons of these houses have grown to look for. Box office reports at both houses were very satisfactory.

Another feature picture which held the screen at two of the big de luxe neighborhood houses was "The Cossacks" which was shown at the Uptown and Tivoli, north and south side residents turning out in force to enjoy the picture and stage shows offered. "Steamboat Bill, Jr.," was the screen offering at the Capitol Theatre where attendance showed improvement. The Avalon showed "The Mysterious Lady" as its feature picture and it proved a good attraction for the week.

San Francisco

AS practically everyone has returned from their vacations, with the local schools open in a few days and as the past week the weather continued cloudy, some of the leading first run theatres did very good business. Some of the residential theatres also did very well.

Loew's Warfield Theatre was crowded all week, with Marion Davies in "Her Cardboard Lover." The Granada Theatre did well with "Half a Bride." Here also was shown the Publix Revue, together with Frank Jenks. "The End of St. Petersburg," shown at the St. Frances Theatre, did not do good business. It is stated the acting is good but too much killing is not enjoyed.

The El Capitan Theatre continued to draw crowds. Here was shown "United States Smith," together with wonderful presentation acts. The Embassy Theatre continued to draw big with the picture, "Lights of New York," the first real entirely talking picture ever shown in this city. Manager J. P. Silvey was officially praised for being able to fill the theatre as many weeks as he has with this same picture.

"The Foreign Legion," with vaudeville acts, did not draw well at the Pantages theatre, as fighting pictures are not popular here. "Three Ring Marriage," with vaudeville acts, did fairly well.

The Union Square Theatre did well with "Riding for Fame," with vaudeville acts, as Gibson is popular in this district.

In the residential theatres, "Ramona" crowded the Coliseum every night it was shown, although the afternoons were not so good. "We Americans," while crowding the Alexandria in the evenings, in the afternoons business was considered poor, although all seeing it became its boosters. It is thought it was not advertised enough. "The Girl from Chicago" did fairly well.

Harrisburg

UNDERWORLD tales continue to have a strong appeal to Harrisburg audiences and particularly successful, from a box office viewpoint and in other ways, was "Forgotten Faces," featuring Clive Brook and an all-star cast at the Victoria all week. Considerably cooler weather and the fact that summer vacationists are beginning to get back to the city contributed to a revival of business after the long, hot summer. The play itself was the subject of generally favorably criticism.

At Loew's Regent the main film was John Gilbert and Joan Crawford in "Four Walls." These stars have big pulling power in Harrisburg and the business the film did was far from disappointing to the management. The continued novelty of the recently installed Movietone, as applied to news reel pictures, contributed materially to the sale of admissions.

The Colonial tried the experiment of bringing back to Harrisburg, after several years, "The Hunchback of Notre Dame," with Lon Chaney, and the picture drew well, appealing not only to persons who had seen it before, but to the newest generation of picture fans who saw it for the first time.

The State theatre, which continues to couple sprightly musical revues with motion picture features, did good business, the film play the last half of the week being "5 and 10 Cent Annie," featuring Louise Fazenda and Clyde Cook in the stellar roles. The National got satisfactory financial results with Tom Mix in "The Daredevil's Reward," and the Russell showed Ramon Novarro in "Across to Singapore," this being the film's second run in the city where it attracted good crowds for both bookings.

Baltimore

SOUND films, especially those with dialogue, seem to be getting the cream of the patronage here. During the week beginning Monday, August 20, the weather was comfortably cool and it rained on several nights.

The outstanding business for the week was done at two Loew theatres, the Century and Stanley.

The Stanley offered its first sound, talk and musical attraction, "Lilac Time," with Colleen Moore and Gary Cooper, and that house, with its 4,000 seats, which has been doing only fairly well under Stanley operation, took a sudden spurt and was crowded to the doors every day.

At the Century, "Four Walls," co-starring John Gilbert and Joan Crawford, proved an entertaining film feature with a stage presentation act entitled Pow-Wow, headed by Ted Claire and other vaudeville favorites. Business throughout the week there was excellent.

"The Man Who Laughs," the spectacular film from Victor Hugo's novel, opened to very good business Saturday, August 25, at the Auditorium, a legitimate house with two performances daily. Top prices at night was $1, while in the afternoon it was 50 cents.

"Street Angel," with sound, song and music, went humming along through its third week at the New Theatre, with excellent business every day. This warranted it being held for a fourth week.

"Women They Talk About," featuring Irene Rich and Audrey Ferris, with sound dialogue and music, proved a good business getter during its second week at the Rivoli.

Only fair patronage was evidenced at the Keith-Albee Hippodrome, where "Lingerie" was the feature film attraction. Five acts of Keith-Albee family time vaudeville was offered also.

The Little Theatre went through a hard week with "A Woman of Paris" as the feature film attraction. This is the reissued version of Charles Chaplin's written and directed story featuring Adolphe Menjou and Edna Purviance. But this could not fill up the 250 seats any day during the week.

"13 Washington Square" was the feature film attraction at the Keith-Albee New Garden theatre, with six acts of Keith-Albee high class vaudeville. Business during the week was pretty good.

"Burning Daylight," the sound and musical attraction at Loew's Valencia, with Milton Sills and Doris Kenyon, proved only a fair business getter. The sound and music for this film did not come out particularly well at that house.

Minneapolis

THEATRE business was excellent in Minneapolis last week, some of the houses experiencing the best weeks they had had for a very long time. At the State, for example, "Street Angel" proved immensely popular and had to be held over for a second week. This was only the second time in the seven years of the State's history that a picture has been held over for a second consecutive week, the first having been "Lights of New York."

Pantages did a tremondous business, too, but the attraction was not the photoplay but Mae Murray, the film star, who made a personal appearance. Miss Murray appeared in four shows a day, and the theatre did a capacity business most of the time. Another film star, Eugene O'Brien was bringing in the crowds at the Hennepin-Orpheum, making a personal appearance in a sketch called "Restitution." The photoplay "Powder My Back," proved a nice addition to the program. The Lyric split the week with "Say It With Sables" and "The College Widow" and did fair business with each. The neighborhood houses profited by some very cool weather, and such pictures as "Square Crooks," "Wheel of Chance," "The Road to Ruin" and "The Actress" were going well.

The chief competition of the week was furnished by the Metropolitan, where the big musical revue "A Night in Spain" was playing a three-day engagement and grossing $17,000, a record for the show outside of Chicago and New York.

Pittsburgh

LOEW'S PENN turned in another big week's business, "Forbidden Hours," co-starring Novarro and Adoree, being the screen attraction, and proving to be a picture of but average entertainment value. The stage presentation was the Publix Unit entitled "Babes on Broadway," and was up to the high standard of these Publix offerings.

The Stanley had a good week with Thomas Meighan in "The Racket," this being an exceptionally good photoplay, and one that made a big hit with the fans here in Meighan's home town. The stage offering, Dailey Paskman's Radio Minstrels, was of average entertainment value.

Business at the Grand was average for the week, with Chester Conklin in "The Big Noise," this being a fairly amusing comedy, and on the stage was Ollie Thomas and his Saxophonist, a fair vaudeville offering.

The Regent was re-opened, after having been closed for the summer. Week stands with the bill changed each Saturday. "Tenderloin," with Vitaphone accompaniment, got but fair business.

The Alhambra, with "Under the Black Eagle," an average photoplay, did a fair business for the week.

John Gilbert, in "Truxton King," was the screen attraction at the Cameraphone, and business was average.

New Orleans

THE past week was one of the most outstanding of the summer season for New Orleans first run theatres. Other downtown theatres also report business as having shown a decided spurt over previous weeks.

Loew's State Theatre, which this past week inaugurated its new policy of bigger and better pictures and vaudeville, presented its first sound picture, "The Loves of An Actress," with Pola Negri and Nils Asther, and did the biggest business of the first run playhouses. All during the week huge crowds filled the house. "Loves of An Actress" proved to be a highly entertaining film and with the sound effects added made it all the more enjoyable. The picture was highly exploited and publicized by the Loew State publicity department. Five sterling acts of vaudeville were presented, but it was the picture that packed them in.

Running the Loew's State a close second for the first honors was its across the street neighbor, the new Saenger, which presented "Out of the Ruins." Patrons who viewed the film went away highly pleased. The Publix stage show was not up to average.

Both the Loew's State Theatre and the New Saenger Theatre featured the Al Smith acceptance speech via Movietone, and this, too, helped swell the attendance.

The Tudor Theatre was next in box office receipts, featuring the Vitaphone feature, "The Jazz Singer." The picture is in its third week and bids fair to break the record established a short time ago by "Glorious Betsy," the inaugural Vitaphone attraction. The picture continues to elicit excellent comments from the press and from those who saw it. Three acts of Vitaphone vaudeville are also presented featuring "The Ingenues," Ziegfeld stars; "The Monastery Quartette," noted singers, and a comedy playlet, "When the Wife's Away."

The Orpheum Theatre offered "None But the Brave," with Charles Morton and Sally Phipps, in addition to an all-girl vaudeville bill. The picture pulled in whatever business the University Place house did. The house is under new management, Vic Meyers at the helm.

Tampa

THE talkies and the sound pictures captured the gravy again the past week, though all the houses showed up real good for this time of the year. The Victory, which is the talkie house of Tampa, had "Warming Up" as the feature, accompanied by the "sound effects." The sound certainly puts a "kick" into the picture and it went over great. Business was pretty close to the previous week when the first 100 per cent talkie held the boards. On the same bill were four Vitaphone acts, the Movietone News and the acceptance speech of Herbert Hoover. The acceptance speech of Al Smith was also added to the bill the latter half of the week. Big week.

Business was good at the Tampa. "The Mysterious Lady" drew nicely the first half and "Forgotten Faces" kept them coming the last half. Satisfactory returns from both pictures.

The Strand opened big on Sunday. "The House of Scandal" was the feature, but the real draw was the local "Our Gang" comedy which has been in the making about two weeks and received several pages of publicity. The comedy was very disappointing. It lacked class, or anything, and as a drawing card its star set that first day. The week, however, went over good and the credit for the draw goes entirely to the featured pictures, which were "Just Married" and "A Ship Comes In."

The Franklin, with three good second runs, captured good returns. "The Three Musketeers," "The Dragnet" and "Telling the World" all clicked for the second time and receipts were a little above the average.

Opinions on Pictures

Oh Kay

Not So Hot But Star Puts It Over

(Reviewed by Laurence Reid)

Translating a musical comedy to terms of celluloid is always a difficult job at best. It is difficult enough to take a story and whip it into terms of words and music—and when the result proves to be a hit (partly because of the music) it furnishes the screen sponsors with an especially hard job. They've gotten by pretty well in this instance, though to take it apart and see what makes the wheels go around one won't find much of a pattern. The idea is really trite and inconsequential. The plot is vapid. But it gives Colleen Moore another opportunity to make frolic—just like she used to before she went emotional in "Lilac Time."

The ingredients shaken up here have been part and parcel of musical comedies for three or four decades. So we have a quartette of caper cutters—the heiress who masquerades as scullery maid, the eligible youth, the other woman and the low comedian. It is Colleen, as the heiress, who escapes from an undesirable marriage. To do so she runs afoul of rum toters—with Ford Sterling as the poobah of the gang. Eventually she meets the youth who when he spies the fair scullery maid gives his sweetheart the air. The piece is spiced with creditable gags and a fairly good assortment of wise-cracks. It will do—because of the star and Sterling.

Drawing Power: Should go because of star's popularity. For any house.

Exploitation Angles: Feature title. Tie up with score of musical comedy. Feature star in role of heiress posing as scullery maid. Feature Ford Sterling.

THEME: Comedy-romance of heiress who escapes undesirable wedding by escaping parental roof and masquerading as scullery girl.

Produced and **distributed** by First National.

Length, six reels. **Released,** August, 1928.

Cast: Colleen Moore, Ford Sterling, Claude Gillingwater, Lawrence Gray, Johanne Johnston, Alan Hale. **Director,** Mervyn Leroy.

Sawdust Paradise

Has Its Moments—Fair to Middlin'

(Reviewed by Laurence Reid)

A good idea might have been made more of in this picture—since it presents a conflict between the forces of the straight and narrow and those sponsored by old man Satan. In other words, the opportunity was missed for heavy emotional heights in stressing the sentiment and the hokum. The background consists of a carnival racket and an evangelist's efforts to bring a following to salvation—when that same following is more interested in the entertainment across the way. The idea gets started in first rate style but soon gets picturey.

It affords Esther Ralston with a colorful role as a carnivaleer (a gyp artiste) but she gets religion after a short stretch and shows the evangelist how to put over showmanship and bring the crowds. The idea is the pulpiteer registers extreme indignation to see his flock slipping away from him. But the girl soon has him on his feet. And wins salvation. She even is given custody of a cute baby and in the end succeeds in having a carnival friend reform so she can marry him.

The atmosphere is good, and there are some incidental bits which click in providing local color. The captions are first rate, too. But the sound effects are too harsh to ring as entirely genuine. It is a fair picture which could have been a whole lot better. Hobart Bosworth is good as the preacher.

Drawing Power: Title has possibilities. Suitable for average houses.

Exploitation Angles: Feature title and bill as drama of show business versus religion. Feature the principals of cast.

THEME: Drama of carnival girl who gets religion after arrest and goes the straight and narrow path.

Produced and **distributed** by Famous Players.

Length, six reels. **Released,** August, 1928.

Cast: Esther Ralston, Hobart Bosworth, Reed Howes, Tom McGuire, George French, Alan Roscoe, Mary Alden, J. W. Johnston. **Director,** Luther Reed.

"Big Game George"

(Universal—Two Reels)

(Reviewed by George J. Reddy)

THIS offering of the "Let George Do It" series, released by Universal, is quite on a par with previous pictures of this unit, which means fair entertainment. The film is funny in a slapstick way, and will surely score with followers of that style humor, especially so with the children.

The wealthy George (Sid Saylor) fancies himself a big game hunter and sets out with his father for the African wilds. Aboard ship, George in his white duck hunting outfit, dangles by rope over the heads of other passengers in order to wave goodbye to friends on the wharve. Fate plays a nasty trick on our friend for the ship departs, but leaves him swinging from a dredging derrick. The real fun of the film is evolved at this point, when George, to avoid capture by a cop, whom he offended, plays the part of a street cleaner, and becomes enmeshed in a tangle of embarrassing situations, that will draw forth the chuckles.

"The Supple Sex"

(Pathe Sportlight—One Reel)

MUCH credit must be given the producer of these Sportlight films, for the consistent high standard of entertainment maintained throughout this series This number shows the suppleness of the supposedly weaker sex, in the strenuous field of sports. A few of the millions of modern girls who have flocked to sports are shown, participating in every phase of body-building endeavor. Tennis stars, polo stars, saddle queens, oarswomen and diving belles, all have contributed to sport and gained in beauty. —GEORGE J. REDDY.

The Fleet's In

Fairly Entertaining But Slow Moving

(Reviewed by Chester J. Smith)

THIS latest vehicle for Clara Bow is entertaining in spots, but those spots are too far between. The story is rather slim and unconvincing, with some of the sequences entirely too long drawn out, particularly as they add little to the value of the picture. By the elimination of quite a bit of footage it could be speeded up to make a fairly snappy feature.

Miss Bow is Trixie Deane, one of several hostesses at the Roseland Dance Hall, where the arrival of the fleet is the occasion for the staging of great festivities and the work of the hostesses must be fast because the boys are given shore leave only until 1 A. M. In that short duration of time things happen rapidly. The somewhat hard-boiled Clara has her heart broken in record time by James Hall, as Eddie Bates, gob, though there seems little reason why she should ever have become implicated in the first place.

There is some very lively action here and there, with some exceptional shots showing the arrival of the fleet and some good sequences when the boys put in an appearance at the dance hall. Much footage is wasted when Eddie carries Trixie roofward to her apartment. It would have been more effective had Trixie lived about four floors lower.

The story works through several dance hall sequences without getting much of anywhere in particular, but a free-for-all fight brings a climax that holds the interest even though it is a bit too sentimental. Trixie professes to be a bad woman to save Eddie from a court sentence and a subsequent court martial.

Drawing Power: The popularity of the star and the type of story make it almost a foregone conclusion that it will be a good box-office draw. **Exploitation Angles:** The star and the good accompanying cast. The arival of the fleet and the manoevures aboard ship; the dance hall sequences.

Produced and **distributed** by Paramount. **Length,** 6,918 feet. **Released** Sept. 15, 1928. **Cast,** Clara Bow, James Hall, Jack Oakie, Eddie Dunn, Jean Loverty. **Directed** by Mal St. Clair. **Titles** by George Marion, Jr.

"Husbands' Won't Tell"

(Universal—Two Reels)

(Reviewed by George J. Reddy)

ALTHOUGH many opportunities for some real fun were muffed in the "shooting" of this Universal "Mike and Ike" number, the film may be marked up as good entertainment. The credit for the humor supplied, rests on the players and the director, whose hard work brighten a thin script. Most of the laughs occur during the big sequence of the picture, laid in the club rooms of a secret organization while an initiation is underway. It was here that the story writers missed out, for they did not half take advantage of the "initiation gag," which is always good meat for plenty of comedy. However, this offering contains enough of the rib-tickling elements to make it a welcome addition on any program.

Regional News from Correspondents

Central Penn

THE first showing of the Vitaphone in Carlisle took place in the Strand theatre on Monday, August 20, and it will be a regular feature from now on in this house which recently was taken over by the Comerford chain, of Scranton, from Robert A. Steele. "The Jazz Singer," with Al. Jolson, was the first feature with which the device was used. Movietone also has been installed and will very soon be put to regular use. Manager Glaser claims that Carlisle, which has a population of 15,000, is one of the first cities of its size to get "talkie" equipment.

The Majestic theatre, Harrisburg, owned by the Wilmer & Vincent Company, which has been closed since June, will be reopened on September 3 with a week's showing of "Wings," the spectacular wartime aviation picture starring Clara Bow. Arthur Ryan, business representative of the "Wings" Company, was in Harrisburg late in August, arranging for the production, and he also visited other Central Pennsylvania cities making plans for its showing. Following the appearance of "Wings" at the Majestic several legitimate road shows will be presented in the theatre until October when the Morgan Wallace Players will start a season of resident stock there. This company has been at the Majestic for the last two winters.

Damage amounting to several hundred dollars was caused when a boy threw a stone through the costly new silver motion picture screen being installed in the Strand Theatre, Sunbury, which is being rebuilt by the Comerford Amusement Company, who have operated the theatre for a number of years. J. M. Blanchard said the screen has been rendered practically useless. He has been unable to establish the identity of the boy who did the damage.

Manager Walter Yost, of the Paramount theatre, Mechanicsburg, arranged to have news reels made of the recent week's centennial celebration held in that borough, which he afterward exhibited in the theatre. The scenes included the baby parade, crowning of the centennial queen, historical and firemen's parades, school races and street decorations. At the first showing the theatre's attendance record was broken. The films were shown also at several school children's special matinees.

City officials and other prominent guests attended the formal reopening of the Capitol Theatre, Lebanon, on August 6, following elaborate improvements to the building, costing $50,000. At the head of the reception committee was William M. Hissner, president of the company which operates the house, and with him was Thomas Monahan, house manager. Buck Taylor was master of ceremonies and introduced the Mayor of the city who made a brief congratulatory address. The guests of honor were entertained at a dinner at the Lebanon Country Club, following the performance.

Part of the improvements just made at the Capitol included the installation of a new $25,000 Page pipe organ of unusual type of construction. The console is on an elevator which raises or lowers it from view when it is not in use. A feature of the program at the reopening of the theatre was an organ recital by Sam Lucas, an expert organist from the Middle West. Walter Wolfe is the regular Capitol organist.

The members of the Danville Rotary club and their ladies, totaling fifty-four, journeyed to Rolling Green Park, near Sunbury, where after a chicken and waffle dinner, on August 16, they attended the picture show in the opening air theatre in the park.

After having been closed for several weeks during which extensive improvements were made, the Arcadia theatre, Reading, formerly the Princess, has reopened and has announced a new policy. It is stated that only the highest class pictures will be shown and that hereafter programs will be changed on Saturdays instead of on Mondays. The theatre is controlled by the Equity corporation which will open its new Astor theatre in Reading in the coming Fall. The Astor will seat 3,000. The theatres are situated about a city block apart on opposite sides of Penn street.

An estate of $318,000 was left by Bransby C. Pentz, pioneer York theatre man, who was for many years proprietor of the York Opera House,—now the York Theatre,—and other theatres in that city. His death occurred early in August. The York Hospital was named as the principal legatee after the death of the widow, for whom a trust estate is provided. The bequest to the hospital will be for the erection of a building as a memorial to his father, the late Dr. Edward H. Pentz.

Manager Thomas Monahan, of the Capitol theatre, Lebanon, had been holding a series of Saturday afternoon lollypop matinees to boost juvenile attendance during the summer. Each child paying to attend these shows receives a lollypop as a bonus.

Manager Samuel Friedman, of the Capitol Theatre, Pottsville, a leading theatre of the Comerford chain, spent the latter part of August on a vacation motor trip through the Middle Atlantic states. He was accompanied by Mrs. Friedman and their son, Donald. Lloyd Hause, assistant manager, took full charge of the theatre in his absence.

In connection with the reopening of the Embassy theatre, Allentown, formerly the Pergola, under the new ownership of Alexander R. Boyd, announcement is made that the house will continue under the local management of D. Ellsworth Knorr, who has been actively identified with Allentown theatres for 21 years. Mr. Knorr owned the old Pergola when it opened in 1907 and remained in charge after the house was rebuilt two years ago. Mr. Boyd announced that the Embassy, which seats 1,100, will be continued as a first run theatre for William Fox and other productions. It has just been equipped with Vitaphone and Movietone appliances.

Many persons prominently identified with the film industry in Philadelphia attended the formal opening of the Embassy. A delegation of fifty motored from Philadelphia, including: Edgar Moss, general manager of the Fox Film Company; Roger Ferri, advertising representative of the Fox Film Company; Paul J. Henon, Jr., of the Hoffman-Henon Company; David Barrist, publisher of The Exhibitor; H. Bart McHugh, producer; Charles N. Christman, assistant director of the Philadelphia Commercial Museum; Jay Emanuel, owner of the New Forum Theatre, Philadelphia, and Louis N. Goldsmith, treasurer of the Hoffman-Henon Company, and a former official of the Stanley Company of America.

Lawrence H. Rupp, attorney of Allentown, was speaker in behalf of the city at the dedicatory exercises and extended a welcome to Mr. Boyd. There was an address also by Mr. Goldsmith. Following the addresses Paul Allender played an organ overture.

About September 1 is the time set for the reopening of the Hippodrome, Pottsville, which has been closed for improvements, including the installation of a Kimball pipe organ and the repainting and remodeling of the whole interior. The contractor is Clarence Messersmith.

San Francisco

J. PHILIP NATHAN, well known in San Francisco Little Theatre circles, has started his duties as president of Theatre Arts, Inc., having been elected to that office recently.

Nathan, with other newly elected officers of the organization was installed in office at a drama party and dance at the Alladin Studios. The other officers are: James McCormick, vice president; Patricia Salmon, secretary; and Glen Ellis, treasurer. Talma-Zetta Wilbur remains production director. Victor Faure, A. Stone Waldo, Mrs. Frederick W. Comba and Bernice Halbert were named to the board of directors of the drama group.

Henry Pincus, who recently returned from a trip to Mexico, is manager of the Casino Theatre and not the Cameo, as formerly stated.

Frank Jenkins, formerly assistant manager of the Union Square, has been appointed to take the places of the several managers of the Ackerman, Harris & Open theatres, while they are on vacations.

Another theatre will be added to San Francisco's list of neigborhood houses with the opening early in September of the Parkside, Taraval Street, between Nineteenth and Twentieth Avenues.

The Parkside is the most recent addition to the Golden State Theatres Circuit, which owns and operates one of the largest neighborhood theatre chains in Northern California.

M. A. Naify and William Nasser of T. and D. Jr. Enterprises, Inc. are also associated with the Golden State interests in the ownership of the theatre.

Nat Holt, one of the City's best known motion picture men, has sold his interest in the Wigwam theatre to the Golden State Theatres and has given up its management and will have his own troupe on the road.

Investments of more than $40,000,000 were represented in productions to be shown in San Francisco theatres during Greater Movie Season which opened here August 18th.

Jack Parker Valpey, impresario of Metro-Goldwyn-Mayer's posters and mats spent his two weeks at Salinas during the recent rodeo.

Vernice Conway is the new biller at Warner Brothers.

Albany

AFTER spending seven weeks in Montreal, handling the Film Board of Trade in that city, Miss Edna Pfister returned to Albany last Saturday and at once assumed her former duties in connection with the Board of Trade there. Miss Emmeline Fineberg, of Pittsburgh, who has been looking after the Albany office during Miss Pfister's absence, has been appointed to the Winnipeg office, while Miss Ruth Doyle, of Indianapolis, will be placed in charge of the Montreal office.

Ira Beach is the new owner of the Strand theatre at Millbrook, having acquired the house from Donald McClellan. The Rutherford theatre at Franklin has been transferred from T. L. Fuller to V. S. Fuller.

Indications now point to the opening of the new Stanley theatre in Utica, on Labor Day.

There was a meeting of the Albany Film Board of Trade on Monday of this week and many cases were up for adjustment. A proposal to hold an outing was also given consideration.

The Capitol theatre, in Albany, will reopen on September 3. Oscar Perrin, former manager of the Leland in Albany, will continue as manager of the Capitol.

E. J. Smith, general sales manager for Tiffany, and Carl Goe, both of New York city, were in town during the past week.

Carried into the theatre, Ollie Stacey, manager of the Majestic in Albany, was on hand to attend the reopening of his theatre last Saturday night. Mr. Stacey suffered a broken leg a few weeks ago in an airplane accident. This year the Majestic will probably run throughout the winter to burlesque.

Ollie Mallory, of Corinth, a well known exhibitor, was in Albany last week, attending the notification ceremony of Governor Alfred E. Smith.

Claude Fish, owner of the American theatre in Schenectady, is recuperating from a fractured leg sustained in a recent automobile accident. His sister is looking after the theatre during his absence.

John Garry, former manager of the Clinton Square theatre in Albany, and now secretary to C. H. Buckley, is back from his vacation.

Among visitors along Albany's Film Row during the week were Phil Hodes, of New York city, connected with F. B. O.; Mrs. Virginia Winnie, an exhibitor of Cherry Valley, as well as Frieder and Grossman of Hudson. Frank McCarthy, manager of the Buffalo exchange for First National, was also in town, as was Sam Hochstim and family from Hudson.

Reginald Goldsmith, a salesman for F. B. O., was hurriedly summoned one night last week to Gloversville, where his mother is seriously ill.

M. F. Tubbs, of East Durham, doing a bit of shopping last week along Albany's Film Row, reported that he was running three nights a week.

George Lynch, of the Schine organization, was in New York city during the week on a buying expedition. Nat Levy, Albany manager for Universal, was in New York during the week. Julius Berinstein, owner of the Colonial in Albany, was also in the metropolis.

Mrs. Mary Omelia, assistant manager of the Educational Exchange in Albany, left last Saturday with her husband on a motor trip that will include Montreal and Quebec.

Miss Margaret Wolf, connected with the Universal exchange, is back at her desk, following a week's vacation at Plattsburgh. Sam Goldstein, of Springfield, Mass., with houses in Utica and other places, was in Albany last week, accompanied by the manager of his Utica house.

Hilda Cairns, cashier at the Metro exchange in Albany, was married last week to Jack Burns, a film salesman. Mrs. Lillian Cohen has returned to her former duties at the Metro exchange and will act as cashier.

Mrs. Carpenter, whose theatre at Lake George, was burned to the ground a few days ago, announces her intention of erecting a new modern theatre on the site of the one burned. Construction work will be rushed with the expectation that the theatre will be in shape to open in the late fall.

Joseph Saperstein, manager of Harmanus-Bleecker Hall in Albany, announces a change in policy, whereby double features will be changed twice each week with three acts of vaudeville also changing at the same time.

The Massena theatre will open on September 8 with H. W. Young as manager. The Weller theatre in Alexandria Bay, owned by Mrs. Sue Weller, has been leased to the American Legion for September 4, when there will be a debate on prohibition.

Mike Kallet, with theatres at Rome, Utica and elsewhere, is spending practically all of his time these days at his camp on Oneida Lake and enjoying the fishing.

J. A. Wallace, of Oswego, who one time conducted a chain of theatres in New York and New England, died last week at his home in Oswego, following a heart attack. He may 67 years of age.

Abe Stone, owner of the Eagle in Albany, was forced to drive 28 miles last week before he could find over night accommodations in and around Montreal. Mr. Stone returned to his duties last week after a motor trip of a thousand or more miles. Mrs. Stone accompanied him.

Fred M. Hannay, manager of the Hudson theatre in Albany, will assume charge of all of the Louis Benton Houses on September 1, although giving his personal supervision to the Albany theatre.

Bob Pierce, a well known exhibitor in Ilion, is back from a vacation spent in Maine. Nate Robbins has completed the redecoration of his Colonial theatre in Utica. Louis Benton, of Ballston Spa, spent a day or so last week on a fishing trip.

Lew Fischer, of Fort Edward, but with theatres in a number of other places, had a rather tough break last week with his out door pictures at the Nassau Fair. Rain fell continuously throughout two days.

Alec Sayles, one time editor of an Albany paper and now handling the Leland theatre in Albany, is talking plenty of politics these days.

Philadelphia

FRIENDS of Harry Wiener, manager of the local Columbia exchange, are delighted to see him back at his post after an illness of several weeks.

Al Blofson, manager of the local Tiffany-Stahl exchange, is being congratulated on the birth of a baby daughter on August 23rd.

Tiffany-Stahl has just closed with the Wilmer and Vincent Circuit, with theatres located in Allentown, Easton, Harrisburg and Reading. Al Blofson, manager of the local Tiffany exchange, is driving a new Chrysler car.

Irving F. Ash, formerly with Fox, is now connected with Columbia Pictures in a sales capacity.

Earl Western, manager of Equity Theatres' Lindy Theatre, is still ill at his home.

Two thousand boys and girls were entertained at the annual children's outing of Equity Theatres, Inc., held at the Columbus Country Club, Eddington, Pa., on Sunday, August 26th. Double-deck buses were furnished by the Philadelphia Rapid Transit Company and took the children from the Astor Theatre, Franklin Street and Girard Ave., to the club and brought them back in the evening. A variety of sports events, games and other entertainment was provided for the children and every precaution was taken for their safety and welfare. Doctors and nurses from the Welfare Bureau of the city donated their services and the children were insured against any mishap. M. Goodman, assistant general manager of Equity Theatres, was in charge of the outing, which was voted a great success by all present.

A. E. Altman, general manager of Equity Theatres, Inc., has been making frequent trips to the Pocono Mountains to visit his family, who are camping there for the summer.

Equity Theatres' Wishart Theatre, Front and Allegheny Ave., which has been closed for alterations and improvements, will open on August 31st with an elaborate program. $25,000 has been spent on improvements at this house.

The Plaza theatre, Camden, N. J., owned by Handel & Rovner, was closed permanently on August 11th. The ground was purchased by the City of Camden for the purpose of erecting a municipal building.

John Banko has taken over the Neutral theatre, Simpson, Pa., from Frank V. Trumbetas.

Irving D. Rossheim, president of the Stanley Company of America, is spending several weeks' vacation in Maine.

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New York & New Jersey

THE general prevalence of sound pictures along the impressive list of Broadway palaces dedicated to the silent art can be readily appreciated when one glances at the marquees of the various houses strung along the Great White Way.

"Sound" is publicized prominently in the marquees and fluttering banners of the Rialto and Rivoli, the Astor and Strand. Vitaphone and Movietone are flaunted to catch the eye of the public before the Roxy and Paramount, and Gaiety and the Central. The fact that Warners is an all-talkie house is pointed out in the electric lights of the Warner Bros. theatre. The Globe, too, carries notices to the fact that it is entertaining with sound.

Soon to join this group will be the Winter Garden, which is advertising the advent shortly of Al Jolson's second Vitaphone picture. The Capitol, is about the only house along Broadway that is not going in for sound.

Apropos of Broadway cinemas, the Colony is showing signs of impending life, the marquee saying that "a big surprise is coming—watch for the opening." Here's hoping that this new effort to revive interest in the house will succeed. It is thought that the date of opening of the Colony will be somewhere about the middle of September.

Philanthropical work, of which little is heard but which is carried on quietly nevertheless, is indicated in an interesting news item this week to the effect that Harry Warner, president of Warner Bros., has equipped the auditorium of the Jewish Orphan Asylum, 137th Street and Amsterdam Ave., Manhattan. Mr. Warner has taken care of the cost of new chairs, machines, drapes and everything else that goes to make up an up-to-date and comfortable theatre. He is said to have donated $40,000 for this charitable purpose. The Warner executive is one of the principal supporters of the institution

The Lyceum Theatre, Newark, was sold recently by Mr. Greene to Mr. Glazer, formerly at Perth Amboy.

The Rialto Theatre, Westfield, N. J., has been sold to Mr. Schlenger, the owner of the Pompton Lakes house. The theatre is now closed for one month of alterations.

The Playhouse theatre, Cold Springs, N. Y., is opening this Wednesday.

The Hunting Theatre, formerly the Palace, located at Redbank, N. J., will be opened next Thursday and will feature an elaborate vaudeville and picture policy. $35,000 was spent on realterations.

The Park Theatre, Roselle Park, N. J., is to open on September 12 under the direction of Stanley Sobelson of the West End Theatre, Newark. Mr. Sobelson also intends to open the Ampere Theatre, East Orange, in the near future after alteration work has been accomplished.

The management of the Washington, East Orange, are going to close their house and open the Brighton, also in East Orange.

The Embassy Theatre, Bayonne, N. J., formerly the Empire, will be opened shortly after six weeks of alterations by Seligman and Uliceney, owners of the Brighton and Washington houses in East Orange.

The chief supervisor of the Newark Film Delivery, New York City, will be married on September 2. He is Louis Caruso and his bride-to-be is Anna Marie Hipp. They will go to Canada for two weeks on their honeymoon.

The Roxy Theatre, Irvington, N. J., will open its doors shortly.

Morris Weintraub plans to open his Momart Theatre, 590 Fulton Street, Brooklyn, soon. The house will be under the management of Mr. Schwartz. The Momart was closed for the summer.

Ben Idsen will reopen his Montauk theatre, Montauk and Pitkin Avenues, Brooklyn, on a full-week policy. The Montauk has been running lately on a 3-day policy.

Harvey A. Smith takes over the Ridge theatre, Wilson Avenue, Brooklyn, in the near future.

William Brandt opens the Empress Theatre, Empire Boulevard and Kingston Avenue, Brooklyn, on September 1. It was closed for the summer.

E. Bernstein, owner of the Etude Theatre, 3rd Avenue, Brooklyn, left August 24 for a 2-weeks' trip through Albany, Saratoga, Niagara and Canada.

Morris Brown and an associate have taken over the Lincoln Theatre, Bedford Avenue, Brooklyn, from Nathan Mask. Together they operate the Regent and New Classique, Brooklyn houses.

S. Wormser of Manager A. H. Schwartz's Mayfair Theatre, Brooklyn, has been transferred to the Avalon, of the same circuit. Manager Giddelson succeeds him at the Mayfair. He was manager of A. H. Schwartz' house at Prospect and Flushing, taken over by Loew's.

K. Hirschfield, owner of the Newkirk Theatre, Brooklyn, has gone on a two weeks' vacation.

Eddie Madden is now managing the Castle Hill Theatre, New York City. He formerly managed Harrie Harris' West End Theatre for 3 years.

Jack Rosenthal has been appointed manager for the Jolson and Sukman Enterprises, which covers theatres in the Bronx.

Herman Starr, former purchasing agent for Jolson and Sukman, has resigned from that company and it is rumored that he will be connected with Schwartz Enterprises in Brooklyn.

Louis Ganz, formerly manager of the Belmont Theatre in the Bronx, has resigned and is now managing the Rialto Theatre in Bethlehem, Pa.

Walter Greene, general manager of the National Theatre Supply Co., who was in New York all of last week, left for Chicago Monday, August 27.

The Strand theatre, located at 161 Westchester avenue, Brooklyn, will open on Labor Day.

The Tremont theatre, Tremont and Webster avenues, will, beginning on Labor Day, play stock instead of films.

Loew's 167th Street theatre will open on September 10. The Loew house on 116th Street will open on September 15, it is reported.

The Fairmount theatre, Tremont avenue, Brooklyn, opens on September 10, also. Both the Loew's 167th and the Fairmount are controlled by Joe Weinstock and Loew's.

Morris Sussman, general manager for Sydney S. Cohen Enterprises, has returned from a two weeks' vacation spent on Lake George.

William Glick, assistant manager of the National Theatre Supply Co., has returned from two weeks of vacationing motoring throughout Canada.

Joe Hornstein, vice-president and manager of the eastern division of the National Theatre Supply Co., is spending his summer at his summer cottage at Atlantic City and will return to work, accompanied by his family, on Labor Day.

Bob Fisk is now in charge of the office management of the New York branch of the National Theatre Supply Co. He was originally stationed at the Chicago office of National. He is very popular with the National employees.

The Blue Bird theatre, 147th street and Amsterdam avenue, New York City, is to open on September 15. It has been in the dark for the past year.

The Forsythe theatre, Forsythe street, near Grand, on the lower east side, is to open on September 15, also. It, too, has been closed for a year.

The Consolidated Amusement Co. has purchased two Hertner generators from National Theatre Supply Co.—one for the Willis theatre, Willis avenue and 138th street, Bronx, and the other for the Fleetwood theatre, 165 Morris avenue, Bronx.

Barr Bros., located at 5th avenue and 44th street, Brooklyn, have opened their Park theatre. It was closed for the summer.

Murray Lazarus, of Export and Import Film Co., who is confined to his cot in the Brooks Memorial Hospital, Dunkirk, N. Y., suffering from fractured legs received in an auto accident, wishes his many friends to know that he is getting along nicely. He expects to be able to leave the hospital around the 1st of October. By that time his legs will be in casts and be will leave the hospital in that condition.

His wife and son are also said to be improving greatly and expect to be on their feet again in a few weeks.

Kansas City

THE new Crystal theatre, St. Joseph, Mo., operated by the Crystal Amusement Company, had its opening night the other night, there being an attendance of 1,200, the seating capacity of the house. The policy of the house will be a combined stage show and first run picture. The Peoples theatre, Chanute, Kas., will be completely remodeled, according to H. B. Scott, president of the Peoples Amusement Company. Grubel Brothers of Kansas City, Kas., will spend $20,000 in remodeling the front of the Electric theatre, Joplin, Mo., it has been announced. T. E. Martinie of Joplin will be the architect. Tom Bond has been succeeded as manager of the Missouri theatre, St. Joseph, Mo., by N. T. Prager.

Miss Emma Viets, chairman of the Kansas State Censorship Board, has been elected Right Worthy Associate Grand Matron of the Order of the Eastern Star of the World.

Gavin C. Hawn has been named director of exploitation and advertising at the Newman theatre, first run house of Kansas City, recently taken over from Loew by Publix and which has contracted for Vitaphone and Movietone.

Despite the hot weather, things are moving at a lively pace along Kansas City's movie row. C. E. Hilgers and Stanley Mayer, Fox branch manager and salesman, respectively, were out in the territory hustling for more contracts, as was Beverely Miller, National Screen Service representative. C. C. Ezell, southern and western division sales manager for Warner Bros., was a Kansas City visitor.

New England

ARRANGEMENTS have been completed for opening an indefinite season of stock at the Waldorf Theatre at Waltham. The theatre will open Sept. 17.

A program of stock will be inaugurated at the Franklin Park Sept. 10 and it is planned to run stock through the winter.

Cosmian Hall at Florence, Mass., will reopen Sept. 6. A. M. Porcheron of the Empire Theatre at West Springfield will operate the theatre.

The Capitol at Leominster, Mass., has been sold by Frank P. Sharby to James A. Farrell, who takes charge Sept. 1st.

The Star at Groveton, N. H. and the Halcyon at Colebrook, N. H., owned by J. B. Eames and the Interstate Amusement Co., Littleton, N. H., have been sold to H. E. Smalley who has for some time been connected with Mr. Eames, in the conduct of the circuit. Mr. Smalley will make his headquarters at the Star Theatre in Groveton.

The new B. F. Keith Memorial Theatre in Boston is planning to open the latter part of September.

Repairs are to be made to the organ at the Metropolitan Theatre after the stage fire which resulted in considerable damage to it.

Moe Grassgreen, sales manager at the Fox exchange, Boston, had a narrow escape from serious injury when his auto was in collision with another machine on the road between Lynn and Boston a few days ago. The cars were badly damaged.

Abe Spitz's new Park Theatre in Westfield is to open about Nov. 1st, according to present plans.

Sanford Hall at Medway, Mass., has been sold by Sam Lerner to A. Goldman.

The Capitol at Lawrence has reopened with Movietone and Vitaphone installations and reports a record business.

The Victoria Theatre at Lawrence will reopen next week and will be a first run theatre.

The Riverside Theatre in Medford, Mass., is planning to reopen about the middle of September.

Bernie Connolly of the National Screen Service, gave a clambake to friends at his place at Groton on Sunday. Included among the guests was a delegation from Film Row.

Miss Anna Krim of the Independent Films staff is vacationing at Narragansett Pier and later goes to Lake Sunapee, N. H.

William Laycock has resigned from Durrell Hall at Cambridge, where he has served as manager for the past twelve years. The new manager is Roy Frazier, formerly of the Capitol Theatre, Everett.

The Scenic Theatre at Oakland Beach has been sold by Arthur Lambert to Peter Gaglione.

The Lincoln Theatre at Quincy Point, Mass., plans to reopen within a month. This theatre was formerly leased to the Markel Amusement Co. It is understood that the owners of the building will be in charge when it reopens.

Miss Lucy Keep, bookkeeper at Independent Films, is on her vacation.

William Warr Jr., son of William Warr of Warr's Theatre at Wareham, Cape Cod, is on a six week's good will trip with American young men to Norway, Sweden and Denmark.

Arthur Sharby of the Princess Theatre at Brattleboro, Vt., is passing out fragrant Havanas. It's a son.

Misses Ida and Rose Rubin of the First National exchange are on their vacations.

"Buck" Stein, shipper at First National, is vacationing at Cape Cod.

William Murphy has resigned as manager of the Embassy Theatre at Waltham.

Miss Clima Waxman, assistant cashier at FBO, is on her vacation in Maine.

The Metro-Goldwyn-Mayer club, composed of members of the Boston exchange, held an outing and dinner at Ferncroft Inn, Middleton, Saturday.

The vacation list includes the names of Miss Anne Cremmans and Miss Eunice Finklestein, the former at Hampton Beach and the latter at Poland Spring.

Mrs. E. V. Corbett, booker at Warner Brothers, is spending her vacation on a motor trip to Montreal and Quebec.

Leon Gorman of Portland was a visitor to the Row during the week making booking arrangements for his theatres for the post-Labor Day season.

Jack Murray has been appointed salesman for Vermont for Paramount. He is preparing for service in the foreign field.

Johnny Howard, formerly salesman and at one time booker at Paramount, has been made manager of the Paramount sound pictures, in the New England field.

Another promotion at Paramount is the appointment of George M. A. Fecke as manager of the non-theatrical department.

The new line-up of the Paramount sales force at Boston is as follows: Eddie Ruff, sales manager; J. H. Stevens, Boston and vicinity territory; Jack Gubbins, Rhode Island; Tom Duane, Southern Mass. and the Cape; Al Klane, Western Mass.; Charles Mecklenberg, New Hampshire and Jack Murray, Vermont.

Ben Bolen has joined the Paramount staff as checker for the road show, "Wings."

Fred Maguire, advertising sales manager for Paramount, has resigned to go with the New England Theatres Operating Corp. in a similar capacity. He is succeeded at Paramount by "Mac" MacLeod.

Fred Cutter has been appointed chief accountant at Famous Players, succeeding Hyman Young, who is appointed booker for the Boston territory.

Lester Adler, personal representative of Harold Lloyd, is spending the week in Boston.

Gus Shaffer, formerly sales manager of the Boston exchange of Famous Players and now general manager of Paramount interests in Central Europe, is due back in New York City Sept. 7th and plans to spend a few days among his old friends in Boston Oct. 1st.

The vacation throngs have welcomed this week Miss Florence Sullivan, private secretary to Branch Manager "Bill" Erbb of Famous Players, who is making a motor trip to Montreal; Miss Sadie Needel, secretary to Sales Manager Ruff, who has gone to Peaks Island, Me.; Miss Nettie Boggiano and Kay Keegan of the office staff who have gone to Savannah, Ga., and Miss Katherine Kelley, telephone operator who is spending the week end at Pines Grove Inn, Epsom, N. H.

Herman J. Lorber, eastern representative for G. J. Shaffer, district manager for Paramount, spent a few days in Boston during the week.

Branch Manager William Erbb of Famous Players and Johnny Howard, sound manager at the ley, professional at the Maplewood club. With Kelley one of the best "pros" in the game and Howard playing in about 90, Erbb hesitates about mentioning his strokes in covering the course.

Jack Reed, a quarter-century manager at the Schubert and other Schubert theatres in the East, has left the managerial berth after 40 years in the game, to start a new career. He is to start work on a production of his own, "Nobody's Sweetheart." He was tendered a farewell dinner at the Elks club by everybody in "Who's Who" in the Row and in newspaper circles.

Lawler Brothers Amusement Co., Greenfield, Mass., has been incorporated with $10,000 capital. Carroll J. Lawler is president and treasurer and Frank J. Lawler is vice-president.

Miss Gertrude Rittenberg, booker at Consolidated Films, is vacationing at the Y. W. C. A. camp.

Peter M. Gagne, owner of the Strand Theatre at Somersworth, N. H., who has also found time to act as mayor of that city for six terms, is prominently mentioned for Congress from that district.

Herbert Flaherty, manager of the Everett Square theatre at Hyde Park, is back from a motor trip with his wife and two boys through New York.

Hanaphone, owned by David Brand, has opened offices in Church St. in Film Row. Miss Elaine Liberman, formerly of Metro, is in charge of the office.

Portland

GREATER Movie Season was officially ushered in last week at the various houses, and in consequence business showed a decided increase along "film row."

Charles Pettijohn was a Pacific Northwest visitor last week. He was accompanied by Hurt New of the Hays organization.

Mayor Kiggins of Vancouver, Wash. made his weekly trip to the "row" where he announced that his Liberty Theatre would have the "talkies" installed by October 1st.

Mrs. Pat Allen, prominent in society and sports and Robert M. Mount manager of the Better Business Bureau were named as the new members of the municipal motion picture censor board, who will act with Floyd Maxwell, Manager of the Portland Theatre as the third member of the board.

Herman Wobber of Paramount, spent last week end with Bill Winship, Portland manager.

Frank Hamburger of the Circle Theatre, and who numbers his friends by legions, is critically ill at St. Vincent's hospital.

Joe Skirboll, on his trip around the Coast branches of Warner Bros. spent a couple of days here with Manager Bob Hill.

After viewing "The Racket," the Portland city council have passed the picture after eliminations. The picture had been condemned by the council previously and the censor board had objected to it.

Denver

JLEO STACK, 1448 Madison Street, Denver, well-known oil man, clubman and politician, has just been appointed assistant manager for Metro-Goldwyn-Mayer with headquarters in Hollywood. Mr. Staek, for several years, was athletic director for Sacred Heart College, now known as Regis College, and has been prominent in state Democratic political circles.

Oliver Alberti, the popular orchestra leader and master of ceremonies of the Colorado Theatre, Denver, is finishing his last week here. He has been engaged by a large theatre of San Diego, California, to assume the directorship of the orchestra. The San Diego appointment is a promotion for Mr. Alberti, and it is rumored that he is being prepared for the role of master of ceremonies of Loew's State Theatre at Los Angeles.

There was some excitement at the Mission Theatre last Tuesday night when Tom Clint, a fifteen-year old Denver boy, became hysterical and fainted during the exhibition of one of First National's thriller pictures. Young Clint, who has been subject to heart attacks, fainted and had to be removed from the theatre. He was treated by Dr. R. M. Campbell, police surgeon.

Mrs. Ella Baker of Bushnell, Nebraska, has purchased the Seaman Theatre of that city from W. H. Seaman. Mr. Seaman, a well-known theatre man in this territory, having operated theatres in Brighton and Bushnell, is now traveling the country as manager for a road show.

Chas W. Ogden of Saguache, Colorado, will open his new Ogden Theatre early in September. This will make two theatres for the little town of Saguache, the other being the Opera House, managed by Mrs. McEntyre.

W. C. Denny, district manager for the National Theatre Supply Company arrived in Denver last Saturday for a visit with Jap Morgan, local branch manager for this concern. The two men are now out in the territory visiting exhibitors.

J. V. Plenderleith, Denver Pathe cameraman, made a rather hazardous trip in an airplane over Pike's Peak last week in the interests of a thrilling news reel for theatre audiences. He circled the peak three times at an altitude of 15,500 feet and claims to have taken some scenes that are well worth while seeing. The temperature above the peak at the time was forty-five degrees above zero. He was in the air for fifty minutes.

By the end of September, Denver will be well equipped with theatres having devices for the exhibition of sound pictures. At the present time the Aladdin, America, Denver, Isis and Rialto Theatres are equipped and showing pictures of this kind, to the apparent complete satisfaction of the patrons. The Isis, however, is confining its exhibition to talking news reels only. The Webber, Ogden and Federal, Denver's largest suburban houses, are being equipped and will be ready for the exhibition of sound pictures late in September. However, it is doubtful if the first entertainment of this kind will take place until some time afterward, because of the delay in availablity of the sound pictures which they have under contract.

V. S. Hennen, who has been the owner and manager of the Midway Theatre, Burlington, Colorado, has sold a part interest in his theatre to Orin C. Milburn. A partnership was formed and it will be known as the Hennen & Milburn Theatre Company. Immediately after the forming of the partnership the new concern purchased the Gem Theatre, Durango, from Marshall and Day. Messrs. Hennen and Milburn plan to open the Gem September 1st with high-class service.

The Hollywood Theatre, Aurora, Colorado, has been closed and dismantled by Sam H. Horner, who has operated the theatre for the past year. Mr. Hennen has given the city of Aurora the best of service and a fair chance to support a theatre of its own; business, however, dropped to the point where it was impossible to continue and Mr. Horner used his only alternative in closing the theatre and selling the equipment.

M. W. Kessey, for many years the owner and manager of the Palm Theatre, Littleton, Colorado, the Isis Theatre, Victor, Colo., and the Star Theatre, Cripple Creek, has formed a corporation which is known as the Kessey Theatres, Inc. The corporation was formed for conducting the theatres in Littleton and Cripple Creek, Kessey continuing to operate the theatre in Victor in his own name. The Palm Theatre, Littleton, has recently been leased by the corporation to C. W. Kelly, formerly of the Mystic Theatre, Denver.

Joseph Skirboll, western district manager for Vitaphone, spent several days in Denver last week visiting Chas. R. Gilmour, of Warner Bros. in the interest of Vitaphone sales.

George A. Loveland, owner and manager of the Strand Theatre, Colorado Springs, Colorado, and Paul H. Hoppen, manager of the Majestic Theatre, Pueblo, Colorado, were visitors in Denver last Friday.

James H. Chrystal, representative of the Conservation Department of The Motion Picture Producers and Distributors of America, spent a day in Denver last week inspecting the exchanges in the interest of fire prevention. Mr. Chrystal appeared well pleased with the general condition of the Denver branch offices.

Theatres in Colorado Springs, Manitou and Estes Park are now enjoying a very prosperous business owing to the thousands of tourists which are now visiting these popular resorts. It was recently estimated that over 25,000 visitors were in the cities of Manitou and Colorado Springs, and reports are to the effect that theatres are jammed every night.

Milwaukee

E. J. WEISMAN, manager of Educational, and L. J. McCarthy, manager of First National, met with an accident returning from Madison on Monday night, the night of the big blow. Their car, driven by Mr. McCarthy, was blown from the road into a ditch and was badly damaged. Mr. McCarthy suffered several broken ribs.

M. C. Peterson, representative of Electrical Research Parts, of Chicago, visited around at several of the exchanges late in the week.

Tom Saunders, representative of Paramount from the Cincinnati branch, is spending a few months in the Milwaukee branch as sales representative.

Len Brown, manager of the Capitol theatre at Madison was in the city last Thursday.

Al. Lipman, sales manager for Universal, is spending a few days in Milwaukee.

Walter Beier, of the Beier Film exchange, has taken over the Crystal theatre at Ft. Atkinson from Neil Thompson. Mr. Beier is closing the theatre for three weeks for extensive remodeling. The house will be opened as The Fort.

Cleve Adams, home office representative spent a few days in the local F. B. O. office.

Frank Cook, formerly of the Gem theatre at Sheboygan, was in the city recently. Mr. Cook is still booking for the Gem, but is now mainly interested in a manufacturing project.

J. G. Frackman and Harry Hart have dissolved partnership. Mr. Frackman is now heading his own exchange, the Frackman Film Corp., while Mr. Hart manages the Hart Pictures Corp. Both share the old offices.

Eddie Lipson, special representative, will be with the local M. G. M. office for an indefinite period.

G. G. Bandy, manager of the Majestic at Rhinelander, was a recent visitor at exchanges.

William Pabst, president of Community Theatres, is spending a few weeks in Canada on a fishing trip.

The Paramount Pep club held a picnic at Oconomowoc last Saturday at which the various members entertained themselves at sailing, motor boating, swimming, eating and dancing. Needless to say everyone had a great time. About thirty members attended.

J. A. Craker, branch manager, was presented with an onyx desk set by members of the Pep club at the outing.

Richard Good has been appointed new manager for the Strand theatre at Whitewater.

John Ludwig recently motored to Minneapolis for the purpose of closing his Minneapolis exchange. Mr. Ludwig was accompanied by his wife and family.

Exchanges entertained quite a large number of out of town exhibitors last week, among whom were included A. C. Aecola, manager of the Bonham at Prairie du Sac; August Berkholtz, manager of the Mermac at West Bend; Eddie Michaelson of the Palace and Orton at Madison; Dan Kelliher of Elkhorn; George Huebner of the Strand at Oconomowoc; Mr. and Mrs. M. Gilman of the Princess at Plymouth; Mr. Hoch of the Butterfly at Palmyra; Mr. Stube of Waterloo, F. E. Wolcott of Racine, Harry Hatfield of the Allen theatre, Racine; Bert Wheeler of Lloyd's at Menominie, Mich.; A. Brungraber of the Hall at Jacksonport; Mr. and Mrs. S. Olson of the Pastime at Delavan.

Frank Dau, formerly manager of the Merrill theatre, is now director of exploitation for Community Theatres.

Salt Lake City

THE Eleventh Annual Paramount week is being celebrated from September 2nd to 8th, and a great deal of added newspaper exploitation has been devoted to this fact, announcing the 1928-29 program which includes "Whole Show programs" in "Sound" as well as "Silent" pictures, including feature pictures, comedies and news events.

All of the Louis Marcus Enterprises throughout this territory will feature these programs during the anniversary week, these houses including the Capitol, Paramount Empress and Victory of Salt Lake City; the Paramount of Ogden, and the Paramount of Provo, Utah, and the Idaho Theatre of Idaho Falls.

Several well known film stars have been in this city during the past week, including Bessie Love, who is making a personal appearance both at the Victory and Capitol Theatres; Gary Cooper, who stopped over for a short time here, and Wallace Beery.

The many friends here of Miss Marjorie Hyde, one of the cashiers of the American Theatre, have grieved beyond words the seeming untimely and horrifying death which this young lady met in attempting to escape from flames which enveloped the apartment into which she, with her parents and family, had recently moved into that day, in this city. Miss Marjorie Hyde, hung from her window sill with hair and night clothes partly burned and the flames licking her fingers, with all possible chance of escape from within the room cut off by the flames, until her strength ebbed and she fell three floors from her window to her death.

Others members of the Hyde family are in a very critical condition at the present writing, according to announcements.

Commissioner Harmon Peery, one of the owners of the Egyptian and Ogden theatres of Ogden, Utah, has been invited with other Ogden officials and their wives to take to the air at 10 a. m., August 23rd, from the Ogden airport in the Fairchild plane of the Utah Oil Refining Company.

Contract for the completion of the excavation and construction of the foundation for the new Aladdin theatre, being built by Messrs. DeMordaunt and Drennen at Blackfoot, Idaho, has been let to F. M. Taylor this week.

Paul Cosgrove, cameraman for the Pioneer Film Corporation of this city, was hurt and was recently discharged from a local hospital, due to an automobile accident.

Manager Clogston of the Playhouse of this city, formerly known as the Wilkes Theatre, and which opened this week, declares that the opening of the reservation sales a few days ago surpassed the demand of any previous season of stock since the inception of the Wilkes players.

Among the film folks newly registered at the Hotel Utah here this week are Russell Simpson, Ben Lyons and Marie Prevost.

J. R. Grainger, general sales manager for Fox, who recently passed through Ogden, Utah, and was met by local Manager Chas. Walker, is reported to have contracted with exhibitors at Ogden, Springville, and Moab, Utah, and Lewistown, Hardin, Butte, Great Falls, and Sydney, Montana.

Wayne Ball, who has charge of the local Warner Brothers exchange, expects to leave for Montana within a few days. Miss Dora Maycock, booker at this exchange will return this week from her vacation trip.

Manager Al O'Keefe of the local Pathe office, is expected in from a six-weeks trip throughout Montana and Idaho, right away.

The local sales representatives are all out in their respective territories, namely: Lon Hoss and Jack Connors in Utah; George Hayes in Idaho; Dave McElhinney and Billey Sullivan in Montana.

Manager L. C. Wingham of the Metro-Goldwyn-Mayer office has spent the past six weeks in Montana and will return this week.

John Miller of the Cameo Theatre at American Fork, was a visitor at this exchange this past week.

S. H. Rich of the Rich theatre at Montpelier, was down recently looking over some of the newer productions. Andy Murdock of the Ideal Theatre at Heber City, Utah, was also an exhibitor visitor this week.

Harmon and Lewis Peery of the Egyptian and Ogden theatres, S. B. Steck of the Lyceum and Mell Stringham of the Colonial theatre were down from Ogden, Utah, this week attending to their bookings.

Elmer Teitjen, former exhibitor at Santaquin, Utah, is now reported to be running the Utah service Company truck which takes the films to and from Utah exhibitors.

Fred Houston of The Royal Theatre at Lehi, Utah, was among exhibitor visitors along the local Exchange Row this week.

I. H. Harris of Burley, Idaho, and Wm. Markland of Rupert, Idaho, spent some time at the local Film Mart recently.

T. M. Derrick has just taken over the Liberty Theatre, which is located South on State Street here.

O. Wog, local Paramount-Famous-Lasky exchange manager, is contemplating a trip to Montana. Clarence Key, chief accountant of this office, is back from a vacation trip to Northern Utah.

Local Manager J. R. Keitz of the Rayart Pictures exchange in this city, returned a short time ago from a trip to the Metropolitan studios at Hollywood where Rayart pictures are now in production, and he reports that production is moving very rapidly and that at the present time five of the 1928-29 productions are ready for release. Keitz is very enthusiastic over this out-put, and is leaving for Utah and Eastern Idaho shortly.

Cleveland

KEITH'S Palace theatre will be ready to offer sound pictures to the public by the first of October. Manager Frank A. Hines announces that Photophone equipment will be installed as soon as possible so that it will be in operation no later than October 1st, and perhaps earlier than that. Nothing definite has been determined as to the Hippodrome, however. Its opening date is only a matter of rumor.

Sam Barck, Cleveland exhibitor, who has been without a theatre for several months, again steps into line with the purchase of the Rivoli, Central Ave. and East 76th St. Cleveland, and the Temple, Lorain. The Rivoli, closed for the summer, will open September 1st, with four changes a week and admission reduced to 10c and 15c. Morris Barck will manage the Rivoli, and Sam Barck will devote himself to the Temple.

The Garden theatre, Cleveland, belonging to the Ohio Amusement Company will have Vitaphone equipment installed and operating by December 15th. The Lincoln, another Ohio Amusement Company house, is now using Vitaphone.

John Huebner, manager of the Oakland theatre, Marion, was in the city to renew old association last week. Hubner is a veteran exhibitor in Ohio, having owned and operated a picture house in Cincinnati eighteen years ago.

Ed Bokius, of the Valentine theatre, Canton, was found dead in his garage last week. Presumably he was overcome by monoxide gas fumes. Bokius, always prominent in film activities, built the Valentine theatre fifteen years ago. He has operated it himself ever since it opened.

E. T. Commersal, in charge of Fox short subjects, is spending a week or two in the Cleveland territory.

Charles Casanave was a busy man while in Cleveland last weekend. He came to buy pictures for the Palace, Youngstown, and the Palace and Marion theatres, Marion.

The place, Marion, built by C. W. Young of Gary, Indiana and associates, opens August 30th.

Frank Drew, M. G. M. exchange manager is the newly elected president of the Cleveland Film Board of Trade. They say lightening never strikes twice in the same place, but that's not true because Drew was president of the Film Board four years ago when he was manager of the local Fox exchange. He was transferred to Detroit and had to resign. Other officers elected were Leo Devaney, Universal manager, vice president, and William Weiss, manager of the Fischer Film exchange, treasurer. Mrs. Georgia Moffett was, of course, re-elected secretary of the board.

Richard Deutsch of Import Film Company, is trying his luck at fishing in Canada.

The Oriental theatre, East Ninth St. at Superior Ave. built by Dr. B. I. Brody, then a part of the Universal-Brody circuit, and later sold to the S. W. Manheim Enterprises, is now in the possession of the Universal-Variety circuit.

Milton Bryer has sold the people's theatre, Akron, to Fred Stalder. That leaves Bryer with three houses, namely the Woldorf, Ideal and Winter's.

Frank Nolan of the Orpheum theatre, Canton, is in Denver. He and Mrs. Nolan were called there by the sickness of their daughter.

Bill Onie of Security Pictures, spent a few days in New York last week.

The Uptown theatre, which the Universal-Variety circuit is building at St. Clair Ave. and East 105th St., is scheduled to open November 1st.

Louis Zoffer, a prominent figure in local film circles five years ago, died suddenly recently. Death is said to have resulted from a heart attack caused by excessive heat. He is survived by his widow and two daughters. Five years ago Zoffer owned and operated the Reel and Corona Theatres, both downtown all-day grind houses. He sold both leases and has since been retired from active business.

Harry Skirboll, manager of the local Educational Film Exchange, has gone to Canada. He'll be away about two weeks.

Canada

THE Palace Theatre, Calgary, Alberta, formerly operated by Famous Players, is now conducted by the Alberta Theatres, Limited, a local company independently organized, with C. L. Dowsley as manager.

Charles A. Kennedy has secured a site on College Street, Richmond, Quebec, for a moving picture theatre, plans for which are being drawn up.

Kaplan and Sprachman, 305 Dundas Street West, Toronto, Ontario, are the architects for a new neighborhood theatre to be erected at 526-8 Dundas Street West, Toronto, to cost $40,000.

An indication of the trend of the times in theatre circles of Canada is seen in the considerable number of new theatre projects in many cities and also in the razing of old theatres which are no longer considered desirable. No less than three Toronto theatres have been in the hands of wreckers, these being the Grand, Gayety and Strand, all old houses in the downtown section. The Galt Opera House at Galt, Ontario, and the Russell Theatre at Ottawa are also being torn down.

The shareholders of the Capitol Theatre, Windsor, Ontario, have definitely refused the cash offer of $250,000 for the property from Famous Players Canadian Corp., it is understood. The corporation deposited $25,000 in cash for the deal. Famous Players will now proceed with the erection of a new theatre in Windsor, it is stated.

No announcement has been made by the Ontario Government regarding the appointment of a successor to J. M. O'Brien, a prominent member of the Ontario Board of Moving Picture Censors, who passed away recently after a brief illness at Toronto in his 38th year.

Hon. Dr. J. D. Monteith, Ontario Provincial Treasurer, Toronto, has announced that the Ontario Board of Moving Picture Censors will once more examine the British production "Dawn" for a reconsideration of its decision. This will make the third time that the feature will have been officially viewed in Ontario.

A. P. Drohan, manager of Griffin's Theatre, Chatham, Ontario, took advantage of recent lull in hot weather business to stage a theatre convention of his own. The whole staff of the theatre was assembled for a conference and every detail of management, operations, plans and prospects was discussed with projectionists, ushers, cashiers, janitor and others.

All the sport world has been talking of the achievement of Percy Williams, the Canadian school boy, in winning both the 100 and 200 metres sprints at the Olympic Games in Amsterdam. Exhibitors and film exchange officials in Vancouver, B. C., are particularly interested because Mrs. Charlotte Williams, mother of the world famous sprinter, is cashier of the Capitol Theatre, Vancouver.

The Gayety theatre, for years one of Toronto's best known houses, is now in the hands of the wreckers, the property having been purchased by an oil company. This is the second of Toronto's downtown theatres to be razed this summer, the other being the historic Grand. It has also been intimated that a third downtown house, the Regent, is to be pulled down. The expansion of the city and the construction of many splendid suburban houses have undoubtedly made a difference in Toronto in a theatrical way.

Announcement has been made at Toronto, Ontario, of the election of J. P. Bickell, of Toronto, as a director of the Mond Nickel Company. Mr. Bickell is vice-president of Famous Players Canadian Corp. and other allied companies; president of McIntyre Porcupine Mines, the Castle-Trethewey Mining Company and Capitol Silver, as well as being identified with various other mining and commercial enterprises.

James E. Wainwright, 1486 Danforth avenue, Toronto, Ontario, has taken out a permit for the erection of a suburban theatre at 1510 Danforth avenue, to cost $30,000.

Gene Weber, FBO's cashier had a wonderful vacation in Los Angeles. She flew to the Southern city.

G. A. Hickey was in town recently visiting the local Metro-Goldwyn-Mayer Exchange.

George Glosser has returned from his vacation at King's Mountain.

Mrs. D. A. Duchow, owner of the Star Theatre at Sonora, was visiting Film Row recently.

Harry Poole of Klamath Falls, Ore. was recently seen along Film Row.

Jimmie Wood and Harry Fontana were visitors recently.

Lee Hullins and Gordon Graddock are new additions to Universal's sales force, Lee selling on the North and South Coast and Gordon in the Sacramento Valley.

The Princess Theatre, one of the principal houses of Montreal, is re-opening September 3rd with A. C. Wright as manager. Mr. Wright was manager of the Princess since 1913 with the exception of the past year when Ed. Charlton was in charge. Mr. Wright resigned one year ago to enter another line of business, but he is now returning to his first love.

Dallas

FRANK Starz, director of Publicity for Interstate, has just returned from a trip to San Antonio, Houston, and other points on the circuit and states that business is unusually good for this time of the year at all of these points and over the entire circuit.

Jean Finley, director of publicity for the Palace, has returned from a week's vacation at Colorado Springs and is again at his desk. Musicial Supervisor for the Central Division of Texas for Publix and whose office has been located in the Melba Building, has been promoted to District Supervisor in Des Moines, Iowa. Ed. E. Cramer, who has been scoring E. Cramer, whohas been scoring the non-synchronized pictures for the Melba, has been promoted to the position left vacant by Mr. Kleinert.

Mr. O'Donnell, of the Interstate Amusement Co., has returned from a trip to Birmingham, Little Rock, San Antonio, and other points on the circuit.

Word has been received that Walter Crosby, former managing director of the Majestic theatre, is connected with the Loew interests at Louisville, Ky.

Alfred A. Raymond, film salesman formerly of Dallas and lately of Little Rock, Ark., died at the United States Veteran's Hospital at Little Rock.

W. C. Dofflemyer, owner of the Majestic Theatre at San Saba, will give his theatre a complete job of remodeling and will install new equipment. Work will be started at once in order to get the house in shape for fall business. The cost will be around $12,000 for the complete changes.

H. G. McNeese has sold his Grand Theatre at Kenedy to B. G. Mumme, who is a wholesale grocer and who will turn the management of the theatre over to his son, Leroy Mumme.

A number of Texas theatre owners were Dallas visitors during the meeting of the Board of Arbitration. Among those present were: Willard Saddler, Weatherford; M. R. Williams, Texon; W. I. Wooten, Canyon; L. M. Ridout, Denison; Roy Fuller, Grandview; J. F. Hightower and son, J. W. Hightower, Fort Worth; H. G. McNeese, Kenedy; Warren Kindel, Weatherford; H. C. Houston, Pittsburg; Harry Schulman, Houston; Morris Schulman, Bryan, L. M. Davis, Rotan; and Mr. and Mrs. A. J. Bohls of Taylor, Texas.

Tommy Harris, the smiling shipping clerk for M. G. M., passed away on Tuesday morning after a rather short attack of a queer malady which had caused him much suffering earlier in life and which necessitated fifteen operations in the attempts of scientists to find out and check the unknown disease. Mr. Harris was well liked by all of his associates and those who knew him, and was catcher on the Film Hounds baseball team. It was a sudden shock to learn that smiling Tommy had passed away, and his going is a distinct loss to his firm and his friends.

Leslie Wilkes manager of the Dallas First National Exchange has been away from his desk for the past two weeks as he is spending his time in the field assisting in the closing of exhibitors contracts.

Baltimore

THE Harlem Theatre for colored people will be built on the site of the old Harlem Park Methodist Episcopal Church on Gilmor Street opposite Harlem Park. It was destroyed by fire in 1924 and the congregation built another church.

Louis Azrael, dramatic and movie critic of the Baltimore Daily Post, has returned from his vacation spent in the great Smoky Mountains of North Carolina.

Mrs. Frank Price, Jr., wife of the manager of the Rivoli, and their daughter, Claire, and Mrs. Price's mother, Mrs. C. Reed Griffith of Philadelphia, are spending some time in Atlantic City.

Hazel Worrall, formerly organist at the Rivoli here, has returned to her position there. This house shows a full program of sound and talking productions but Miss Worrall will play the intermission and the comedy at each performance.

Alice Raines, formerly cashier at Loew's Century, has been transferred to the box office of the Stanley.

Mrs. Hazel Paresky, wife of the pianist formerly at the Stanley and Rivoli theatres here, is engaged now in selling records of the theme song of "Street Angel," in the foyer of the New Theatre.

The Victoria theatre, Wilmington, N. C., is to be remodeled by George W. Bailey. The cost will be about $12,000 and when it is reopened it will be known as the Carolina.

Des Moines

W. E. BANFORD, manager of the Metro-Goldwyn-Mayer branch in Des Moines, is in New York. Accompanied by Mrs. Banford and their daughter Dorothy, they left for New York on a week ago Thursday for a motor trip of several weeks length.

Walter Eckhart of State Center was a visitor in Movie Row. William Mart of the Strand Theatre at Grinnell was also a caller at the film exchanges last week. He was accompanied by his son.

Al Yarowsky, booker of the Universal office, is spending his vacation time at lake Okiboji. M. Lee, short subjects booker of this office, just returned from two weeks in Wisconsin where he says he found plenty of big fish.

E. G. Slater, exhibitor at Grundy Center, was in on film business last week.

There is a rumor to the effect that one of the girls of the Metro-Goldwyn-Mayer office has changed her name. The rumor is causing some excitement at the office which has had a number of surprise weddings sprung on them recently.

The Rex Theatre at Manley, Iowa, changed hands recently. The Iowa Theatre Company recorded a change of ownership with Miss Leone Mathews, secretary of the DesMoines Film Board of Trade.

The new owner is H. S. Fletcher, who is new in the film game.

Miss Alberta Haynes, who was winner of Iowa's 1928 personality girl contest, conducted by the Des Moines Sunday Register and the Publix and Blank Theatres of Iowa, began her stage career under the Publix Shows management at the Rialto Theatre at Boone, Iowa, last week. Miss Glaciel Mullenix who was the winner of the Des Moines contest, will also appear with Miss Haynes on the program at Boone.

E. P. Smith, president of the Iowa Theatre Owners Association, will travel through Iowa in the early fall visiting the exhibitors all over the state. He plans to include every town in his tour and to devote a length of time with each exhibitor in an effort to bring the exhibitors and the state organization in closer touch. This arrangement has been made by Mr. Smith in cooperation with the directors of the Iowa M. P. T. O. A.

The Iowa Theatre which opened within the last month at Cedar Rapids, Iowa, is said by many critics to be a real monument of growth in theatre construction, and that it is one of the finest houses in the middle west. The house was built by Calvin Bard who has been with the Hostettler interests in Iowa and Nebraska for the past several years. Mr. Bard was originally from Kansas City. During the time that he travelled Iowa in the interests of Hostettler theatres, Mr. Bard conceived the idea of a theatre that he would like to build himself. And he selected Cedar Rapids as the point at which the very best in theatre opportunities was offered. One of the things that was especially emphasized in the construction of the theatre was comfort of the patron. Another is the quiet dignity of the design in contrast to the more elaborate theatres built recently. Beautifully upholstered red plush chairs were used in the entire main floor of 1,100 seats while on the mezzanine and balconies, which seat 750, these chairs were also used. The room for the ladies is given a new and attractive name, the Cosmetics Room.

The stage equipment is exceptionally fine with stage scenery and draperies controlled by a complete system of motor controls and riggings. The stage curtains and draperies were all expecially selected to lend luxury and beauty but with a dignity that is conservative in its direction. The proscenium arch and arrangement of the auditorium are especially well done.

The projection room equipment includes two late type Simplex, model M, projectors equipped with Peerelss reflector arcs and Ross projection lenses. Strong change over devices, a Brenkert combination of effect projector and a big array of spotlights make it possible to get every lighting effect and to make changes that are not unpleasantly abrupt. The installation is very complete with a duplicate installation of Hertner transvertors with all the equipment connected up through a specially built control panel board.

The exterior of the house is in the Italian Renaissance period. The huge electric sign is in the shape of an ear of corn as an emblem of Iowa, "where the tall corn grows."

Mr. Bard speaks most highly of the service of the engineering department of the National Theatre Supply Company in furnishing the equipment in such a way as to make the theatre construction most economical to the theatre man and its planning more easy.

Minneapolis

THE month of September will see the celebration by the Finkelstein and Ruben firm of its twentieth anniversary. The anniversary will be celebrated in 30 towns and over 100 theatres. Two special road shows will be routed around the circuit during the month and the booking department is planning to have the best shows available for the period. The first week will be Anniversary week, the second Jubilee week, the third Progress week, and the fourth Managers' Own week.

Theodore Hays is general chairman for the celebration with Ben Ferriss and G. Ralph Branton as assistants. E. A. Smith is in charge of the exploitation committee, Harry French of key cities and Ted Bolnick on stage attractions.

Recent visitors in Minneapolis included Fred Knispel, special home office representative for Pathe. Alfred Kent, traveling auditor for Columbia Pictures corporation and C. C. Pettijohn, general counsel for the Hays organization.

Eddie Ruben, M. L. Finkelstein and G. Ralph Branton of the Minneapolis F and R office, are in New York arranging for the bookings for the coming season.

The first Movietone news reel ever shown in Minneapolis was on view at the State theatre this week. The State will feature them weekly hereafter.

Competition for the movie houses is getting keener as some of the other theatres are opening for the season. Last week saw the opening of the Gayety, a burlesque house; the Palace, a musical stock house, and the Metropolitan, Minneapolis, only road show house. Next week the Shubert theatre will open its stock season, with Edith Taliaferro as its leading woman, and then the movies will be getting plenty of competition.

Theatrical records for Minneapolis were broken last week when "A Night in Spain," the Shubert musical revue featuring Ted Healy, Phil Baker and Aileen Stanley, grossed $17,000 in a three-day engagement in Minneapolis. Naturally "Buzz" Bainbridge, who has just leased the Metropolitan from L. N. Scott, was very much pleased.

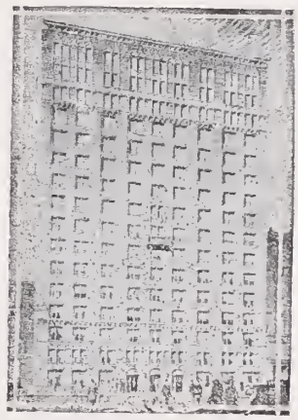
Sessue Hayakawa, the Japanese screen star, headlines the Hennepin Orpheum this week in a personal appearance.

The Grand theatre in Minneapolis, a second run loop house, will have its Vitaphone and Movietone equipment ready by September 8. This will make possible a second loop showing on all sound pictures.

The Liberty theatre at Webster, S. D., has been purchased by H. M. Schencker from Blank & Debee. Mr. Schencker plans to remodel the house.

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South West

ACCORDING to announcement by Pat Magee, manager of the Criterion theatre at Oklahoma City, the Criterion will, as its future policy, have a permanent state group, a group of New York players embracing stock and high class vaudeville, the players to be among the very best. Thirty thousand dollars is being spent by the Criterion in remodelling, enlarging of the stage and adding new dressing rooms. The new stage group, stock and high class vaudeville is expected to commence early in September.

Oklahoma City may furnish the background for one or more moving pictures to be taken by the United Producers company of Hollywood, according to George McCall, director, who with Victor Enyart, manager, are in Oklahoma City, surveying conditions.

Camera and equipment for taking test pictures will arrive soon and 20 or more actors will be brought to the city for the pictures, to be used together with local talent.

Construction on the new $50,000 theatre at Pecos, Texas, by K. and H. circuit has commenced. The theatre will seat 1,200, two stories high and a modern stage. T. H. Johnson will be the local manager.

John L. Aldridge, veteran exhibitor of Blair, Okla., died at his home July 26th. Mr. Aldridge was well known to many theatre people throughout the state.

John B. Davis has purchased the Liberty Theatre at Carter, Okla., from John Lawrence.

Loomis and Enloe are remodeling their Criterion, Empress and Wood theatres at El Reno, Okla.

Colbert and Halvert are erecting a new theatre at Norman, Okla., named Campus.

Griffith Bros. opened their Tall Chief Theatre at Fairfax, Okla., and closed their Rex which is to be dismantled.

La Vista is the name of the new theatre being erected by Mrs. G. A. Peterson at Hollis, Okla.

S. H. James has opened a new theatre at Cheyenne, Okla., named Princess.

H. O. Stark has been appointed salesman for Tiffany-Stahl at Oklahoma City.

Harry Dreman, booker for Warner Bros. at Okla. City, is spending his two weeks' vacation with friends in Galveston, Texas.

Miss Hazel Messcar, assistant cashier for Liberty Specialty, Okla. City, is visiting her parents at Ripley, Okla.

Miss Bertha Dowdy, Fox assistant booker, Okla. City is visiting in Los Angeles.

C. E. Lindsay, Paramount booker, Okla. City, is making a trip through his territory.

A. W. (Jack) Lilly has purchased the two theatres at Mt. Pleasant, Tex., from S. G. Fry.

Hal Norfleet, director of exploitation for Interstate Amusement Co., who was recovering from a serious illness, had a relapse and returned to the Comal Sanitarium at New Braunfels, Texas.

E. H. Hunter has opened his new Strand theatre at Uvalde, Texas.

Chas. E. Kesnich, Southern Division manager for M. G. M. and W. B. Zollner, branch manager at Oklahoma City, spent the week-end in Dallas, Texas.

Sunday afternoon movies have been started in Lubbock, Texas.

The Guild Theatre at Crystal City, Texas, was opened July 27th.

Roy Liysey, booker for First National, Dallas, has been transferred to Memphis, Tenn.

J. L. McKinney, manager for Vitaphone and Movietone has returned to Dallas, Texas, after a tour of the country for his company.

Sam Hefley has been re-elected member of the lower house of the Texas Legislature. Sam is an exhibitor at Cameron, Texas.

L. V. Yates has purchased the Miles Theatre at Miles, Texas.

A new theatre is to be built at Maud, Okla., to cost round $75,000.

G. A. Peterson has opened his Vista Theatre at Hollis, Oklahoma.

Matt J. Dowling, Universal booker, Oklahoma City, has returned from a trip to Bella Vista, Ark.

Dan Michaelove, southern division sales manager for Pathe, visited in Oklahoma City the past week.

Miss Mary McGonigle of Universal, Oklahoma City is spending couple weeks visiting with friends in St. Louis, Mo.

Paramount Exchange, Oklahoma City, is expecting J. Haas, ad sales representative out of New York, for a visit combining both business and pleasure.

F. R. Moran has been appointed salesman for Universal at Oklahoma City, Okla.

Jack Baker of Universal's exploitation department, Chicago, is visiting the local offices in Oklahoma City.

After an illness of several weeks, Miss Viola Skelton has returned to her duties at First National, Oklahoma City.

Miss Very of F B O, Okla. City, has gone to Tulsa for a visit.

Chas. Hathaway will open a new house at Webb City, Okla., soon.

Mrs. O. Bamberger, assistant booker for First National, Okla. City, is visiting friends in Kansas City.

W. Z. Spearman, of the Gem Theatre, Edmond, Oklahoma, and president of the M. P. T. O. of Oklahoma, has just returned from a three-weeks' motor trip which included Washington, D. C., New York, Buffalo, Montreal and other points in Canada. He was accompanied on the trip by Mrs. Spearman.

C. E. Allison reports he has leased his Electric Theatre at Rush Springs, Oklahoma, to Mr. V. A. Wilkinson for a period of five years. Mr. Allison expects to devote his time to other interests in Rush Springs.

Motion picture folk throughout the territory were saddened to learn of the sudden death of Mrs. A. J. Beck at her home in Oklahoma City last Wednesday night. Mrs. Beck is the wife of a former branch manager for Vitagraph who has made his home here for a number of years, and is at present roadshowing special pictures throughout the territory.

L. E. Matthews advises taking a five-year lease on the American Theatre located in south Oklahoma City.

C. L. Thorpe, manager of the Gem Theatre at Ryan, Okla., spent a few days in Oklahoma City this week looking after bookings for his theatre.

The Royal Theatre at Dow, Okla., was recently completely destroyed by a fire of undetermined origin. Herman Mathis, a fourteen year old employee of the theatre, was burned to death in spite of all efforts to rescue him. He was last seen entering the theatre carrying film for the night's performance and had been in the building but a few moments before the fire was discovered by a passerby.

Mr. and Mrs. F. M. Tull have just returned from a several months' journey in southern France and are making their home at the Wells Roberts Hotel in Oklahoma City. Mr. Tull is the owner of the Camera Theatre at Stillwater, Okla., but makes his home in Oklahoma City.

The Empress and Criterion Theatres in El Reno, Okla., are undergoing complete remodeling according to Loomis and Enloe, owners. Plans are being made for the installation of a Vitaphone in the Criterion at an early date.

Work on the new Sooner Theatre, under construction in Norman, Oklahoma, was temporarily halted this week due to labor troubles. Local laborers, a number of whom were reported to be out of work, protested against the employment of Mexican laborers by the building contractor. A demonstration was made which resulted in the withdrawing of the Mexican labor and work was resumed on the building.

Announcement of plans by the East Texas Amusement Co., operating a number of theatres in Texas and Oklahoma, was made for the building of a new house in Poteau, Oklahoma, work on which is to commence in the immediate future.

Chas. E. Blaine, owner of theatres in Weleetka and Wetumka, Okla., is undergoing treatment in a hospital in Oklahoma City where he expects to remain for several weeks.

Announcement that Joseph Cooper, co-partner with Publix in the Criterion Theatre, Oklahoma City, has purchased a half-interest in the Capitol Theatre at Oklahoma City which is owned by Publix. Pat Magee, manager of the Criterion is now supervising manager of the Capitol also. Norman Praeger, who has been managing the Capitol for the last several months has been transferred to the Missouri Theatre at St. Joseph, Mo.

John Davis, former salesman for Metro and Paramount in Oklahoma City has recently joined the sales force of Pathe, covering the southeast territory.

Miss Ruth Tolbert, manager of the Rialto Theatre, Hobart, Oklahoma, was film shopping in Oklahoma City this week-end.

The Criterion Theatre in Oklahoma City has announced a complete change of policy to become effective early in September. Instead of straight pictures arrangements have been made for the showing of ligitimate productions by casts that embrace some of the best artists in the country.

Contracts have been made for approximately 200 successes of the last two years, it is said.

R. F. Mimms has been appointed representative for National Screen Service by Wallace Walthall, District Manager. Mr. Mimms will cover the state of Arkansas.

Wallace Walthall, film row's premier orator, has just returned from Covington, Oklahoma, where reports are he made a very impressive address to the Covington Rotary Club.

Indianapolis

MAYOR L. ERT SLACK of Indianapolis, other civic and municipal officials took part in a welcome home parade for Charlie Davis, master of ceremonies at the Indiana theatre when he returned to Indianapolis Aug. 18 after a two weeks' vacation. Police Chief Worley authorized the use of a squadron of motorcycle police and a detail of motorcycle police led the parade. High officials also took part in the parade.

The Indianapolis Chamber of Commerce took a hand and welcoming committees were selected by the Kiwanis and Optimists clubs. The Indianapolis Boy Scout executive arranged a color guard and a guard of honor and 85 young seamen who are attending the Junior Naval Reserve encampment were in the parade. Dick Powell, master of ceremonies at the Circle theatre, the dancing ensemble and a 20 piece military band also was seen.

Damage estimated at $1,000 was done to the Granada theatre in Anderson, Ind., recently by a fire which started on the roof and burned its way into the building. Firemen were forced to use fire escapes to get at the blaze.

South East

PAUL S. SWIFT, general sales manager of the Vitaphone Corporation, with headquarters in New York, arrived in Atlanta last Wednesday for a visit to the company local branch.

R. P. Davis, who has been connected with the Atlanta branch of Liberty-Specialty Film Distributing Corporation for the past three years as head of the accessory and shipping department, has been appointed booker, announcement of the promotion being made this week by Branch Manager John W. Mangham, Jr.

Edwin Adler, for the past fifteen months connected with the Howard Theatre as assistant to the manager, has been transferred to Keith's Georgia where he will hold a similar post under Manager C. Roltaire Eggleston. Mr. Adler steps into the position previously filled by Everett Steele, who this week became assistant to Manager Robert E. Hicks at the Howard.

Mack Jackson, well known Alabama exhibitor, who operates the Strand Theater in Alexander City, was seen on Film Row last Wednesday.

John W. Mangham, Jr., Atlanta branch manager for Liberty-Specialty, left last Tuesday night for Birmingham and other points.

Louis Rosenbaum, of Florence, Ala., one of the best known theater men in Alabama, was a recent visitor.

George F. Blethen, salesman connected with the Atlanta office of Liberty-Specialty, left last week for a trip through Georgia.

F. E. Williamson, who operates the Williamson Theatre in Winterhaven, Fla., was a recent visitor.

John L. Crovo, manager of the Imperial Theatre in Jacksonville, Fla., who, while on vacation, visited his old home in Louisville, Ky., passed through Atlanta early this week on his way back to Florida.

C. R. Beacham, special representative of First National, working out of the Atlanta office, was in town last week for a brief stay.

T. F. Thompson, who operates the Palace Theatre at Cedartown, Ga., and who is one of the best known exhibitors in the Southeast, was reported confined to his bed by illness last week.

C. L. Peavey, Atlanta branch manager for FBO, made a trip to Charleston, Augusta and Savannah last week.

John T. Ezell, head of Warner Bros. Atlanta office, was in South Georgia last week.

Ben Y. Cammack, Universal's Atlanta branch manager, recently visited South Georgia.

R. B. Williams, Southern district manager of Universal, left last week for New York for a visit to the home office.

Earle E. Griggs, director of exploitation in the Southeast for Universal, visited Jacksonville, Fla., last week in company with Fred J. McConnell.

Nat Brower, traveling auditor of the Fox Film Corporation, is at the Atlanta branch.

P. M. Wise, of the Strand Theatre, Winder, Ga., visited Film Row last week.

Paul Bryan, Atlanta branch manager for Fox, made a trip to South Georgia last week.

J. H. Butner, manager of Educational's Atlanta exchange, left last week for the South Georgia and Florida territory.

Recent visitors included Edgar F. Boyd, who operates the Majestic Theatre at Nashville, Ga. and the Majestic at Adel; George O. Hatcher, of the Social Theatre, Social Circle, Ga.; C. H. Maxey, who operates the Royal Theatre in Summerville, Ga.; Byron Cooper, who operates the Palace Theatre at Dawson, Ga., and Earl Fain, of the Grand Theatre at Lake City, Fla. and the Palace at Leesburg.

General business conditions in the Birmingham district show a slight improvement. When the vacation crowds return and the regular fall show season stars, with the Jefferson opening with road shows and stock, the Pantages (to be re-named the State) also opening with stock, and the Lyric re-opening it is confidently expected that show business will register a decided improvement.

W. C. Radebaugh, of the Radebaugh Pipe Organ Company, has just installed a new instrument in Paul Engler's Famous Theater, Birmingham.

The "Our Gang" comedy, made with Birmingham talent, was shown at Loew's Temple this week and elicited favorable comment.

Keith vaudeville was eliminted by Interstate at the Ritz this week. With "Street Angel" as the bright particular attraction and several Movietone acts, the program is "all on the screen."

Since the visit here last week of Robert J. O'Donnell, general representative for Interstate Amusements, rumors connecting the Loew and Interstate houses in a possible pool have been revived. While there is no word even remotely resembling a confirmation there is much talk, and some speculation as to what would happen to Keith vaudeville which has played here on Interstate time for the past twelve years.

Ray N. Howell, of the Scenic Theatre, Hartselle, Ala., is visiting relatives in South Alabama. Mr. Howell is accompanied by his wife.

Mack Jackson, the peppy exhibitor from Alexander City, pulled a corking bit of publicity in having the comedian-statesman-philosopher, Will Rogers, visit the Alexander City Kiwanis Club and give the picture show some free advertising by mentioning the fact that Mr. Jackson was about to play "The Texas Steer." Will commented on the picture by saying that he was "rotten in it, but that Louise Fazenda was fine." And having accomplished that Mr. Jackson departed with Mrs. Jackson and their children for a vacation at Camp Walton, Fla.

John W. Peek, of the First National and American theatres, Sylacauga, Ala., visited Birmingham the past week.

Work is progressing on the new Bocanita Theatre at Scottsboro, Ala., which is being built by C. T. Bobo.

Louis Rosenbaum, of the Muscle Shoals Theatres, has been vacationing with Mrs. Rosenbaum in Philadelphia and New York City.

The new Florida Theatre at Gainesville is scheduled to open September 10. Newt Treece, popular manager, has been named active manager. Vitaphone is being installed.

The recent storm reports from Florida were greatly exagerated. Friends of Jacksonville citizens are writing in sympathizing with the Jaxons for storm damage, but Jacksonville only had a brisk breeze for a few days and a few good rains, although not sufficient to cause damage. Even in the lower sections of the state, where the storm really visited, the damage was much less than reported.

Sound pictures were added to the attractions of the Florida Theatre, Jacksonville's largest playhouse, Sunday, August 26.

District Manager Jess Clark, of Publix, left Jacksonville Tuesday night for a visit to Miami.

N. W. Remond, of Wauchula and Lake Wales, paid a visit to Jacksonville exchanges last week.

C. B. Ellis, manager FBO branch, who has been in Miami, has returned to Jacksonville.

Manager Charles Lester, of Universal exchange, spent several days in the Jacksonville office.

The Majestic Theatre, Shreveport, La., occupied the spotlight last Friday when a brilliant program ushered in sound pictures. Without any extravagant outlay of money for advance advertising the Majestic drew enormous business on the opening day and has continued to hold to a high level all week. Considering the limited capacity of the house—it seats only 932—the intake has been remarkable.

John E. Campbell, cameraman and manager of the West Shore theatre of Port Tampa City, closed his house for the summer and took a vacation. He is now in Huntington, Long Island, combining business with pleasure by putting over a local motion picture. "Having a great time and making a little profit as well," he writes.

The Patio, at St. Petersburg, has been closed for 30 days so that the house may be re-seated. This house originally opened as an air-dome theatre but a roof was added later and now the original chairs are being removed and real opera chairs installed.

The Rialto, which is the only house in Tampa giving stage productions, and which has been closed for some time now since dramatic stock failed there, was re-opened two weeks ago under a policy of vaudeville acts and numbers from musical shows, put on with the aid of a chorus of 16, has closed again as the public failed to respond to the new arrangement.

The Managers and the Operators of Tampa got together the past week and renewed their contract, which expires in September, for another year. The Union asked for an advance, but the managers presented some excellent evidence that a raise was not justified and many thought a reduction was in order, so a compromise was reached and the contract signed at the present scale.

Sale of the Cherokee Theatre, at the northeast corner of Bardstown Rd. and Bonnycastle Ave. by Alfred P. Knopf, vice president of the Tip Top Baking Company, to Mrs. R. L. Condon, 418 W. Oak St., for $75,000, was announced last Friday by Mr. Knopf. Mrs. Condon plans a store building on the site.

F. M. Holeman, Cameo Theatre, Madisonville, Ky., and Mr. and Mrs. A. N. Miles, Eminence Theatre, Eminence, Ky., were visitors at the local exchange last week.

The Kentucky Theatre, Lexington, Ky., is staging a Clara Bow week.

Lee L. Goldberg, of Big Feature Rights, also his wife and son, are spending their vacation in Atlantic City.

H. R. Long has been made manager of the new Loew-United Artists' Theatre. He was formerly in the East, and before joining this organization, he was general manager of the Schine circuit of theaters.

The theatre itself is a very beautiful place, having two lobbies. It seats about 3,500.



St. Louis

THE tenth anniversary season of the St. Louis Municipal Opera Association, which gave twelve weeks of light and grand operas in the Forest Park open air theatre ending on August 26 was in many respects the most disastrous in the history of the venture, and the first season that the association has operated at a loss. The exact amount of the deficit is uncertain until a complete audit is made of accounts. The first season the opera lost $11,000.

Unofficial reports are that 530,778 persons viewed the 1928 season shows, an increase of 2099 over the 1927 season, the previous best year. Total ticket sales was $360,579 or $2,848.75 above 1927.

This season the opera enjoyed but nine nights of clear and warm weather, and the fact that attendance and ticket sales increase despite these untoward conditions is considered little short of remarkable.

The expenses for the season totaled $390.000 including a $6,000 increase granted to the musicians at the last minute.

St. Louis Film stocks closed on the St. Louis Stock Exchange August 25 as follows: Skouras A. $41.50 bid and $43.50 asked. One year ago $37; St. Louis Amusement A, $25 bid and $30 asked. One year ago today, no quotation.

The entire front of the new Fox Theatre at Grand and Washington Boulevard, St. Louis, Mo., will be completed early this week with the installation of the great central window which will front on Grand Boulevadd and rise almost the entire height of the theatre. The iron frame work for the window arrived in St. Louis from Minneapolis, Minn., on August 27. It will rise 42 feet and be 20 feet wide. Glass will be installed in the 39 frames as soon as the main frame has been put in place.

The Saenger Theatres, Inc. have awarded the general contract for the construction of a new theatre on the site of the Lyceum Theatre in Monroe, La. Frank Masling, 1310 South Grand Avenue, Monroe is the contractor. The building will cost upwards of $50,000.

Berenden Brothers of Bobalusa, La., through their architects, Lockett & Chachere, Balter Building, New Orleans, La., will take bids after September 1 on a new theatre to cost upwards of $75,000. The building will contain a main floor and balcony and cover a site 60 x 125 feet.

The house will be equipped for sound pictures. An organ to cost about $25,000 will be installed. There will be lounge and resting rooms, dressing rooms, etc.

Sam H. Blair of Belleville, Kas., has awarded the contract for the construction of his new theatre to Pearcy Brothers. The building will be one story with balcony, 50 x 100 feet and cost about $30,000.

The theatre in Ashland, Mo., recently damaged by fire is being rebuilt by the owners, Smith-Sloan Mercantile Company. John W. Case of Jefferson City, Mo., has been awarded the general contract at $18,000.

Work has started on a new theatre at Glenwood, Ark., to cost about $20,000. R. B. Sigmon of Hot Springs, Ark., is the owner.

Harry Hynes, formerly city salesman for Universal had assumed his new duties as manager for that company in St. Louis. He succeeds Leo Abrams, who has moved over to Kansas City, Mo., to fill the vacancy caused by the promotion of Harry Taylor to district manager in charge of St. Louis, Kansas, Omaha, Des Moines, Sioux City and Minneapolis, Minn.

Hynes prior to joining Universal as its St. Louis city salesman was manager of the St. Louis Film Exchange.

Out-of-town exhibitors seen along Picture Row during the week included "Buck" Lewis of Rolla, Mo.; C. H. Horseman, Chaffee, Mo.; Steve Brady, Cape Girardeau, Mo.; Bob Cluster, Johnston City, Ill.; Dominic Fresena, Taylorville,

Frank Fay, master of ceremonies at Skouras Brothers Missouri Theatre, and Miss Barbara Stanwick, star of "Burlesque," a Broadway success, were married at 2 p.m. Sunday, August 26. Spyros P. Skouras, president of Skouras Brothers Enterprises, was best man.

Bob Murphy has been retained indefinitely to act as master of ceremonies at the St. Louis Theatre, Grand and Delmar Boulevards which features Orpheum Circuit vaudeville. The St. Louis will continue to show feature pictures and short subjects in conjunction with the vaudeville bill.

All girls with red hair and women so crowned are being admitted to the St. Louis Theatre without cost at a special matinee to be given on the afternoon of Wednesday, August 29. The occasion is the appearance on the theatre's bill of "The Fourteen Brick Tops," a company of titian haired singers, dancers and musicians. Everett Hayes, manager, has announced all females of rubric temperament will be passed through the doors until 6 p. m. as the guests of Bob Murphy, master of ceremonies.

Chicago

BALABAN & KATZ will open the reconstructed Woodlawn Theatre on 63rd & Maryland, Sunday, September 2nd. The house will be operated as a popular price theatre and pictures will be changed twice weekly.

Texas Guinan, famous New York night club hostess, stopped over in Chicago for a day, en route to Hollywood.

The Majestic Theatre, Milwaukee, formerly operated by the Orpheum Circuit, which has been closed for sometime, has been completely redecorated and will open up shortly as a straight motion picture theatre. D. E. Brin, who operates the Garden Theatre in that city, has taken over the house. The Garden Theatre, the first house in Milwaukee to present sound pictures, will be operated exclusively as a sound house.

V. U. Young, who operates the Palace Theatre at Gary, Indiana; the Palace at Canton, Ohio, and several other houses, is opening his new Palace Theatre at Marion, Ohio, on Saturday. This house will be booked by Charles Casanave of Associated Exhibitors.

Polka Brothers are opening their new Deerpath Theatre at Forest Park, on Saturday. It is a one thousand seat house and of handsome, conservative English style architecture in keeping with the other structures in this exclusive neighborhood.

Al G. Perritz, formerly M-G-M special representative, with headquarters in New York City, is now connected with United Artists' Chicago exchange and will work country territory.

Johnnie Mednikow has taken over the Midway Theatre, at 63rd and Cottage Grove Avenue, and is opening it as a straight picture house with 15c as admission during the week. Mednikow has installed a new organ and has redecorated the house throughout.

Mr. and Mrs. Ed. Zorn of the Crescent and Bond Theatres at Pontiac, Illinois, are happy over the result of the recent election which gives their town Sunday movies. Mr. and Mrs. Zorn worked hard to bring out the voters and secured a majority of 258.

Jack Cohn is now covering territory for Columbia Pictures under Popular Country Sales Manager Bill Brumberg.

A. B. McCollum of the Loraine Theatre, Hoopestown; Edna, Gibson City and Blackstone, Dwight, is now booking for the Ramsey houses, the K and Clintonia at Clinton; the Majestic at Paxton; the Fairbury at Fairbury and the Colonial at Urbana.

Balaban and Katz plan to reopen the Majestic Theatre in Springfield, early in September, with a straight picture policy. This house was formerly operated by the Orpheum Circuit.

It is reported that the new Galva Theatre at Galva, Illinois, has been sold to Iowa interests by L. J. Trevor.

Work has progressed rapidly on the new Oriental Theatre at Pekin, and Walter Fleugel plans to open the house by October 1st. The Oriental is built on the site of the old Capitol Theatre, which it will replace. The name of the city suggested the architecture for the new house which is of Chinese design. The Oriental will represent an investment of approximately $300,000, stores and apartments being included in the structure.

The Front Street Theatre at Bloomington, Illinois, is being completely remodeled including the installation of a mission style front. The interior is also being completely redecorated.

Max Berling, of the Madlin and Ashland Theatres, and popular around film row, is now enjoying a long vacation at Glenn, Michigan. Mr. Berling is accompanied by his wife and daughter on his vacation.

A large party of exchange men and exhibitors attended the famous fall frolic held at the Crystal Lake Country Club, Crystal Lake, Illinois, on August 22nd and took an active part in the day's play on the links and also proved adepts at the different indoor sports. The film men were the guests of Oscar Florine, the party including, Jack and George Miller, Siman Simansky, Neal Agnew, C. E. Bond, Grad Sears, Floyd Brockell, Herb Washburn, Harry Graham, Harry Lorch, and Dave Dubin.

George Michaels of El Paso, has purchased the Princess Theatre at Le Roy, Illinois, from Harry Van Natta. Mr. Van Natta is going to Prescott, Arizona, for his health. He will be accompanied by his family.

John Kendall, owner of the Kendall Theatre, Farmer City, Illinois, and also well known banker, is one of the down state exhibitors who is winning laurels on the golf links, his latest claim to fame being the winning of the Kelly Handicap Cup in a tournament at the Farmer City Country Club. Mr. Kendall is expected to invade Chicago at an early date and take on some of Film Row's golf giants.

COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lencastor	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1	4569 feet	
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The			
Scarlet Lady, The	De Putti-Alvarado		Aug. 25
Submarine	Holt-Revier-Graves		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat in Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonguin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Girlies Behave	Jerry Drew	Sept.	9	2 reels	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 28
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feh. 18
Homomade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	Aoril 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Belance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	Mey	6	1 reel	May 26
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wife Trouble	Robert Graves	Sept.	23	1 reel	
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderelle, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroads	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Driftin' Sands	Bob Steele	Jan.	1	4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6429 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4785 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April	24	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4897 feet	Dec. 23
Terror Mountain	Tom Tyler	Aug.	19	4884 feet	
Texas Tornado, The	Tyler-Darro	June	24	4793 feet	
Trail of Courage, The	Steele-Bonner	July	8	4758 feet	
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	Feb.	26	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Day	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's in Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Movies	Mickey Yule			2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
My Wild Irish Rose				2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah! Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star			Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno	Jan.	6		
Avenging Rider, The	Tom Tyler	Oct.	7		
Captain Careless	Bob Steele	Aug.	26		
Charge of the Gauchos	F. X. Bushman	Sept.	16		
*†§Circus Kid, The	Darro-Costello-Brown	Oct.	7		
City of Shadows, The	Luden-Lynn				
Come and Get It	Bob Steele	Feb.	3		
Dog Law	Ranger (Dog)	Sept.	2		
Down Our Way	Valli-Caldwell-Darro				
Drums of Araby	Tom Mix				
Eagle's Talons, The	Tom Tyler				
Freckled Rascal, The	Buzz Barton	Mar.	31		
Fury of the Wild	Ranger (Dog)	Nov.	4		
*†§Gang War	Borden-Pickford	Nov.	18	6337 feet	
Gun Law	Tom Tyler	Mar.	3		
Headin' for Danger	Steele-Mendez	Dec.	16		
Hey Rube!	Olmstead-Trevor				
His Last Haul	T. Moore-Owen	Nov.	11		
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept.	23	6337 feet	Aug. 4
Idaho Red	Tom Tyler	Mar.	3		
Orphan of the Sage	Buzz Barton	Dec.	23		
Rough Ridin' Red	Buzz Barton	Nov.	4		
Sally's Shoulders	Wilson-Hackathorne	Oct.	14		
Singapore Mutiny, The	Gardner James	Oct.	7		
Sinners in Love		Nov.	4		
Son of the Golden West	Tom Mix	Oct.	1		
Stocks and Blondes	Logan-Gallagher	Sept.	9		
Stolen Love	M. Day-O. Moore-Lease	Dec.	2		
*†§Taxi 13	Conklin-Sleeper-Trevor	Sept.	2		
Tracked	Ranger (Dog)	Jan.	6		
Trail of the Horse Thieves, The	Tom Tyler	Jan.	13		
Tyrant of Red Gulch	Tom Tyler	Nov.	25		
Vagabond Cub, The	Buzz Barton	Feb.	10		
Young Whirlwind, The	Buzz Barton	Sept.	16		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Rye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
*†Barker, The	Sills-Compson-Mackaill	Sept.	30		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
*†Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	
Heart Trouble	Harry Langdon	July	29		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26		
Out of the Ruins	Barthelmess-Nixon	Aug.	19	6100 feet	Aug. 25
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5	6225 feet	
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star			Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept.	2	6467 feet	
§Changeling	Dorothy Mackaill				
*†Divine Lady	Griffith-Varconi				
Do Your Duty	Charlie Murray				
Glorious Trail, The	Maynard-McConnell	Oct.	28		
*Hard Rock	Sills-Todd	Oct.	14		
*Haunted House, The	Kent-Todd				
*†§Lilac Time	Moore-Cooper			8967 feet	Mar. 24
*Night Watch, The	Dove-Reed	Sept.	9		
*Outcast	Griffith-Lowe	Oct.	28		
Phantom City, The	Maynard-Gilbert				
*Scarlet Seas	Richard Barthelmess				
*Show Girl	White-Delaney	Sept.	23		
Waterfront		Sept.	16		
*Whip, The	Mackaill-Nisson-Forbes	Oct.	7	6058 feet	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennott	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Brandod Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July	8		
*Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
*Four Sons	Mann-Hall-Bushman	Sept.	2	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Girl In Every Port, A	McLaglen-Armstrong	Feb. 28		5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May 13		6518 feet	May 19
Hello, Choyenno	Mix-Lincoln	May 13		4516 feet	May 19
High School Hero	Phipps-Stuart	Oct. 18		5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May 8		6188 feet	May 26
Horsemen of the Plains	Mix-Blane	Mar. 11		4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept. 18		6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov. 20		5599 feet	Dec. 23
Love Hungry	Moran-Gray	April 8		5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept. 4		8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May 27		6679 feet	June 16
*Mother Machree	Bennett-McLaglen	Oct. 22		6863 feet	Mar. 17
None But the Brave	Morton-Phipps-Lynn	Oct. 21		5713 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June 10		5071feet	
Painted Post, The	Mix-Kingston	July 1		4952 feet	June 23
Pajamas	Borden-Gray	Oct. 23		5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April 22		5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct. 2		5693 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec. 2		9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug. 26			
Road House	Barrymore-Alba	July 22		4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct. 30		8500 feet	June 10,'27
Shame (re-Issue)	John Gilbert	Nov. 27		5467 feet	
Sharpshooters	O'Brien-Moran	Jan. 15		5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec. 18		5446 feet	
Silver Valley	Mix-Dwan	Oct. 2		5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb. 5		5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar. 4		5397 feet	Mar. 31
*†§Street Angel, The	Gaynor-Farrell	Aug. 19		9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov. 4		8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May 20		5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept. 11		6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov. 6		5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar. 25		5112 feet	April 14
Wild West Romance	Bell-Lincoln	June 10		4921 feet	
Wizard, The	Lowe-Hyams	Dec. 11		5629feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov. 27		5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan. 8		5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April 15		1 reel	May 26
Arkansas Traveler	Variety	Jan. 8		1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9		1 reel	
Cow's Husband, A	Spenser-Temple	June 24		2 reels	June 23
Desert Blooms, The	Variety	Mar. 19		1 reel	
Drifting Through Gascony	Variety	Oct. 28		1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May 13		2 reels	May 19
Glories of the Evening	Variety	Nov. 11		1 reel	
Head Hunters of Ecuador	Variety	Jan. 22		1 reel	Feb. 4
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan. 15		2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan. 1		2 reels	
Jack and Jilted	P. Cunning-M. King	May 27		2 reels	May 26
Jungles of the Amazon	Variety	Feb. 5		1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan. 29		2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar. 25		2 reels	May 19
Lofty Andes, The	Varsity	Aug. 5		1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan. 22		1 reel	
Love is Blonde	Rollens-Ellis	Feb. 26		2 reels	Mar. 17
Low Necker, The	Marjorie Beebe	Dec. 18		2 reels	Jan. 14
Monument Valley	Variety	Nov. 25		1 reel	
Neapolitan Days	Variety	Sept. 2		1 reel	
Old Wives Who Knew	Hallam Cooley	April 8		2 reels	May 26
On a South Sea Shore	Variety	April 1		1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb. 19		1 reel	
Snowbound	Variety	Aug. 19		1 reel	
Spanish Influence	Variety	April 29		1 reel	
Spanish Craftsmen	Variety	Sept. 30		1 reel	
Steeplechase	Variety	Oct. 14		1 reel	
Storied Palestine	Variety	Dec. 23		1 reel	
T. Bone for Two	Tyler Brooke	April 22		2 reels	
Through Forest Aisles	Variety	Sept. 16		1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar. 11		2 reels	
Vintage, The	Variety	Mar. 4		1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*§Air Circus, The	Carrol-Lake-Rollins	Sept. 30			
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov. 18			
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Oct. 14			
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec. 23			
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell				
Homesick	Sammy Cohen	Dec. 30			
Joy Street	Barrymore-Alba	Dec. 9			
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
Making the Grade	Moran-Lowe	Oct. 7			
Me, Gangster	Collyer-Ferry	Oct. 8			
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28			
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Sept. 23			
Prep and Pep	Rollens-Drexel	Nov. 11			
Riley the Cop	Macdonald-Drexel	Jan. 6 '29			
Vampire a la Mode	Marjorie Beebe	Oct. 29			
Win That Girl	Rollens-Carrol	Sept. 16		5337 feet	
Woman, The	Astor-Boles				

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb. 1		5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct. 1		6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov. 1		8000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April 1		6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept. 1		8990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May 1		6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug. 12		6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug. 26		6600 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan. 1		7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June 1		6000 feet	June 18

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A.	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
*§Girl From Argentino, The	Carmel Meyers				
Thru the Breakers	Livingston-Herbert				
Turn Back the Hours	Loy-Pidgeon	Mar. 1		6800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April 7		6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April 28		6998 feet	July 14
Adventurer, The	McCoy-Sebastian	July 14		4709 feet	
Annie Laurie	Gish-Kerry	Sept. 17		8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan. 21		5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov. 12		6433 feet	
Ben Hur	Novarro-McAvoy	Oct. 8		11693 feet	Jan. 16, '28
Big City, The	Chaney-M. Day-Compson	Feb. 18		6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept. 10		11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct. 1		5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar. 17		6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec. 24		6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May 19		5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar. 31		5891 feet	May 19
Cossacks, The	Gilbert-Adoree	June 23		8601 feet	June 30
Crowd, The	Boardman-Murray	Mar. 3		8538 feet	Feb. 25
Detectives	Dane Arthur	June 9		5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May 5			
Divine Woman The	Garbo-Hanson	Jan. 14		7300 feet	Jan. 21
Enemy, The.	Gish-Forbes	Feb. 18		8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct. 15		6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June 16			July 28
Foreign Devils	McCoy-Windsor	Sept. 3		4656 feet	April 28
Four Walls	Gilbert-Crawford	Aug. 4		6620 feet	Aug. 25
Garden of Allah	Terry-Petrovich	Nov. 5		8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct. 29		6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb. 4		7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April 14		7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan. 21		5393 feet	
Landon After Midnight	Chaney-M. Day-Nagel	Dec. 3		5667 feet	Dec. 23
Love	Garbo-Gilbert	Jan. 2		7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec. 17		5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June 2			
Man, Woman and Sin	Gilbert-Eagels	Nov. 19		6280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug. 11		7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Gray	Mar. 10		7289 feet	
Quality Street	Davies-Nagel	Dec. 31		7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April 21		5014 feet	
Road to Romance, The	Novarro-M. Day	Sept. 24		6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb. 11		7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May 12		5813 feet	
Smart Set, The	Haines-Holt-A. Day	Feb. 25		6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec. 10		4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct. 22		6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan. 30		9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec. 10		6273 feet	Nov. 11
Telling the World	Haines-Page	June 30		7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov. 26		5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar. 29		5901 feet	May 19
West Point	Haines-Crawford	Jan. 7		8134 feet	Jan. 7
*†§White Shadows in the South Seas	Blue-Torres	July 7		7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan. 28		5011 feet	
Wyoming	McCoy-Sebastian	Mar. 24		4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar. 17		2 reels	
All For Nothing	Charley Chase	Jan. 21		2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar. 10		1 reel	
Barnum and Ringling, Inc	"Our Gang"	April 7		2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept. 15		1 reel	
Blow by Blow	Max Davidson	Mar. 31		2 reels	April 21
Boy Friend, The				2 reels	
Came the Dawn	Max Davidson	Mar. 3		2 reels	
Children of the Sun	Ufa Oddities	Feb. 11		1 reel	
Cleopatra		July 7		2 reels	
Crazy House	"Our Gang"	June 2		2 reels	May 26
Czarina's Secret, The	Baclanova-Mix-Rand	Mar. 17		2 reels	
Dumb Daddies	Max Davidson	Feb. 4		2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug. 18		1 reel	
*Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar. 10		2 reels	April 7
Fair and Muddy	"Our Gang"	May 5		2 reels	May 12
Family Group, The	Charley Chase	Feb. 18		2 reels	Feb. 18
Fight Pest, The	Charley Chase	May 12		2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb. 25		2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar. 4		3 reels	
From Soup to Nuts	Laurel-Hardy	Mar. 24		2 reels	April 21
Golden Fleeces	Ufa Oddities	May 19		1 reel	
Happy Omen, A	Ufa Oddities	July 14		1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
*Imagine My Embarrassment	Charley Chase			2 reels	July 28
Is Everybody Happy?	Charley Chase			2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan. 28		1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan. 21		2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan. 28		2 reels	Mar. 3
Let George Do It	Laurel Hardy			2 reels	
Limousine Love	Charley Chase	April 14		2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov. 10		1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar. 24		1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept. 1		1 reel	
Murder	Ufa Oddities	Sept. 29		1 reel	
Nature's Wizardry	Ufa Oddities	July 28		1 reel	
*Ol' Gray Hoss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufa Oddities	June 16		1 reel	May 28
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan. 7		2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan. 14		1 reel	
Pets and Pests	Ufa Oddities	Jan. 28		1 reel	Mar. 3

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Primitive Housekeeping	Ufa Oddities	April 21		1 reel	
Rainy Days	"Our Gang"	Feb. 11		2 reels	Feb. 25
Sanctuary	Ufa Oddities	May 5		1 reel	July 21
*School Begins	"Our Gang"			2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25		1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26		2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June 30		1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14		2 reels	Jan. 14
Tally-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April 28		2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May 19		2 reels	May 28
Tokens of Manhood	Ufa Oddities	June 6		1 reel	May 28
Two Tars	Laurel-Hardy			2 reels	
Virgin Queen, The	Stanley-Dwan-Manning	May 12		2 reels	May 19
Wicked Kashmir, The	Ufa Oddities	April 7		1 reel	
Wives for Sale	Ufa Oddities	Oct. 27		1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13		1 reel	
Your Darn Tootin'	Laurel-Hardy	April 21		2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	Sept. 29	6037 feet Aug. 4
*Bellamy Trial, The	Joy-Bronson	Oct. 5	
Beyond the Sierras	Tim McCoy	Sept. 15	
Brotherly Love (tentative)	Dane-Arthur	Oct. 12	
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day	Sept. 22	
*Dancing Daughters	Crawford-Brown-Sebastian	Sept. 1	
Deadline, The	Flash-Lorraine-Gray		
*Excess Baggage	Haines-Cortez	Sept. 8	
Gold Braid	Ramon Novarro	Nov. 30	
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther	Aug. 25	
Humming Wires	Tim McCoy		
Little Angel, The	Shearer-Asther	Nov. 2	
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert	Nov. 16	
Napoleon	Special Cast		
*§Nize Baby			
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine	Oct. 26	
Show People	Davies-Haines	Nov. 9	
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes		11100 feet Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*While the City Sleeps	Chaney-Page	Sept. 15	
Wind, The	Gish-Hanson	Nov. 23	
Woman of Affairs, A	Gilbert-Gatbo	Oct. 19	

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar. 31		5897 feet	
Barbed Wire	Negri-Brook	Sept. 10		6591 feet	
Beau Sabreur	Brent-Cooper	Jan. 7		6536 feet	Jan. 28
Big Killing, The	Beery-Hatton	May 19		5808 feet	July 7
Chang	Jungle Film	Sept. 3		6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov. 12		5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb. 18		5665 feet	April 7
Drag Net, The	Bancroft-Brent	May 26		7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April 21		5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb. 25		5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct. 8		5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May 12		7720 feet	May 26
First Kiss, The	Wray-Cooper	Aug. 25		6134 feet	Aug. 25
Fools for Luck	Fields-Conklin	May 5		5758 feet	June 23
Forgotten Faces	Brian-Brook	Aug. 11			Aug. 11
Gay Defender, The	Dix-Todd	Dec. 10		6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct. 15		5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan. 28		6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec. 10		5998 feet	
Half a Bride	Ralston-Arlen	June 16		6263 feet	
His Tiger Lady	Menjou-Brent	June 9		5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec. 3		5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July 14			July 28
Jesse James	Thomson-Lane	Oct. 22		8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug 18			Aug. 18
Ladies of the Mob	Bow-Arlen	June 30		6792 feet	
Last Command, The	Jannings-Brent	Jan. 21		8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov. 26		6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar. 10		7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan. 14		5737 feet	Feb. 25
*Loves of An Actress, The	Negri-Cooper	Aug. 18		7459 feet	Aug. 4
Magnificent Flirt, The	Florence Vidor	June 2		6440 feet	June 30
Nevada	Cooper-Todd	Sept. 10		6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April 7		5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct. 22		5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar. 3		7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept. 24		4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov. 5		5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar. 17		6600 feet	May 5
Peaks of Destiny	Special Cast	Jan. 28		5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan. 21		6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June 30		7646 feet	July 14
Red Hair	Bow-Chandler	Mar. 10		6331 feet	Mar. 31
Rough Riders, The	N. Beory-Bancroft	Oct. 1		9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug. 25			
Secret Hour, The	Negri-Thomson	Feb. 4		7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Dec. 24		5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct. 15		5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov. 12		6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct. 8		5179 feet	
Show Down, The	Bancroft-Brent	Feb. 25		7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar. 24		4792 feet	May 28
Speedy	Lloyd-Christie	April 7		7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb. 11		5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov. 19		4934 feet	
Stark Love	Special Cast	Sept. 17		6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May 28		6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April 21		8763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept. 17		6124 feet	Sept. 18
Tell It to Sweeney	Conklin-Bancroft	Sept. 24		6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April 14		7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar. 3		5733 feet	

Title	Star	Rel.	Date	Length	Reviewed
Two Flaming Youths	Conklin-Fields	Dec. 17		5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb. 4		5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct. 29		7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June 23		5834 feet	
*Warming Up	Richard Dix	Aug. 4		6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Haver	Oct. 1		8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept. 3		5935 feet	
Wife Savers	Beery-Hatton	Jan. 7		5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct. 29		5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb. 25		2 reels	
Alice in Movieland	Novelty	June 23		2 reels	
Baby Feud	Krazy Kat Cartoon	Aug. 18		1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct. 22		1 reel	
Behind the Counter	E. E. Horton	Mar. 3		2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April 21		2 reels	
Bum Steer, A	Krazy Kat Cartoon	April 21		1 reel	
Call Again	E. E. Horton	Oct. 20		2 reels	
Campus Cuties (Christie)	Billy Dooley	April 7		2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13		1 reel	
Dad's Choice	E. E. Horton	Jan. 7		2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27		2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug. 11		2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan. 21		2 reels	April 28
Frenzy	Novelty	Jan. 14		2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May 26		2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April 28		2 reels	
Hallback Hannah (Christie)	Ann Cornwall	April 14		2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June 2		2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb. 11		2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec. 1		2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug. 18		2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb. 25		1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb. 11		1 reel	
Just the Type (Christie)	Neal Burns	Feb. 18		2 reels	
Knights of the Air	Aviation Film	Mar. 31		2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb. 18		1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8		1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23		1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25		1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22		1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11		1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20		1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28		1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14		1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb. 4		1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar. 31		1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June 9		1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan. 7		1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21		1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6		1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar. 3		1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar. 17		1 reel	
Long Hose (Christie)	Jack Duffy	Mar. 17		2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6		2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May 12		2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24		2 reels	
Love Sunk	Krazy Kat Cartoon	Mar. 24		1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4		1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29		2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June 2		1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29		1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13		2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14		1 reel	
Prancing Prune	Helen Hayes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June 30		1 reel	
Save the Pieces (Chrisfie)	Bobby Vernon	Jan. 28		2 reels	
Say Uncle (Christie)	Jack Duffy	June 9		2 reels	
Scrambled Weddings	E. E. Horton	June 30		2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1		2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan. 28		1 reel	
Show Vote	Krazy Kat Cartoon	Sept. 15		1 reel	
*Skating Home (Christie)	Frances Lee	Sept. 1		2 reels	
Slick Slickers (Christie)	Neal Burns	July 7		2 reels	
Slippery Heels (Christie)	Jimmie Adams	June 16		2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept. 22		2 reels	
Stage Coached	Krazy Kat Carfoon	June 16		1 reel	
*Stop Kidding	Bobby Vernon	Aug. 25		2 reels	
Sweeties (Christie)	Bobby Vernon	Mar. 10		2 reels	
Tong Tied	Krazy Kat Cartoon	April 7		1 reel	
Two Masters	Eaton-Post	Sept. 8		2 reels	
Vacation Waves	E. E. Horton	Sept. 15		2 reels	
Walls Tell Tales	Madge Kennedy	Aug. 4		2 reels	
Water Bugs (Christie)	Billy Dooley	Feb. 4		2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar. 10		1 reel	

Coming Attractions

Title	Star	Length	Reviewe
*§Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*§Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20	
*Fleet's In, The	Bow-Hall	Oct. 13	
*†Four Feathers	Jungle Film		
His Private Life	Menjou-Carver		
Hunting Tower	Harry Lauder		
*§Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane		
Letter, The	Evelyn Brent		
Manhattan Cocktail	Arlen-Carroll		
Mating Call, The	Meighan-Brent-Adoroe		
Model from Montmartre	Naldi-Potrovitch	Sept. 22	
*Moran of the Marines	Dix-Elder	Oct. 27	
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
*Patriot, The	Jannings-Stone-Vidor	Sept. 1	9819 feet Aug. 18
Quick Lunch	Fields-Conklin		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
*†Soul of France, The	Special Cast		
Take Me Home	Daniels-Hamilton	Oct. 20	
Three Week-Ends	Clara Bow		
*§Varsity	Rogers-Brian	Sept. 29	
Water Hole, The	Holt-Carroll	Aug. 25	
*Wedding March, The	Van Strohein-Wray	Oct. 6	
Wings	Bow-Rogers	Sept.	12 reels Aug. 26'27
Woman From Moscow, The	Negri-Kerry		

* *Means synchronized score.* † *Means sound effects.* § *Means voice (including dialogue and incidental songs).*

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FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 18
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stompor, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Havor-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulotte	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	
Cowboy Cavallor, The	Buddy Roosevolt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbiddon Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 18
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
*†§King of Kings, The	Warner-Logan	Sept.	30	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Red Mark, The	von Seyffertitz-Quartaro	Aug.	26	7937 feet	
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marion	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan.	20	2 reels	
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bargain Hunt		Oct.	14	2 reels	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Burglar, The		Dec.	9	2 reels	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Calling Hubby's Bluff		Feb.	3	2 reels	
Campus Carmen, The	Sennett Girls	Sept.	23	2 reels	
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Catalina Rowboat Races	Jackson-Hiatt-McKee	Oct.	21	2 reels	
Caught in the Kitchen	Billy Bevan	Sept.	9	2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	Aug. 18
Crowned Heads	Sportlight	Feb.	19	1 reel	
Defensive Ends, The	Football Sense	Nov.	28	1 reel	
Defensive Half Backs	Football Sense	Nov.	7	1 reel	
Defensive Line, The	Football Sense	Nov.	21	1 reel	
Deferred Catch	Football Sense	Nov.	14	1 reel	
*†Dinner Time	"Aesop Fable"			1 reel	
Don't Get Jeaous		May	19	2 reels	
Dumb Waiter, A	Johnny Burke	Sept.	16	2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	14	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Foolish Husbands		Mar.	17	2 reels	
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Hubby's Week-End Trip		Dec.	2	2 reels	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
In the Bag	"Aesop Fables"	Aug.	26	1 reel	
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	8	1 reel	May 19
Kasmmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savors	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Man Without a Face (Sorial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark or the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Motor Boat Mamas		Sept.	30	2 reels	
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
Now Aunt		May	12	2 reels	
No Picnic		Oct.	7	2 reels	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Rodeo, The		Mar.	24	2 reels	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon	Sept.	30	3 reels	
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Static	"Aesop Fable"	Sept.	2	1 reel	
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supple Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Taxi for Two	Jack Cooper	Sept.	2	2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
UncleTom		Jan.	27	2 reels	
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†Annapolis	Loff-Brown	Dec.	2		
Black Ace, The	Don Coleman	Sept.	2	5722 feet	
Border Patrol	Harry Carey	Dec.	23		
Burning Bridges	Harry Carey	Sept.	30		
Captain Swagger	La Rocque-Carol	Nov.	11	6312 feet	
Celebrity	Armstrong-Basquette	Oct.	7		Aug. 11
Craig's Wife	Irene Rich	Sept.	23		
Flying Buckaroo, The	Wally Wales	Nov.	25	6670 feet	
Flying Fool, The	Monty Banks	Nov.	25		
Forbidden Love	Lili Damita	Nov.	4		
Forty-Five-Calibre War	Coleman-Loff	Feb.	17 '29		
Geraldine	Quillan-Loff	Dec.	30		
*†Godless Girl, The	Basquette-Prevost			10720 feet	
Hawk of the Hills	Allene Ray	Mar.	17		
Love Over Night	La Rocque-Loff	Sept.	16		
Marked Money	Junior Coghlan	Nov.	18		
Man-Made Woman	Joy-Boles-Warner	Sept.	9	5762 feet	
*†Ned McCobb's Daughter	Irene Rich	Jan.	13		
Office Scandal	Phyllis Haver	Dec.	16		
Power	Boyd-Logan	Oct.	21		
Sal of Singapore	Phyllis Haver	Oct.	14		
*†Show Folks	Quillan-Loff	Oct.	28		
Sin Town	Allen-Fair	Jan.	20		
*†Spieler, The	Hale-Logan	Jan.	6		
Yellow Contraband	Leo Maloney	Oct.	28		

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke or 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	
Undressed	Bryant Washburn	July	15	5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
*†Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Amerangio	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 18
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers			6100 feet	
Gay Adventurer, The	Charles Alden	A B A			6400 feet	
Hands of Orlac	Conrad Veidt	Aywon			6500 feet	
Hell Ship	Special Cast	Collwyn			5800 feet	
Into the Night	Agnes Ayres	Raleigh			5712 feet	
House of Shame, The	Faire-Hale	Chesterfield	Aug.		5300 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Marla Corda	Brill	June	1	7000 feet	
No Babies Wanted	Devore-Mong	Plaza			5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4562 feet	
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streats of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4300 feet	
Tartuffe the Hypocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Ufa Eastern			6300 feet	
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Amerangio			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 18
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (oroducer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Waslker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star		Rel.	Date	Length	Reviewed
Apaches of Paris, The	Special Cast	Ufa Eastern				
Arizona days	Bob Custer	Syndicate	Sept.	15	4345 feet	
Bachelor Club, The	Talmadge-Worth	General Pict.				
Bondage	Special Cast	Ufa-Eastern				
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet	
Guilty	Fritsch-Vernon	Ufa-Eastern				
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Sept.			
House of Shame, The		Cnestorfield				
Mechanics of the Brain	Educational	Amkino			6000 feet	
Milak of the Snowlands	Special Cast	Ufa-Eastern				
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet	
Poet and Czar	Special Cast	Amkino			8775 feet	

Title	Star	Rel.	Date	Length	Reviewed
Thunder God	Cornelius Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chekhov	Amkino		7000 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet	
When Duty Calls	Special Cast	Ufa-Eastern				
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 26
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Oct.	20		
Ghetto, The	George Jessel	Feb.	1		
Girl From Gay Parea	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Sept.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Sept.	20		
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borio	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
*†In a Persian Market	Color Classic	Oct.	1	1 reel	
*†In a Chinese Temple Garden	Color Classic	Feb.	15	1 reel	
*†Love Charm, The	Color Classic			1 reel	
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†Cavalier, The	Bedford-R. Talmadge	Oct.	1		
Devil's Apple Tree, The	Dorothy Sebastine	Dec.	20		
Family Row, The	Windsor-Gray				
Floating College, The	O'Neill-Collier, Jr.	Oct.	10		
Gun Runner, The	Cortez-Lane	Nov.	10		
*†Hawaiian Love Call, The	Color Classic	Dec.	15	1 reel	
*†Japanese Carnival, A	Color Classic	Jan.	1	1 reel	
Rainbow, The	Dorothy Sebastine	Dec.	1		
*†Toilers, The	Ralston-Fairbanks, Jr.	Sept.	1		
Tomorrow	Miller-Gray	Nov.	1		
*†Toy Shop, The	Color Classic	Nov.	1	1 reel	

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	23	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Froodom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	16		
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Korry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
*†Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	May 12
*†Man, Woman and Wife	Korry-Starke-Nixon	Dec.	30	6674 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Length	Reviewed
Michigan Kid, The	Nagel-Adoree	Oct. 21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb. 28	5889 foot	Mar. 10
Night Bird, The	Reginald Denny	Sept. 18		
One Glorious Scrap	Fred Humes	Nov. 20	4172 foot	
On Your Toes	Denny-Worth	Nov. 27	5918 feet	Jan. 14
Out All Night	Donny-Nixon	Sept. 4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept. 25	5416 foot	Aug. 5
Phantom Fingers	Cody-Thompson	June 2		
Phantom Flyer, The	Al Wilson	Feb. 28	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov. 11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4		
Put 'Em Up	Fred Humes	Mar. 11	4200 feet	
Quick Triggers	Fred Humes	July 15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan. 29	5382 feet	
Riding for Fame	Hoot Gibson	Aug. 19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb. 19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct. 2	6166 foot	Aug. 26
Sky Hand Saunders	Al Wilson	Nov. 6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov. 6	6218 feet	
Stop That Man	Lake-Kent	Mar. 11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct. 16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar. 4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April 1	6179 feet	Feb. 4
That's My Daddy	Donny-Kent	Feb. 5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov. 13	5598 foot	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April 8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept. 4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April 8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar. 18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
*†Uncle Tom's Cabin	Special Cast	Sept. 2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May 6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov. 27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May 20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct. 2	4167 feet	
Won In the Clouds	Al Wilson	April 22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb. 20	1 reel	April 7
All Balled Up	Charles Puffy	Feb. 27	2 reels	Feb. 4
All For Geraldene	Sid Saylor		2 reels	
Ambuscade, The	Fred Gilman	June 16	2 reels	May 19
Any Old Count	"The Gumps"	Jan. 23	2 reels	
Back to Nature	Arthur Lake	Feb. 27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan. 14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar. 24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May 2	2 reels	April 7
Big Game George	Sid Saylor	July 18	2 reels	
Boss of the Ranche	Bob Curwood	Jan. 7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb. 4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar. 19	1 reel	April 7
Broke Out		Aug. 1	2 reels	
Buckskin Days	Newton House	Feb. 18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June 27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan. 11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar. 14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb. 8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog		2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May 23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug. 15	2 reels	
By Correspondence	Arthur Lake	Jan. 30	1 reel	Jan. 14
Colford vs. Redskins	Lewis-Gulliver-Phillips	Sept. 17	2 reels	
Card of Destiny, The	Fred Gilman	July 14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan. 9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July 11	2 reels	
Cloud Buster, The	"The Gumps"	Feb. 6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May 5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	
Crushed Hats	Sid Saylor	Jan. 30 '29	2 reels	
Danger Line, The	Edmund Cobb		2 reels	
Danger Trail, The	Newton House	Sept. 1	2 reels	
Dangerous Trail, The	Jack Perrin	June 2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan. 18	2 reels	Dec. 31
Diamond Master, The		April 8, '29	10 episodes	
*East Side			2 reels	
Fighting Destiny	Fred Gilman	May 19	2 reels	April 21
Fighting Kid, The	Newton House	June 9	2 reels	May 19
Fish Stories	Young-La Salle	Nov. 21	2 reels	
Fox Chase, The	Oswald Cartoon	June 25	1 reel	May 26
Framed	Bob Curwood	May 26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhail	June 13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept. 22	2 reels	
Gauge of Battle, The	Fred Gilman	April 21	2 reels	Mar. 24
George Meets George	Sid Saylor	June 20	2 reels	May 19
George's False Alarm	Sid Saylor	Feb. 29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May 30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug. 18	2 reels	
Gold Claim, The	Bob Curwood	July 21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July 25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 17	2 reels	
Handicapped	Laemmle Novelty	Sept. 24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar. 26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9	1 reel	
Her Haunted Heritage	Ben Hall	July 2	1 reel	June 2
Her Only Husband	Long-Adams-Leymon-McPhail	April 4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April 26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25	2 reels	
High Up	Oswald Cartoon	Aug. 6	1 reel	
His In Laws	Charles Puffy	Mar. 12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept. 10	1 reel	
Horace in the Army	Arthur Lake		1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan. 29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhail	Jan. 4	2 reels	Dec. 16
Hot Dogs	Oswald Cartoon	Aug. 20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May 14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug. 27	1 reel	
Husbands Won't Tell		Aug. 29	2 reels	
Indoor Golf	Long-Adams-Layman-McPhail	Mar. 7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June 30	2 reels	May 28
Jackson Comes Home	Bob Curwood		2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept. 3	2 reels	
Just in Time	Edmund Cobb		2 reels	
Just Wait	Young-La Salle	Sept. 26	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
King of Shebas	Arthur Lake	Aug. 13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov. 10	2 reels	
Looters, The	Bob Curwood	Mar. 3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April 9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhail	Aug. 8	2 reels	
Mississippi Mud	Oswald Cartoon	Sept. 17	1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May 7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue		10 episodes	
Neck n' Neck	Oswald Cartoon	Jan. 23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2	2 reels	Dec. 18
Newlyweds' Anniversary	Snookums	Aug. 8	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhail	April 2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhail	June 4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5	2 reels	Aug. 18
Newlyweds' Imagination, The	Snookums-Bartlett-McPhail	May 7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 28	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhail	Feb. 8	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhail	Mar. 5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21	2 reels	Feb. 25
Oh, What a Knight	Oswald Carteon	May 28	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20	2 reels	Jan. 28
Dzzle of the Mounted	Oswald Cartoon	April 30	1 reel	April 7
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	
Payroll Roundup, The	Bob Curwood	Mar. 31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11	2 reels	
Reel Life	Long-Adams-Layman-McPhail	July 4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18	1 reel	Mar. 24
Rido For Help, The	Newton House	July 7	2 reels	
Riders of the Sierras	Edmund Cobb		2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15	2 reels	
Riding Gold	Newton House	Jan. 21	2 reels	
Ring Leader, The	Jack Perrin	April 7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 28	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar. 5	1 reel	April 7
Romeo of the Range	Bob Curwood	Dct. 6	2 reels	
Ropin' Romance	Newton House	Aug. 4	2 reels	
Rubber Necks	Sid Saylor	Sept. 12	2 reels	
Ruse, The	Jack Perrin	Aug. 25	2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April 2	1 reel	May 5
Sailor George	Sid Saylor	May 9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3	10 episodes	
Sealed Orders	Jack Perrin	Feb. 11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
Sky Scrappers	Oswald Cartoon	Sept. 3	1 reel	Aug. 18
Sleigh Bells	Oswald Cartoon	July 23	1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12	1 reel	Feb. 18
Some Babies	Charles Puffy	Mar. 26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2	1 reel	Dec. 16
Son of the Frontier, A	Newton House	April 14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hall	Jan. 16	1 reel	Dec. 30
Special Edition	Ben Hall	April 9	1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8	2 reels	
Speed Sheik, The	Arthur Lake	June 18	1 reel	May 26
Start Something	Long-Adams-Laymon-McPhail	Feb. 1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	
That's That	Trimble-Turner and Dog	April 11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
Trackless Trolley, The	Ben Hall	July 30	1 reel	
Tricky Trickster, The	Ben Hall	June 4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25	2 reels	Jan. 28
Untamed, The	Newton House	May 12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16	10 episodes	
Watch George	Sid Saylor	Mar. 28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	
What a Party	C. King-C. Doherty	Feb. 22	2 reels	Feb. 4
When George Hops	Sid Saylor	April 25	2 reels	Mar. 31
Whose Wife	King-Doherty	June 6	2 reels	May 12
Winged Hoofs	Newton House	Mar. 17	2 reels	Feb. 25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2	2 reels	
Wolves of the Range	Fred Gilman	Jan. 28	2 reels	
Woman Chasers	C. King-C. Doherty	May 16	2 reels	Mar. 21
Yukon Gold	Jack Perrin	July 28	2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Oct. 14		
Brides Will Be Brides	Laura La Plante			
Born to the Saddle	Ted Wells			
§Broadway				
Clear the Decks	Reginald Denny	Dec. 23		
Clearning the Trail	Gibson-Culliver	Oct. 7		
Cloud Dodger, The	Al Wilson	Sept. 30	4322 feet	
§Cohens and Kellys in Atlantic City	George Sidney			
Crimson Canyon, The	Ted Wells	Dec. 16		
Crimson Hour, Th3	De Putti-Mosjukine			
Danger Rider, The	Hoot Gibson	Nov. 18		
Doubling For Trouble	Gibson-Gilbert			
Eyes of the Underworld	William Cody			
Fallen Angels	Kerry-Starke			
Gate Crasher, The	Glenn Tryon			
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor			
*†Give and Take	Sidney-Hersholt	Dec. 2		
Grit Wins	Wells-Collins			
Hero of the Circus	Special Cast	Feb. 24		
Home, James	La Plante-Delaney	Sept. 2	6307 feet	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet	
It Can Be Done	Tryon-Carol			
Kid's Clever, The	Glenn Tryon			
King of the Rodeo, The	Hoot Gibson			
*†Last Warning, The	Laura LaPlante			
*†§Lonesome	Tryon-Kent			June 30
Man Disturber, The	Reginald Denny			
Navy Blues	Arthur Lake			
One Rainy Night	Laura La Plante	Dec. 9		
Play Goes On	Veidt-Philbin			
Port of Dreams, The	Mary Philbin			
§Red Hot Speed	Denny-Day			
Red Lips	Nixon-Rogers		6947 feet	
Shakedown, The	Murray-Kent			
§Show Boat	Rubens-La Plante-J. Schildkraut			
Silks and Saddles	Nixon-Walling-Nolan			
Sky Skidder, The	Al Wilson	Jan. 13		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Taranga	Special Cast				
Watch My Speed	Reginald Denny				
Wild Blood	Rex (horse)-Perrin	Feb.	10		
Wolves of the City		Dec.	2		

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove, The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept 30
My Best Girl	Pickford-Fogers	Dec.	2	6460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr.	Keaton-Torrence	April		7700 feet	May 19
*†Tempest	J. Barrymore-Horn	Aug.	25	9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
*†Two Lovers	Colman-Banky	Sept.	7	8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron				
*†Battle of the Sexes, The	Bennett-Hersholt-O'Neill	Oct.	13		
Conquest	John Barrymore				
†Hell's Angels	Lyon-Hall-Nissen				
*§Love Song, The	Boyd-Velez-Goudal				
*‡ Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damita				
*†Revenge	Dolores Del Rio	Nov.	3		
She Goes to War					
Three Passions	Terry-Petrovitch				
*†Woman Disputed, The	Talmadge-Roland	Oct.	20		

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr.	Oct.	15	6616 feet	Nov. 25
*Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
*Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
*First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
*Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
*Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
*Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
*Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
*Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
*Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
*Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
*Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*Beware of Bachelors	Ferris-Collier, Jr.				
*Caught in the Fog	McAvoy-Nagle	Sept.	22		
*†§Conquest	Blue-Warner-Wilson				
*Fancy Baggage	Audrey Ferris				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*Hard-Boiled Rose	Loy-Collier, Jr.				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*†Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*Little Wild Cat, The	Ferris-Hall-Dawson				
*Midnight Taxi, The	Moreno-Costello	Oct.	6		
Million Dollar Collar, The	Rin-Tin-Tin				
*†My Man	Fanny Brice				
*†Noah's Ark	D. Costello-O'Brien				
*No Questions Asked	Ferris-Collier, Jr.				
*One Stolen Night	Bronson, Collier, Jr.				
*†§On Trial	Fredericks-Lytell-Wilson				
*Outlaw Dog, The	Rin-Tin-Tin				
*†§Queen of the Night Clubs	Texas Guinan				
*§Redeeming Sin, The	D. Costello-Nagel				
*§Singing Fool, The	Jolson-Bronson				
§*Stark Mad	H. B. Warner-Logan-Walthall				
*State Street Sadie	Loy-Nagle	Aug.	25		
*Stolen Kisses	May McAvoy				
*†§Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†§Terror, The	McAvoy-Horton	Oct.	20		Aug. 25
*Women They Talk About	I. Rich-Ferris-Collier, Jr.	Sept.	8		

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band				Aug. 25
Book Worm, The	Harry J. Conley				July 7
Bright Moments	Benny-Marlo				Aug. 25
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Cougat & Company	Violin, Songs & Dances				June 16
Death Ship, The	Mitchell Lewis				Aug. 25
Dixie Days	Plantation Songs				Aug. 25
Florence Moore	Song Program				June 23
Friend of Father's	Lydell-Higins-Leah				Aug. 25
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Indian Baritone, The	Chief Caupolican				Aug. 25
Ingenues, The	Jazz Band				June 23
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Miss Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Question of Today, The	Audrey Ferris				Aug. 25
Realization	Herbert-Pam				June 16
Terry and Jerry	Songs and Gags				Aug. 25
Three Brox Sisters	Song Program				June 23
Va Prononcer Ma Mort (La Julve)	Giovanni Martinelli				June 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Hollywood—*Continued*

"Redskin" Exteriors

All exterior scenes in "Redskin," Paramount, will be made in natural color. The DeChilly Canyon in Arizona's Navajo country will provide the background for the color sequences.

About six reels will be made with panchromatic film, and two reels of interiors in black and white. The unit left for location early this week.

Conrad Nagel and June Collyer

Conrad Nagel has been signed by Fox to play the lead with June Collyer in "A Slice of Life," which Ray Cannon wrote and will direct. Sharon Lynn also will have an important part in this production.

"Divoree Bound" Postponed

"Divorce Bound," scheduled to begin with the return of Florence Vidor to the Paramount studio, has been postponed to give the right of way in production to "Unconquered," in which Richard Dix and Miss Vidor will be seen together.

Pathe Borrows Seenarist

Associate Producer Paul Bern of Pathe has borrowed F. Hugh Herbert from Paramount to write the original story and continuity of "Noisy Neighbors."

"Interference" in Produetion

The cast of "Interference," in production, last week reported for work at the new sound stages for the first time. Dialogue from the Roland Pertwee play will be used in several seqnences.

"The Street Fair"

Janet Gaynor will have Charles Morton as her leading man in "The Street Fair," her newest Fox picture which will be put into production immediately at the company's west coast studios under the direction of William K. Howard.

Signs Paramount Contract

Lester Cohen, author, has renewed his writing contract with Paramount. He is now at work on an original.

Hunt Signs Contract

J. Roy Hunt, Paramount cameraman, has been added to the company's contract list. Hunt has turned the crank on most of Bebe Daniels pictures for the past few years.

"Tong War"

William Wellman has been assigned to direct "The Tong War," a melodrama of Chinatown in which Wallace Beery is to play the white leader of the tongs. It will go into production late in September. The story is an original by Samuel Ornitz.

Nigh Signs New Contract

William Nigh has signed a new long-term contract with M-G-M. His next assignment is "Thirst."

Fitzmaurice Congratulated

George Fitzmaurice has received many wires and letters of congratulations over his splendid direction from leading exeentives and exhibitors who have seen "Lilac Time."

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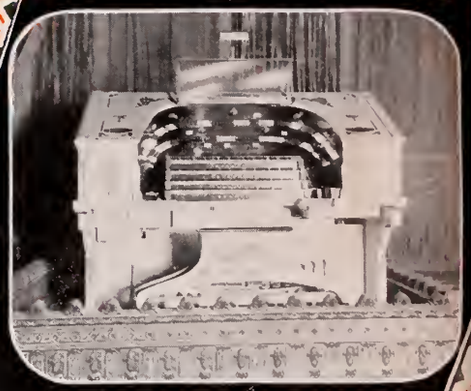
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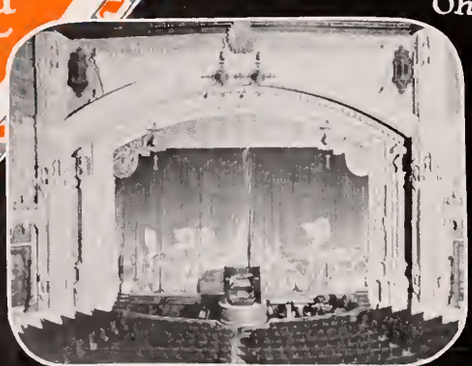
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28						

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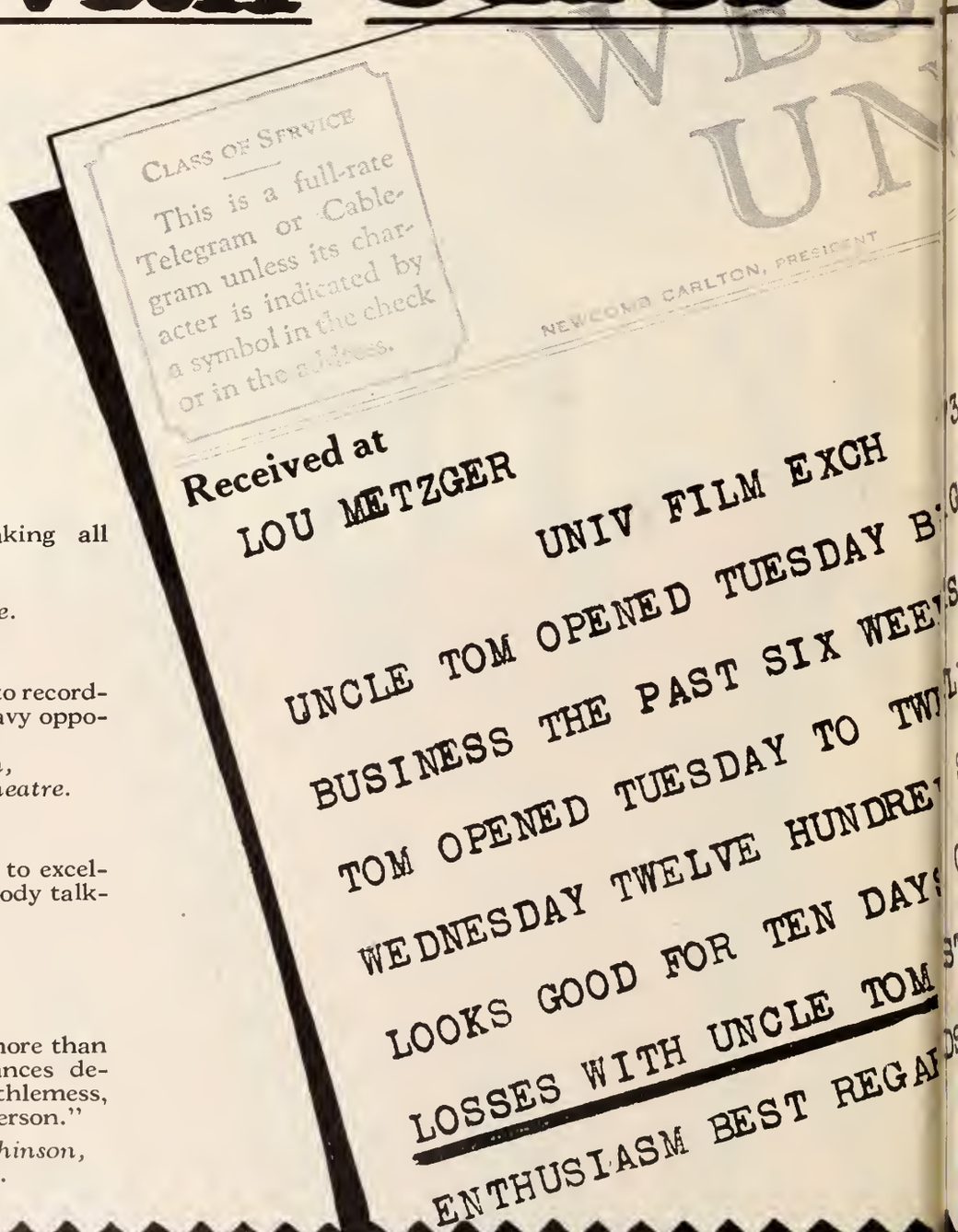
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"UNCLE TOM'S CABIN breaking all house records."

W. E. Tebbetts,
Oriental Theatre.

In Kane, Pennsylvania

"UNCLE TOM'S CABIN opened to record-breaking business in spite of heavy opposition."

E. W. Albertson,
Chase Street Theatre.

In Kansas City, Mo.

"UNCLE TOM'S CABIN opened to excellent business Saturday. Everybody talking about it."

Flynn Bros.,
Globe Theatre.

In Oklahoma City, Okla.

"UNCLE TOM'S CABIN doing more than capacity business all performances despite keenest competition. Barthlemess, Glorious Betsy, Ben Turpin in person."

Robt. D. Hutchinson,
Liberty Theatre.

-- Silent or Sound - Carl Laem

all Summer Losses

Tom" R.J. Stinnett

Capitol Theatre, Dallas

DALLAS TEXAS AUG 30 1928

30 FIFTH AVE NY

G OUR AVERAGE TUESDAY AND WEDNESDAY
S HAS BEEN AROUND TWO FIFTY STOP
LVE HUNDRED SEVEN DOLLARS AND TEN CENTS
SEVEN DOLLARS AND EIGHTY CENTS STOP
OR MORE STOP EXPECT TO MAKE UP ALL SUMMER
STOP PICTURE WAS RECEIVED WITH MUCH

OS
R J STINNETT CAPITOL THEATRE

Its a Carl Laemmle
Super Production
Directed by Harry Pollard

mle Leads the Way!!!

"Craig's Wife"

A WILLIAM C. deMILLE PRODUCTION

with
IRENE RICH
and **WARNER BAXTER**
Adapted by Clara Beranger
from the stage play by George Kelly



Film Daily Says

"Get this or miss a wow!"

"Something for every intelligent exhibitor to give thanks about. Irene Rich gives one of most satisfactory and striking characterizations of the year. It's something to remember. Leaves you sitting wishing there was some more.—When a film can make a hard boiled critic feel that way, it's got something, brother. Get this yarn of the selfish woman left alone, or miss a wow"



Photoplay Says

"The best picture of the month"

"William de Mille gives a brilliant picturization of a Broadway success. The director has surpassed himself in his unique power to portray the intrinsic drama of the ordinary human frailties. Irene Rich has a rare opportunity to show her gift for intimate characterization. Warner Baxter plays with marvelous sympathy and restraint. Drama of the highest order."

Get set for more Pathe Hits

ROD LA ROCQUE
"CAPTAIN SWAGGER"

WILLIAM BOYD
IN
"POWER"

"CELEBRITY"
with
LINA BASQUETTE
ROBERT ARMSTRONG

Picked by the Critics as one of the Season's Biggest



"Our hat is off to Pathe"

"Our hat is off to Pathe and William C. deMille for their production of 'Craig's Wife'. It is an excellent picture and should prove a box office treat wherever shown."



"Irene Rich gives her best performance

as Mrs. Craig. This is one of the few examples to come recently to notice of the successful and intelligent and effective translation to the screen of a stage play genuinely human and finely drawn. Even at the risk of domestic duplicity, we suggest your seeing 'Craig's Wife' and taking yours with you."

Pathé Pictures

THE FIFTEENTH ANNIVERSARY

OF

MOTION PICTURE NEWS

WILL BE SIGNALIZED IN OCTOBER
BY THE PUBLICATION OF

THE BLUE BOOK OF FILMDOM

The Authoritative Who's Who of the Industry

Write for Biography Blank and Make Reservation in the book that will put your record before the people who are interested in it.

MOTION PICTURE NEWS

729 Seventh Avenue,
New York City

Hollywood Security Bldg.,
Hollywood, California



Laughs!
Amazing production value! Originality! Laughs! Lightning swift action! A great name to exploit! Laughs! You get them all in every one of the new

Lupino Lane Comedies

Lane starts the new season with a comedy that surpasses even his own best previous work. And critics everywhere are calling him the outstanding comedian in the two-reel field. Look over the stills! Then see it! And let the glooms beware!

"PIRATES BEWARE"

Educational Pictures

"THE SPICE OF THE PROGRAM"



Member of Motion Picture Producers and Distributors of America Inc.~Will H. Hays President

Motion Picture News

Volume XXXVIII NEW YORK CITY, SEPTEMBER 8, 1928 No. 10

The Week's Highlights

Comment on Important Trade Topics

By William A. Johnston

WE take off our hats to Columbia . . . . Here's a company which knows how to make box office pictures without spending a lot of money unnecessarily . . . . . Currently, they are showing a smash hit at the Embassy, New York. . . .By name, "Submarine". . .Novel. . .finely produced, . . . headed straight for box-office success. . .sure to click. . .We have remarked before that fine pictures are big news events. . .About the most important news we know of, in fact. . . . .For the exhibitor. . .That's why we place our comment on "Submarine" first in this chronicle. . . .

* * * *

The production forces are still in turmoil over sound. . . . But there are indications of a settling down to the big job at hand. . . . Indication, too, that some good minds are at work on evolving a technique of the talkie. . . .For instance, there is Sam Taylor, who has come along recently as a first-class dramatic director, after marked success in comedy with Harold Lloyd. . .Taylor is to direct Mary Pickford in her first talking picture, "Coquette", based on the stage play. . . .The mere announcement that Mary has gone over to the talkies is itself extremely interesting. . . .Of course, she had stage experience even before she became a premier screen star. . .And in her tests recorded by Roy Pomeroy at Hollywood under Taylor's direction, she revealed an extraordinary voice for the talkies. . . .So much so, in fact, that it is reported stars and executives of other companies have been told to look to the Pickford test as a model. . . .Now, Taylor, who is in New York this week studying "Coquette" as given on the stage, has very definite and advanced ideas on the subject of talkie technique. . . .He has no use for the practice of making a silent picture and than "putting sound into it". . . .The talkie technique, he says, is just as individual a thing as the silent picture itself. . . .Therefore, he will not try to combine the two in "Coquette". . .On the contrary, he intends making two pictures. . .One will be "Coquette", the talkie, made distinctly and separately with a new technique which he has evolved. . .When this is completed, he will then make the silent version of "Coquette", just as if no talkie version had been made at all. . .The two, according to Taylor, do not mix. . . .Miss Pickford is very enthusiastic over her approaching work before the microphone. . .The first great star of the "silents" becomes fifteen years later, a star of an utterly new medium—the talkie. . . .That, in itself, will be a tremendously effective sales angle and point of interest to the thousands of Pickford followers. . . .Mr. Taylor, it seems to us is proceeding along the right lines. . . .

* * * *

From Hollywood we hear unusual reports about the Fox all-Movietone picture, "Mother Knows Best". Several experts who have seen it there claim that it will prove to be a sensation greater than anything the industry has ever known. The voice registration is said to be absolutely perfect mechanically. . . . Ordinarily, we do not attach too great importance to extraordinary claims made before the actual public showing of a film. . . But, in this instance, the advance word appears to be particularly well founded and we pass it along to the industry as a whole.



D. W. Griffith and "Uncle Carl" Laemmle as they appeared at the Hafco International Dinner given recently by Hollywood's foreign correspondents at the Roosevelt



Some of Paramount's foremost stars spend a few moments of enjoyable leisure together. In this group are, from left to right, Baclanova, James Hall, Jean Arthur, Fay Wray, Gary Cooper and Esther Ralston. There's no denying but that they make a nice family group



Meet the kid—this time as a fire fighter. "Big Boy" looks thuswise in his newest Educational offering, "Hot Lunch," in which he has a gay time around a fire house



The days of dashing romance, of chivalry and Richelieu as portrayed in Dumas novels of the times of Richelieu and Louis will live again in Douglas Fairbanks' "The Iron Mask" (United Artists). Here they are as they take their pledge, "All for One, One for All," Porthos, D'Artagnan, Athos and Aramis. Impersonating these characters are Stanley J. Stanford, Douglas Fairbanks, Leon Barry and Gino Corrado



An important event—the signing of the contract whereby First National gained the motion picture rights to Max Reinhardt's "The Miracle." The company will bend every effort to make this an outstanding artistic triumph. Left to right, sitting: Joseph Menchen, Ned E. Depinet and Al Woods; standing: John Phillips, W. C. Boothby, Robert W. Perkins and Aaron Steuer



Attractive Gladys McConnell is experiencing all the thrills of a serial as the heroine of Pathe's "The Tiger's Shadow"



Al Jolson (on the extreme right) singing a number to orchestral accompaniment for "The Singing Fool" (Warner Bros.) while every note is captured by the sensitive Vitaphone instruments. On the left can be seen the sound-proof camera box



Good looking and talented—that's Eddie Nugent, new M-G-M discovery. He is now playing with Ramon Novarro in "Gold Braid"

Chicago Houses Without Music

Exhibitors Association and Union Fail to Agree Following Conferences; Settlements Made Elsewhere

THOUGH Joseph N. Weber, president of the American Federation of Musicians, and William Canavan, president of the International Alliance of Theatrical Stage Employees both report labor conditions comparatively quiet, there are still serious upheavals at some points, with matters being straightened out in other cities. The most serious situation exists in Chicago, where a strike of musicians was called the first of the week.

Promptly upon the expiration of their 1927-1928 agreement between Class Six Motion Picture Theatres and Union Musicians on Labor Day, the musicians walked out and more than two hundred and fifty Chicago neighborhood houses are in operation without music this week. Conferences between President Jack Miller of the Exhibitors Association of Chicago and President James Petrillo of the Chicago Theatre Owners are on, and musicians are standing pat. The former determined not to yield and the latter expressing their determination to stay out until their demands are agreed to. In the meantime talk of stage hands and operators joining forces with the musicians to close the theatres has not materialized and the houses are operating and drawing well despite lack of instrumentation.

At a mass meeting Tuesday, held at the Stevens Hotel, the exhibitors turned out in unprecedented numbers and declared themselves unanimously behind the officers of their association in refusing to accede to the demands of their music makers. Previous to the walkout Federal Judge Wilkerson had issued temporary injunctions restraining the officials and members of the Chicago Federation of Musicians from ordering or participating in a strike, involving approximately thirty of the largest de luxe houses whose contract with the union has another year to run. Judge Wilkerson also issued a temporary injunction restraining the musicians union from forcing upon class six theatres an orchestra with a minimum of four men, excluding organists. The injunctions were issued on petition of Attorney Joseph P. Fleming, representing Balaban and Katz, Lubliner and Trinz, Aseher Brothers and the National Playhouses, Inc. Mr. Fleming pointing out that the National Chain and Ascher Brothers are in the hands of a receiver and could not agree to any of the union's demands without an order of the court.

The theatre men's controversy with the musicians involves no question of wages, open shop or working conditions, the determination of a theatre man to fight being aroused by union demands that a great many of the smaller theatres employ four musicians, exclusive of organist, for a period ranging from thirty-five to forty-four weeks, many of these houses not having musicians at present and many more not requiring any. The union further demands that theatres where Vitaphone, Movietone or other musical or mechanical devices are employed shall employ a minimum of six musicians. These demands if acceded to would make it impossible for the theatres to install Vitaphones or other musical devices as it would entail too great a financial burden, it is generally claimed.

The early part of the week a good percentage of the organists in houses where organists only were employed, were appearing at theatres as usual. B. M. Marsman, commissioner of conciliation for the Department of Labor in Chicago, has stepped into the situation, offering to try and arrange a further conference between Messrs. Miller and Petrillo and other officers of the parties in controversy. Mr. Miller expressed himself as being willing to meet at any time and Mr. Petrillo expressing himself as willing to do anything within reason.

Other demands made by the union which are regarded as particularly hard upon the theatre owner and impossible of acceptance, are the elimination of a two weeks' notice and substituting same with a four weeks' notice; musicians who are dispensed with in the season to be paid two dollars per day back salary for every day they worked, and that theatres where organist or organists only were employed during the season 1927-1928, which installs a Vitaphone or other mechanical device, shall be required to retain the organist or organists during the time the mechanical device is in operation.

So far as can be ascertained the audiences of the various theatres involved in the strike are in sympathy with the theatre owners in their stand. Practically no adverse comment on lack of music is being heard in the lobbies and no falling off in business is being observed.

(*Continued on page* 785)

Warner Stock Takes Big Jump

Wall St. Hears Rumors of Alleged Deal with Stanley - First National; Emphatic Denials Issued

DESPITE emphatic denials, reports continued to be widely current this week of a deal by which Warner Brothers are said to be negotiating for control of First National and Stanley.

There was great activity in Warner stock on the New York Stock Exchange and a rise was also recorded in Stanley issues. The opinion in Wall Street seemed to be that the deal was progressing, and this appeared to be the basis for the sensational advance in Warners, which had gone to 127 for "A" and 121½ for Warner Bros. Pictures, on Wednesday.

Jack L. Warner made a statement on the Coast last week that the negotiations had been under way for several weeks and were about to be closed. This was promptly denied by Irving D. Rossheim, head of First National and Stanley.

According to the reports in New York, a meeting was held in connection with the deal on Monday. Waddill Catchings, of Goldman, Sachs & Co., is on the board of directors of both the Stanley and Warner companies.

Sound Effects Due in "Haunted House"

"THE HAUNTED HOUSE," First National's mystery melodrama, is to be synchronized with sound effects. Production has just been completed on the Coast, and sound was decided upon by the company executives because of the glowing reports regarding the silent version from the Coast.

Prior to the circulation of reports about the alleged deal, the rise in Warner stock had been attributed chiefly to the excellent position of the company in the talking picture field; and this factor no doubt has definitely played a big part in the stock movement.

It is the general understanding that Stanley has the control of First National as to the majority of stock, but in some quarters it is pointed out that it would be necessary to acquire the stock of several franchise holders before control could pass, as the stock was plaeed in escrow at the time the franehise holders got together to preserve the identity of First National.

Efforts to reach Harry M. Warner for a statement on Thursday failed. An emphatic denial was issued at Hollywood by Al Rockett, of First National.

"The report that any merger between First National Pietures and Warner Brothers is contemplated is absolutely untrue. It is too ridiculous to merit comment," is the wire posted at First National Burbank studios signed by an official of the company in New York.

Mr. Rockett stated: "It is just another rumor. No such merger has been considered by First National Pictures. With the finest and most modern plant in the world for making pictures we are now in the midst of our biggest year's program.

"We will make more than 65 program length pictures this year. Four companies are now at work and six more are preparing to start. Of these 65 pictures at least 31 will be sound or dialogue pictures."

Reported Skirboll to Be Sales Manager of World Wide Pictures

A REPORT which could not be confirmed, but which appeared to be well-founded, was in circulation this week to the effect that J. D. Williams's choice for General Sales Manager of World Wide Pictures would be Joseph S. Skirboll, one of the leading figures in the distribution field.

Skirboll is now Western Sales Representative for the Vitaphone corporation, with headquarters in San Francisco. Previously he was associated with First National, first as district manager in the Pittsburgh territory and later as foreign representative in Europe. Skirboll joined the Vitaphone Corporation about a year ago.

Completes 10 Pictures

Tiffany-Stahl Announces One Third of 1928-29 Schedule Ready for Release

NEARLY one-third, or ten productions out of thirty-four on the 1928-29 release schedule have been completed, according to an announcement by Tiffany-Stahl.

The completed pictures include "The Naughty Duchess," based on an Anthony Hope story, with Eve Southern, H. B. Warner and Gertrude Astor and directed by Tom Terriss; "The Power of Silence," an original written for Belle Bennett and directed by Wallace Worsley; "The Floating College," a collegiate story of the high seas, with Sally O'Neill, Buster Collier and Georgia Hale, directed by George Crone; "The Ghetto," and "George Washington Cohen," George Jessel's two latest with Norman Taurog directing the first and George Archainbaud, the latter. Margaret Quimby and Gwen Lee are included in the cast of "The Ghetto," while "George Washington Cohen" will also have Robert Edeson, Corliss Palmer and Florence Allen.

Ricardo Cortez will be presented in "The Gun Runner," an Arthur Stringer story, directed by Edgar Lewis, with a supporting cast consisting of Nora Lane, John St. Polis, Gino Corrado and Duncan Rinaldo; "The Toilers," already released and scheduled as the first release of the 1928-29 season, has been followed by "The Rainbow," with Dorothy Sebastian, Lawrence Gray, Harvey Clark, Paul Hurst, Kate Price and others; "Tomorrow," John Stahl's first special for the company, with Patsy Ruth Miller, Lawrence Gray, Robert Edeson, Shirley Palmer and Ralph Emerson, and "The Cavalier," a special Irvin Willat production with Richard Talmadge, Barbara Bedford and David Torrence, synchronized.



Canadian Society Boasts 70 Independents

Bud Lennon, purchasing agent for the Exhibitors Co-Operative, Limited, Toronto, has announced that the society has obtained 70 exhibitor members during its first four weeks of operations, these being the proprietors of independent theatres in Ontario cities. The majority are in Toronto, but the movement has quickly spread to London, St. Catherines and other centers. Activities of the association are confined to the Province of Ontario but it is expected that similar co-operatve companies will be established in other Canadian Provinces.

Mr. Lennon intimated that film buying would be done on the open market for groups of members. The head office of the society has been established in the Hermant Building, 21 Wilton Square, Toronto.

Only 1 Firm Incorporates At Albany During Week

Only one company incorporated in the motion picture business in New York state at Albany during the past week. This was the National Talking Movies Corporation. The amount of capitalization was not specified, and the directors named for the first year included Leo Guzik, Irving Saltzman, of Brooklyn, and Louis Zimmerman, of the Bronx.

Loew Takes Over Capitol in Atlanta, Ga.

The Loew banner was transferred to the Capitol in Atlanta, Ga., on Labor Day, after many weeks of negotiation. The actual deal by the terms of which the Capitol becomes a part of the Loew chain was consummated on the previous Wednesday. Manager Thomas H. James, of Loew's Grand, will transfer his headquarters to the Capitol and has already taken over the managerial reins. He will supervise the destinies of both the Capitol and the Grand. Harold Evans, of the managerial staff of the Grand, will be in charge of that house.

Under the Loew policy, the Capitol will continue the vaudeville and pictures combination policy. The Capitol is soon to enter the ranks of the talking picture houses, while the Western Electric system has already been installed at the Grand.

James A. Carrier, former manager of the Capitol, is planning an enterprise of his own.

Universal Releasing 8 Features in September

This week Universal started off its new season's release program with the issuing of "Uncle Tom's Cabin," which is being offered both with and without sound. Seven other features have also been set for release during the present month.

Simultaneous with "Uncle Tom's Cabin," Laura La Plante in "Home James" was released. The second week of September will mark the release of "Anybody Here Seen Kelly?," co-starring Tom Moore and Bessie Love. "The Night Bird," featuring Reginald Denny, will also be released about this time.

On September 16, "Guardians of the Wild," a Rex vehicle with Jack Perrin and Ethlyne Clair, will be issued. "The Foreign Legion," with Louis Stone and Norman Kerry co-starred, will be released on September 23. The final days of the month will see the release of "Grip of the Yukon," starring Neil Hamilton, and "The Cloud Dodger," with Al Wilson.

7 Shorts on September 9 Program of Pathe

There are seven short subjects making up the Pathe program for September 9. In this group are: "Caught in the Kitchen," the first of Mack Sennett's "Tired Business Man" series starring Billy Bevan; "Alaska or Bust," a new Aesop film cartoon; Topics of the Day No. 37; "The House of Peril," sixth chapter of the serial, "The Terrible People"; Pathe Review No. 37 and Pathe News Nos. 76 and 77.

The Review issue contains: "The Ambitious Radish," scenes of how a night club girl spends her day, "A Green Isle of Faith" and "Mr. Beebe Goes a-Fishing."

"Gang" Engagement Called Child Labor Law Violation

The engagement of "Our Gang" by Manager George Dumond of the State Theatre in Cleveland for a comedy appearance has been branded a violation of the state child labor law. Lauretta Bean of the State Industrial Commission this week swore out an affidavit charging Dumond with a violation of the law.

Coogan and Dad at Paramount

Jackie Coogan, in person, will be the feature stage attraction at the Paramount Theatre for the week beginning September 7th. The youthful star will appear with his father in a song and dance routine styled "Introducing His Dad." The turn will also include a resume of Jackie's various screen hits.

Exhibitors Unhampered Pending Decision

CHARGES against no less than 21 exhibitors of Montreal have been set aside by writs of prohibition from Mr. Justice Weir in the Superior Court for alleged violations under the new Motion Picture Act of Quebec, which prohibited the admission of all children under 16 years of age from moving picture theatres. There were 28 charges all told against the Montreal theatre managers, but prosecution has been thrown out because of the writs, pending the final decision of the Privy Council in London, England, on the constitutionality of the Quebec law. This decision will not be forthcoming for two years, it is stated, and the exhibitors, in the meantime, are entitled to admit minors and are immune from prosecution.

The writs of prohibition setting aside the police court actions have been issued by Justice Weir in routine order without argument. One result of the legal development has also been that parents and their families have flocked to the moving picture theatres once more without restriction and business has taken a sudden upward trend.

Vogel Sails for Europe in Interest of Pathe

William Vogel, vice-president and general manager of Producers International Corporation, soon to be merged with the Pathe Export Department into the Pathe International Corporation, sailed for Europe on the Berengaria this week on a trip of several months that will take him throughout the continent in the interests of Pathe.

In Paris, he will meet Joseph P. Kennedy, business advisor of Pathe, and J. J. Murdock, president of the company. His itinerary includes Berlin, Stockholm, Copenhagen, Prague, Brussels, Madrid, Rome, Milan and London.

Columbus Selected for Ohio M. P. T. O. Meet

The Board of Trustees of the Motion Picture Owners of Ohio, at their meeting in Columbus, Ohio, on August 29, chose Columbus as the place for the Eighth Annual Convention of the organization, which is to be held on November 20 and 21.

The committee appointed to handle all details in connection with the affair comprises J. J. Harwood, Lexington Theatre, Cleveland; J. A. Aekerman, Glenway Theatre, Cincinnati; together with President James and Business Manager Wood.

Three New Christies Set for Septembr Release

The Paramount exchanges will release three new Christie comedies during the present month.

The first of the new comedy series, "Confessions of a Chorus Girl," entitled "Skating Home," is included in the trio. Frances Lee heads the cast and Sid Smith and Billy Engle are featured.

Bobby Vernon in "The Stock Exchange," with Eddie Baker and Nancy Dover, and "Oriental Hugs," starring Billy Dooley, are the other two Christies.

Reported Fox Expansion Move in New York

Combine Would Add 100 Theatres to Circuit; Stanley Chain Deal Appears to Be Off

A THEATRE expansion plan in New York City is reported to have been launched by William Fox whereby the latter, if the deal ever goes through, will add to his already extensive holdings or gain control over a matter of 100 motion picture theatres in various neighborhoods of Manhattan, Brooklyn and the Bronx. A large number of the houses reported to be in the deal are those which have been mentioned as part of the Aaron Sapiro combine. Where sales of theatres are reported to have been made it is said that in many instances houses have been bought outright; in others, a controlling interest secured. Two-thirds or more of the Sapiro organization voting power and an exceptionally strong foothold in what is considered the best paying territory in the country would be secured by Fox if the deal should go through.

What is thought to be a definite breaking off of the reported negotiations by Fox for the purchase of Stanley theatres is the announcement that the Fox interests will launch in Philadelphia a huge construction program representing expenditures of approximately $50,000,000.

The persistent rumor that William Fox would erect a large new theatre at the corner of Seventeenth and Market streets, Philadelphia was apparently confirmed by the issuing of a permit by the Bureau of Building Inspection for the demolition of buildings now standing on this site. According to a statement in the Philadelphia Inquirer, the proposed new theatre will be the largest in Philadelphia, representing a total expenditure of $16,000,000, with a seating capacity of 5,500 and the largest motion picture house orchestra in the world, consisting of approximately 125 musicians. There will also be a staff of more than 600 employees. It is stated that the theatre at 17th and Market streets will be the first of a chain of six or more theatres to be built at important locations in this city, all of which will be constructed and opened to the public within a year.

Eberson at Convention

Well Known Architect Will Address Toronto Gathering of M. P. T. O. A.

PURSUING the announced policy of having experts along all lines address the delegates at the National Convention of the Motion Picture Theatre Owners of America at Toronto, Canada, October 16th, 17th and 18th, the Committee announces the appearance of John Eberson, one of the best known theatre architects in the world who will address the Convention.

How to build a new theatre and how to remodel an old one so that it will make money is of vital importance to Theatre Owners.

After being firmly convinced that a community to be served properly and successfully must have a new theatre, the next step is the careful selection of its location. After that and perhaps of supreme importance is the creative ability of the architect. If it is not built right then the business will not be right.

Mr. Eberson is well versed to speak upon this subject from the standpoint of the box office. He will give a fine word illustration of the different types of theatres and of many new ideas along theatre-building progress. He will tell of many instances of how the building of beautiful and ornate theatres have really proved money getters through the comfort enjoyed by the patrons.

Those attending the Convention will be saved twenty-five per cent on railroad fare.

Arrangements have been made with all of the trunk line associations for fare and one half fare to and from Toronto. This includes all parts of the United States and Canada and is a special concession on the part of the railroads. This will save theatre owners thousands of dollars in railroad fare.

Arrangements for the Convention are progressing rapidly and the sessions will be well attended with practically every American State represented while the Canadian delegation will embrace all parts of the Dominion.

"Uncle Tom" Gets Clean Bill in Dallas

"UNCLE TOM'S CABIN," Universal's feature which is booked for showing at the Capitol theatre, Dallas, received a clean bill from the local censors, although the Confederate Veterans condemned the film whole heartedly at their meeting. The Daughters of the Confederacy also protested against the showing of the film in Dallas. Southern Patriotic Societies were successful in barring the film in Atlanta and New Orleans.

Schrader Opens Gotham Branch in Indianapolis

R. S. Schrader, Mid-west division manager for Pathe for some time, has opened a Gotham exchange in Indianapolis. He will also be active in the sales promotion work of other middle west exchanges distributing the Gotham product.

Schenck Signs Reinhardt to Produce Lillian Gish Picture

NEGOTIATIONS have been concluded between Joseph M. Schenck, president of United Artists, and Max Reinhardt, the prominent European stage producer, whereby the latter will produce and direct a picture in which Lillian Gish will be starred. Morris Gest, who brought Mr. Schenck and Mr. Reinhardt together, will assist on the film. Hugo von Hofmannstahl, Vienese playwright, has written an original scenario.

This will be Miss Gish's first picture for United Artists and it will be Reinhardt's first effort on a motion picture. Sound effects will be employed by the use of the Western Electric system. It has not been decided as to whether talking sequences will be inserted.

Sees Prosperous Season

Irving Rossheim Predicts Big Increase Through Public's Response to Sound Pictures

IN a recent interview, Irving D. Rossheim, president of First National and the Stanley Company of America, looks for a most prosperous coming season for the motion picture industry and sees the advent of the sound picture as a tremendous stimulation to theatre attendance. Mr. Rossheim is of the opinion that the entire country will respond enthusiastically to the new process film, this having already been demonstrated in Philadelphia. The company has extensive plans under way to take care of the expected increase in theatre patronage.

After a study of reports as to the condition of various Stanley theatres, Mr. Rossheim said: "I am sanguine that this will be the greatest season ever experieneed. One of the most important factors, of course, in the great interest in the theatre will be the talking picture. Crowds are flocking to every theatre in which pictures of the sound synchronized type are shown. There was never such interest in any picture offered at the Stanley Theatre as was demonstrated in the case of "Lights of New York," of recent showing. It was simply impossible to accommodate all who sought admission and it was necessary to continue the engagement at some other house. The picture was taken to the Aldine and there was a repetition of the public's overwhelming desire to see the first 100 per cent talking picture. Unquestionably there will be a constant curiosity throughout the season to see these new creations of the motion picture makers. Results thus far obtained are in indication of genuine success and I am sure there will be a rapid improvement in the new technique that will be demanded through this new coupling of sound and sight. Many Stanley theatres will be equipped with the apparatus necessary for the showing of these pictures with their accompanying speaking and other sound detail. All along the line there is that show of progressiveness to give to each new picture a wide appeal and a real popularity.

"In keeping with the progress that the film makers are demonstrating is the plan of the Stanley Company to care for the constantly growing number of theatre patrons. One of the finest theatres in the United States—the Mastbaum—at Twentieth and Market Sts., Philadelphia, is rapidly nearing completion. It will be devoted to the finest pictures and to stage presentations. Every possible device for the perfection of the house's function as a place of entertainment will be installed and there will be the utmost comfort for patrons. The theatre will unquestionably be the most attractive of its kind. There will be seating accommodations for 5,000 persons. Other houses are coming along.



Educational Sub-exchange Opened at Portland, Ore.

Educational has opened a sub-exchange at Portland, Oregon, to serve as an additional shipping center for the convenience of Oregon exhibitors. Sales activities will be confined to the Seattle office, in charge of B. W. Rueker. The new shipping plant, located at 124 North Twelfth Street, will, it is thought, be a time saver and will also lessen express charges because of its location in the Oregon area.

M-G-M Acquires Rights to "The Song Writer"

Metro-Goldwyn-Mayer has acquired motion picture rights to "The Song Writer," the play by Crane Wilbur which is now at the 48th Street Theatre, New York City.

While no announcement as to production plans has been made it is expected that the play will find a place on M-G-M's talking picture list for the coming season.

Territorial Rights Sold for "Fortune's Fool"

Louis T. Rogers has ended a deal with First Division Pictures, Inc., for the territorial rights to his Emil Jannings vehicle, "Fortune's Fool." The territory is the Greater New York and Northern New Jersey distriets.

Territories of Eastern Pennsylvania, Southern New Jersey, Maryland and Virginia have been sold by Mr. Rogers to Liberty Film Corporation for their Philadelphia and Baltimore exchanges.

First National Schedules New Production Cycle

Six new productions are scheduled to get under way at the studios of First National at Burbank during the current month. A seventh, far along in preparation, may be started also before the end of the month.

Colleen Moore is to begin work on "Synthetic Sin" around the middle of September. "Changeling," the next George Fitzmaurice production, is to start this week. On September 15, Billie Dove is scheduled to begin initial scenes for "The Thirtieth Day of October," the tentative title of her next vehicle. Richard Barthelmess has already started on "Scarlet Seas."

Alice White's second starring film, "Ritzy Rosie," is to get under way next week, while Ken Maynard, who has completed "Cheyenne," is all set to begin "The Lawless Legion" on September 10.

The seventh picture in preparation is "Comedy of Life," by Leo Birinski and Joseph Laszlo, who are doing the continuity. Alexander Korda is to direct, the starting date being indefinite.

Production Progresses on 3 Films at Pathe Studio

Production has set a rapid pace at the Pathe studios on the Coast.

Ralph Bloch has placed "The Spieler" in production, Tay Garnett directing. Paul Bern is soon to launch "Geraldine," which Paul Stein will direct, and "The Shady Lady," to star Phyllis Haver. "The Office Scandal," originally announced as Miss Haver's next, will follow it because of a change in plans.

"The Cop" and "The Godless Girl," Pathe pictures, recently had their premieres in Los Angeles. Editing "Annapolis" has been completed and the print has been shipped east. Other pictures on which editing work is now progressing are "Show Folks," "Sal of Singapore," "Marked Money" and "Ned McCobb's Daughter."

"Miracle" Suit Settled Out of Court

SCREEN rights to "The Miracle," Reinhardt stage play, have been acquired by First National after two years litigation between Al Woods and First National on one side and Metro-Goldwyn-Mayer and Joseph Menchen on the other, according to a recent statement by Iriving D. Rossheim, president of the company.

First National purchased screen rights from Mr. Woods and M-G-M arranged with Mr. Menchen. Both parties claimed ownership and engaged attorneys to clear the title. With officials of both companies present the final papers were signed settling the suit out of court.

Production on "The Miracle" will start immediately, according to a statement by Mr. Rossheim.

Houses Get Together on Co-operative Plan

THE Consolidated Theatres Company, formed by the Ohio Amusement Company and the Washington Circuit to operate two competitive Cleveland houses on a co-operative plan, went into effect on September 1st. The two houses which will be submitted to this test are the Five Points, St. Clair avenue and East 152d street, belonging to the Ohio Amusement Company, and the Plaza, East 152d street near St. Clair avenue, belonging to the Washington Circuit. Since these two houses were built, other houses have risen, so that the neighborhood is overseated. The Plaza and the Five Points, being near to one another, suffered the most from this situation.

They have been trying the old competitive plan for the past year with small success. So now they will pull together and see if by booking different types of pictures into the houses they cannot solve the problem of survival. If this plan fails, then, no doubt, the two houses will alternate their exhibition days.

M-G-M Signs Willard Mack and John H. Lawson

Willard Mack and John Howard Lawson, Broadway playwrights, were signed last week by Metro-Goldwyn-Mayer. The former's specific duties on the coast have not been described but it is indicated that he will participate in the production of sound films. The latter will join the M-G-M scenario department.

Mack has 73 full-length plays to his credit and has appeared on the stage in several of them. He leaves inside of two weeks for the Culver City studio. Metro has purchased two of his plays for screening. They are "A Free Soul" and "A Voice in the Dark."

T. O. of So. California Convene at Los Angeles

The Theatre Owners of Southern California held their first general meeting since their recent re-organization last Monday, August 27, in Los Angeles.

The convention passed a resolution commending the services of the organization's secretary and business manager, A. B. Lamb, and retained him for another season. A report of the organization's progress and the financial statement were enthusiastically received by the assembly.

W. M. James, Head of Ohio M.P.T.O., Suffers Injury

W. M. James, president of the Ohio Motion Picture Theatre Owners, was rendered unconscious for more than an hour this week when he was struck on the head by a golf ball on the course of the Columbus, Ohio, Country Club. His injury, although severe, is said not to be serious.

Pathe Schedules "Craig's Wife"

Pathe's version of the stage play, "Craig's Wife," featuring Irene Rich and Warner Baxter, has been scheduled by the company for release on September 16.

S. M. P. E. Will Discuss Sound Pictures

New Process Film to Be Main Topic at Fall Meeting, Lake Placid, Sept. 24, 27

SOUND pictures will be the most important topic discussed at the Fall meeting of the Society of Motion Picture Engineers when this body again convenes at Whiteface Inn, Lake Placid, N. Y., Sept. 24 to 27, inclusive, according to an announcement by J. I. Crabtree, chairman on papers, publications and arrangements.

There will be six papers by members of the technical staff of the Bell Telephone laboratories, including demonstrations, and the very latest Western Electric sound recording apparatus will be installed in the convention room. The various papers on sound recording, promised to date, are as follows:

"The Quality of Speech and Music" with demonstration, by J. C. Steinberg, Bell Telephone Labs., Inc.

"Sound Reproduction in Theatres," by O. E. Scriven, Bell Telephone Labs., Inc., and H. B. Santee, Electrical Research Products, Inc.

"General Principles in Sound Recording," by E. C. Wente, Bell Telephone Labs., Inc.

"Methods of Synchronizing," by H. M. Stoller, Bell Telephone Labs., Inc.

"Recent Advances in Wax Recording," by H. A. Frederick, Bell Telephone Labs., Inc.

"Light Valve Recording" with demonstration, by Donal MacKenzie, Bell Telephone Labs., Inc.

Installation and operation of the demonstration equipment will be in charge of H. B. Santee of the Electrical Research Products, Inc.

Mr. John Mills, Director of Publications of the Bell Labs., will also present a paper dealing with "The Organization of Research in the Bell Telephone Laboratories."

"The Three Electrode Vacuum Tube and Its Application in Sound Recording," by E. W. Kellogg, General Electric Co., Schenectady, N. Y.

"Characteristics of Photo-Electric Cells," by L. R. Koller, General Electric Co., Schenectady, N. Y.

"The Optics of Sound Recording Systems," by A. C. Hardy, Massachusetts Institute of Technology, Boston, Mass.

"Acoustics of Theatres," by Prof. Paul E. Sabine, Geneva, Ill.

"Acoustics of Sound Recording Rooms," by Dr. Heyl, Bureau of Standards, Washington, D. C.

"The Sound Motion Picture Situation in Hollywood," by Frank Woods, Secretary of the Academy of Motion Picture Arts and Sciences, Hollywood, Calif.

"Sound Synchronization and Projection," by F. H. Richardson, technical editor, Exhibitors Herald and Moving Picture World.

There will be a series of technical papers by staff members of the Research Laboratories of the Eastman Kodak Co., including a description and demonstration of the new Kodacolor process of motion pictures in color.

Other papers scheduled are as follows:

"An Experiment in Class Room Films," by T. E. Finegan, President, Eastman Teaching Films, Inc.

"Under Sea Motion Picture Photography," by Floyd Crosby.

"Heat Absorbing Glasses," by H. P. Gage, Corning Glass Works.

"Stereoscopic Motion Pictures," by Wm. V. D. Kelley, Kelley Color Films.

"A New Intermittent Optical Projector," by J. F. Leventhal.

"Dye Toning with Single Solutions," by J. I. Crabtree and C. E. Ives, Eastman Kodak Research Laboratories.

There will also be a session devoted to announcements of new apparatus by manufacturers. This is an opportunity which the Society offers to all manufacturers gratis to announce and describe there recent apparatus, products, or processes. Manufacturers wishing to take advantage of this opportunity should communicate at once with the Chairman of the Papers, Publications and Arrangements Committees.

Plan Club's Opening

Directors Meet at Luncheon; Members Will Compete With Lambs for K-A Trophy

AT a board of directors luncheon, called by Al Lichtman, president of the Motion Picture Club, it was announced that the formal opening of the club would be held Wednesday evening, Sept. 12. Mayor Walker is expected to be present to make the dedicatory speech. The dinner will be a formal affair and will be limited to invited guests and two hundred and forty club members.

Director Jack Alicoate injected the first competitive element in the history of the new Club. He announced that at the Film Daily Golf Tournament on Tuesday, September 11, a match would be played between the Lambs Club and the Motion Picture Club for the Keith-Albee Trophy, which has never been competed for in all of the years that these Film Daily Golf Tournaments have been held. It will now become a trophy for competition between the theatrical, vaudeville, motion picture and amusement clubs of New York City. Arthur Stebbins was appointed by President Lichtman as Captain of the Motion Picture Club's team and a meeting will be held this week with Oscar Shaw, Captain of the Lambs golfers to arrange final details.

Lee Ochs gave the directors a surprise when they appeared for this meeting. They did not expect any food but Steward Karch had prepared a lunch which equalled New York's best.

Heroine of "Nanook" Dying in Arctic

EXHIBITORS throughout the world will probably hear with regret that Maggie, the heroine of "Nanook of the North," is dying in her tiny tent in the Eskimo Camp at Port Harrison, in Northern Canada, according to a radio message received from an exploration expedition in Hudson's Bay. Maggie was reported to be dying from the effects of an injured spine, despite the efforts of a medical officer attached to the expedition.

Bow Re-signs with Paramount

Clara Bow this week re-signed with Paramount. Her newest vehicle, "The Fleet's In," will be shown at the Paramount Theatre in New York City within a few weeks. She is now engaged on her role in "Three Week Ends."

News Reel Resume

Paramount

Paramount News, No. 11.—Scenes of the ten-mile marathon swim at Toronto in which American girl took first place; murre birds flock in mammoth numbers to Alaskan island; Englishman winning first prize in stock car races at Belfast, Ireland; baby parade at Asbury Park, N. J.; Norwegian Americans unveil monument honoring Amundsen; Tunney in Ireland; Gov. Smith at Syracuse fair; views of Britain's huge air liner nearing completion.

No. 12.—Planes for Byrd expedition undergoing inspection; Persia entertains Afghanistan king; Bobby Jones capturing the Walker Cup from invading British; children's day in Shanghai; American gobs see Naples; Mayor Walker welcomes visiting Australian admiral; great seal herds at Pribilof Is., Alaska; Hassell and Cramer who were rescued on Greenland wastes; signing the peace pact at Paris.

M-G-M

Vol. 2 No. 6.—Babies in prize beauty parade at Asbury Park; U. S. girl swimmers win all five prizes in Toronto marathon; Paris holds its annual Seine swim; Police dog does a 35-foot dive; Tunney arriving in England; snapshots of a Bengal tiger; speeding autoists in motor races at Belfast.

No. 7.—America successfully defending Walker Cup from British golfers; American tests for jumping balloon; Robinson accepts nomination at Hot Springs, Ark.; U. S.-Sweden fliers rescued in Greenland; seal herds on Alaskan isle; alcohol stores explode in New Orleans; delegates of 15 leading nations sign pact to renounce war.

International

Vol. 10 No. 70.—Fireboats' nozzles hurl 7,000 gallons of water per minute in tests; babyhood goes on parade at Asbury Park; girl rides horse in lofty dive; gridiron training opens at Annapolis; Tunney arrives in England; autos race at Belfast track meet.

No. 71.—Lifeboat crews race in N. Y. C. harbor; Count Michael Karolyi, who figures in the news of the day; Hassell and Cramer, lucky pilots, who were rescued after long search; Senator Robinson delivering his acceptance speech; Boston tests her big defensive guns; Bobby Jones captures the Walker Cup; parachute to save plane tried out; bathing beauties actually frolic in the surf; 15 nations sign peace pact outlawing war.



Pathe

No. 73.—Maine couples, over the 75-year mark, hold convention; Tunney at Plymouth, England; Nelson's old flagship thrills English crowds during Navy Week; speed boats race in the Ohio River; hill climbers in daring motorcycle climb; ancient days of Germany revived in pageant; police dog does a Steve Brodie; Smith and Hoover, citizens with names of nominees, go fishing together; Sec'y Kellogg greeted by French upon arrival at Havre; New York girl winning marathon swim at Toronto.

No. 74.—Peace treaty signed by 15 nations at Paris; scenes at riding contests at Warrenton, Va.; starts around the world in a 37-foot schooner; Ireland greets Tunney; Ivy Hawks, English girl, who swam the English Channel; England rushes new air liner to completion; sailors ready for the sea after land drills at San Diego; crews of rival liners compete in boat race in New York harbor; Senator Curtis at Harrisburg; new steel bridge at Steubenville, O.; Shriners meet at Rock Springs, W. Va.

Kinograms

No. 5427.—Sec'y Kellogg arrives in France to sign peace pact; U. S. Army salutes Australia's navy; 100,000 Welsh sheep driven to pens; Wm. F. Whiting, new Sec'y Commerce; Tropical storm hits Haiti; British Army plays war games at Salisburg Plain; Parisian swimmers in title contest on the Seine; fire department adopts ape; the baby parade at Asbury Park.

No. 5428.—Senator Robinson giving his acceptance speech at Hot Springs; Count Karolyi arrives in New York for brief stay; thoroughbreds race at Belmont Park, N. Y.; army begins initial football practice at West Point; New York's "Little Italy" in religious celebration; Hawaiians honor Captain Cook; Boston's coast guns in impressive display; Gar Wood retains Harmsworth cup in Detroit boat races.

Fox

Vol. 9, No. 98.—New engines tested for runs between New York and Chicago; babies parading at Asbury Park; New York holds its state fair at Syracuse, with Senator Curtis and Gov. Smith in attendance; camera interview with Wm. Randolph Hearst; U. S. women swimmers win Toronto marathon; Kellogg signs peace pact at Paris; negro Elks reveal their gala day raiment at Chicago Elks conclave; shark fishing off the New England coast.

Educational Releasing 9 Subjects for October

During the month of October, Educational Film Exchanges, Inc., will release five two-reelers, two one-reel novelties, and the usual eight Kinogram newsreel subjects.

The five two-reel comedy numbers include Dorothy Devore in "Companionate Service"; "Big Boy" in "Come to Papa"; Lupino Lane in "Fistienffs"; "George Davis in "Stage Frights," and a new Tuxedo comedy, as yet untitled.

The two one-reelers, both Cameos, are "The Lucky Duck," featuring Billy Dale, and "All in Fun," starring Jerry Mandy. Both of these players are new to Educational comedies.

The two novelties are "Glorious Adventure," a Lyman H. Howe Hodge-Podge, and "America's Pride," one of the Our World Today Magazine releases.

In and Out of Town

BEN BLUMENTHAL, president of the Export and Import Film Co., arrived in New York City, Tuesday, Sept. 1, on the S. S. Majestic, this a business trip in connection with his theatrical interests in Central Europe. He will spend several months in New York City.

J. L. WARNER, production head of the Warner Bros. studio, arrived in New York from Hollywood last week. Accompanying him was Hal Wallis, in charge of studio publicity.

AFTER a sales trip to the Middle West of more than four weeks, Max Milder, central sales manager is back at his desk at the New York city office of Warner Bros.

MERL LA VOY, staff globe-trotter for Pathe News who has been in China for a couple of years, has arrived back again at the New York Pathe headquarters for conferences with Editor Ray Hall of Pathe News.

EDWARD J. MONTAGNE, scenario editor-in-chief for Universal, has been rewarded by Carl Laemmle with a trip to New York. Accompanied by his family, Mr. Montagne has arrived in the metropolis.

ARTHUR FIEDELBAUM, after a six-months' stop in Brazil and two years in the Argentine, from which district he managed South America (exclusive of Brazil) for M-G-M, has been transferred to the home office of M-G-M's International Department as a special representative. Carl Sonin, manager of the N. Y. branch, will leave for Mr. Fiedelbaum's place on September 15.

LUDWIG LAWRENCE, former general representative for M-G-M in western Europe, who has been attached to the home office for the past six months, sailed for Berlin this week to take over the duties of Central European Supervisor, which post was recently given up by Al Aronson.

NAT ROTHSTEIN, Universal's director of advertising and exploitation, sailed last Friday evening, August 31, on the S. S. Paris for a two-months' tour through England, France, Switzerland and Italy. He will visit the "U" foreign offices while en route. Mrs. Rothstein is accompanying him.

WILLIAM R. FRASER, general manager of the Harold Lloyd Corporation, left Hollywood last Sunday on an extended business trip through Canada and the East. He will spend several days in New York where he will confer with the eastern organization of the Lloyd company. He is accompanied by Mrs. Fraser.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Labor Troubles Are Being Adjusted

New Agreements Are Being Consummated With Union Chiefs

(*Continued from page 779*)

A threatened strike of the motion picture operators employed in fifty-eight independently operated motion picture theatres of St. Louis, Mo., was averted on September 1 when an amicable settlement of their differences was reached by the Motion Picture Machine Operators Union No. 143 and the owners of the theatres. Every union operator was on the job as usual the night of September 1. The old wage scale and working agreement expired at midnight on August 31.

Under the terms of a compromise reached the projectionists in the theatres that charge an admission of 25 cents or more will be granted an increase of $5 a week, their scale ranging from $58 to $85 a week.

In the smaller theatres the machine operators will continue to draw $54 a week.

The increase in wages applies to five of the independently operated houses, all the big first runs, such as Ambassador, Missouri, Grand Central, St. Louis, Loew's State, Grand Opera House, Orpheum, etc., and to the St. Louis Amusement Company chain of twenty-seven houses.

Originally the projectionists through their union officers had demanded an increase of from $5 to $7 weekly. This demand was subsequently reduced to $2.50 to $5, depending on the size of the theatre, after the union members had unanimously voted to reject a request made by officers of the Independent Moving Picture Show Owners Association that the operators take a cut of 10 per cent.

A deadlock had developed which for a time threatened to result in a strike of the projectionists, but at the last minute all differences was satisfactorily composed.

Equipment Rushed for 300 Publix Houses

SOUND equipment is being installed as quickly as possible in Publix and affiliated houses. It is said that at present about 180 Publix theatres are operating with Movietone and Vitaphone, and that by January 1st of next year the number will be increased to 300.

All haste possible is being urged by Publix upon the Western Electric Co. to complete installations, and it is said that every effort is being made to have all houses in the chain, or affiliated with it, equipped to show talking pictures at the earliest possible moment.

Little Need for Sound Censorship, Says Maryland Board Chief

SO smoothly has the arrangements of the State Board of Motion Picture Censors for checking up on sound-talking pictures with the exhibitors of Baltimore and Maryland been proceeding that the members of the board are undecided whether they will ask for authority to regulate talking motion pictures from the next Legislature, according to Dr. George Heller, chairman of the Board.

Dr. Heller thinks there is little need for such authority and while the present law makes no mention of giving them the right of censorship, they have been censoring the pictures in their studios and have been finding that the exhibitors are willing to co-operate with them in all matters.

"The exhibitors have not questioned our authority to censor the pictures," said Dr. Heller. "The Baltimore police department has control of the speaking stage and if anything is found in the talking motion pictures that should be deleted and the exhibitor questions our right of censorship, then I imagine the police would be able to exercise their authority."

Beginning on September 1 the union musicians employed in the fifty-eight independent theatres of St. Louis, Mo., accepted a reduction of $4 a week per man and also put into effect more liberal rules for the operation of orchestras in the small theatres. The new contract with the Independent Moving Picture Show Owners Association was a step in the union's fight against "canned music" and will lead to the employment of more members of the union it is believed.

The new contract between the musicians and the twenty-seven members of the Associated Amusement Enterprises of St. Louis has not been made public as yet.

St. Louis' Big Three, the Ambassador, Missouri and Loew's State, several weeks ago reached satisfactory agreements with the musicians, motion picture machine operators and the stage hands.

Moving picture theatres in Danville, Ill., were without music on September 1 because the Danville local of the Musicians Union had refused to renew its contract with the Home Theatre Company. The old agreement expired at midnight on August 31.

The theatre owners had offered to pay the old wage scale and employ the same number of musicians called for in the old contract, but declined to submit to additional demands made by the union.

Following several conferences, which extended over a period of more than two weeks, Kansas City exhibitors and motion picture operators came to an agreement late Saturday on a wage scale for the ensuing year. The present contract in force was adopted, the scale ranging from $42 weekly in houses of 500 or less to $60 in theatres of more than 1,200 seats.

Because of poor business conditions several exhibitors favored a decrease in the scale, but that was rigidly opposed by the operators. A committee will be appointed soon to consider all disputes arising between the operators and exhibitors. In case the committee fails to settle the matter satisfactorily the case will go to the Kansas City joint board of arbitration. R. R. Biechele, president of the M. P. T. O. Kansas-Missouri, acted as chairman at the meetings.

Despite the walk-out of their entire musical staffs and strike of stage hands in one of the playhouses, two New Orleans theatres carried on programs last Saturday.

The Saenger Theatre, where the musicians struck owing to a disagreement with the management, offered a program composed wholly of Vitaphone and Movietone musical and vaudeville numbers together with the regular photoplay features.

Loew's State Theatre staged a substitute program to supplant the orchestra numbers and the regular film attractions.

The strike at Saenger's followed a break between the local chapter of the musician's union and the theatre owners which came to a head Saturday morning when the musicians, consisting of the stage band, concert orchestra and organists, went on a strike.

The friction was caused by the Saenger people doing away with two organists at the Tudor Theatre several weeks ago when the Vitaphone made its New Orleans debut at that house. The union protested that this was a violation of the contract and, after several exchanges of letters and communications, the walk-out resulted Friday night after the last show.

Universal's First All-Talkie Has Pre-view on Coast

UNIVERSAL'S first all-talkie. "Melody of Love," has been completed and tried out on the West Coast. A precedent is being established by Universal in the making of prints, the printing laboratories at Universal City being now engaged in turning out all the film on this feature needed for New York and other exchanges. The picture, which was made by the Movietone process, is expected in New York next week.

The completion of this picture means that Universal will be among the first in the field with an all-talking picture. Added to that company's current synchronized pictures, "Uncle Tom's Cabin," "The Man Who Laughs," "Give and Take," "Man, Woman and Wife," and "Lonesome," it places the Laemmle organization in an enviable position.

"Melody of Love" is a picture of doughboys and the songs of the war days. It was adapted from a story by Robert Arch. A. B. Heath directed it, with a cast including Walter Pidgeon, Mildred Harris, Tommy Dugan, Jane Winton, Jack Richardson and others.

Mary Pickford Buys "Coquette" for All-talkie Picture

THE importance of the all-talking picture is now realized by the biggest stars in the motion picture industry. Mary Pickford is to do one of this type. She has purchased the screen rights as well as the talkie rights to the Broadway stage success, "Coquette," in which Helen Hayes has been starring for an entire season.

"Coquette" is considered an ideal vehicle for Miss Pickford and the fact that it is to be an all-talkie should give her her greatest opportunity to display her ability as an actress. The play is by George Abbott and Anne Bridgers and elaborate plans are already being made for the screen production.

Sam Taylor, who directed Miss Pickford in her last screen attraction is in New York at the present time studying the stage version of "Coquette," with the idea of reproducing it on the screen as accurately as possible. He declares that the screen play will not be a mere motion picture with sound added, but that it will be made with an entirely new technique different to that employed in the silent drama.

Since the advent of the talkie there has been much discussion as to the technique to be employed in screen productions of this nature. The majority of those who have been making a study of talking picture production say that a technique different than that of either the screen or stage is necessary for the successful talkie. It has even been advocated that a talking picture should have both screen and stage direction to make it a success.

There has been no word forthcoming from the coast studio as to the technique to be employed, except that it will be entirely different than that applied to the present silent drama. This detail will probably be decided immediately upon the return of Sam Taylor to the coast.

The stage play is now being adapted for the screen by Johnny Gray and Allan McNeil of the Pickford staff. Production on it will be started in the near future.

Pathe Short Subject Specialties to Be Made With Sound

AMEDEE J. VAN BUREN, President of the Van Beuren Enterprises, producers of short subject specialties released through Pathe, announces that beginning at once three of these shorts will be available to exhibitors in sound as well as in silent form. These shorts are "Topics of the Day," "Aesop's Film Fables," and "Grantland Rice Sportlights."

"Topics of the Day" will be presented with each chapter appearing as a complete sketch, all "gags" in dialogue, and proper types cast for each characterization. These synchronized "Topics" go into production immediately.

Special readers have been put on by "Topics of the Day" to augment the present staff—the old staff to continue gathering material for the silent form, the new staff exclusively devoted to gathering material for the sound form. The psychology of the spoken word, it is said, in satisfying a mass reaction to humor necessitates different material from mere printed matter.

"Aesop's Fables," encouraged by the success of "Dinner Time," the sound issue which played the Mark Strand Theatre in New York will also be available in sound in addition to the regular issue in silent form. The sound issue will be based on the same material, except for the addition of synchronization.

Through synchronization of "Grantland Rice Sportlights," the public will be able not only to see the famous sportman's depictions of the last word in athletics, but also to hear him personally describe in layman's language the finer points of each particular game. These too will be continued in the "dumb" counterpart.

This step by the Van Beuren Enterprises is cited as another indication of the tremendous strides being made by this short subject producer in developing the possibility of short features.

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Third Universal Picture Is Synchronized

Synchronization of a third Universal picture has been completed. Universal officials and executives have heard the synchronized version of "Man, Woman and Wife'," the Eddie Laemmle Jewel with Norman Kerry and Pauline Stark featured. This will follow "Uncle Tom's Cabin" and "The Man Who Laughs" to the synchronized screen within a week or ten days.

"Man, Woman and Wife" was synchronized with music and sound effects. An augmented New York symphony orchestra supplied the musical setting.

Sound, Dialogue Likely for "House of Shame"

Sound and dialogue synchronization for Chesterfield's latest picture "The House of Shame" is being given serious consideration.

George R. Batcheller, President of the company, says: "If our market demands sound pictures, they will be forthcoming. However, we are not jumping blindly into the proposition until all angles have received due consideration." Chesterfield has four pictures ready now with six more to go into production shortly.

Paramount to Issue Sound Trailer on "Wings

Paramount will have available shortly a synchronized de luxe trailer on "Wings." The trailer consists of carefully selected punch scenes from the picture, selling titles and a brief mention of the production's record as a road show attraction, with every foot, including titles, synchronized with sound effects. The trailer runs about 250 feet.

First Bristolpohne For Washington House

The first exhibitor to contract for an installation of the Gotham-Bristolphone equipment is A. Julian Brylawski of Washington, D. C., for the Earle Theatre. He signed with Matty Radin, Gotham Sales Manager.

"Noah's Ark" First Sound Spectacle

World Premiere Set for Grauman Chinese Theatre in Hollywood

WARNER BROS.' big spectacle, "Noah's Ark," which has been in progress of production for the past two and one-half years, is to have its world's premiere at Grauman's Chinese Theatre in Hollywood. Contracts were concluded during the week for this initial showing between Sam E. Morris, general manager of distribution for Warners, and Mr. Grauman.

This premiere will be of particular importance, not only for the fact that the picture will be one of the biggest spectacles ever presented on the screen, but also because it is the first spectacle to be shown with sound accompaniment. At the time production was started little was thought of sound accompaniment, but since Vitaphone has come into such popular favor, it was decided to synchronize sound with it.

"Noah's Ark" has Dolores Costello in the starring role and Warners will offer it as the outstanding achievement of their business career. The slogan attached to it by the company is "Made to top any picture ever made." Sid Grauman is said to have been eager for many months to sponsor the premiere. Final negotiations between him and Mr. Morris were conducted over the long distance telephone between New York and San Francisco.

No definite date has been set for this premiere, but it is scheduled to be held in the near future. The contract calls for an indefinite run at the highest prices ever charged on the coast. Because of the magnitude of the production and the fact that it will be the first picture of the kind ever shown with sound, Mr. Grauman is making even more elaborate plans than usual for the showing.

For the greater part of two years research and technical experts worked on production details called for in the story, which is by Darryl Francis Zanuck. Director Michael Curtiz spent five months of actual shooting time at the cameras before the task of editing was undertaken. Extensive use of Vitaphone was another important element in the making of the production, which, in addition to the principals, is said to have employed over five thousand players.

A modern and a biblical story constitute the dramatic basis for "Noah's Ark," providing a parallel between the visitation of the World War and the visitation of the Flood to purge the world of sin. Dolores Costello occupies the stellar role with George O'Brien playing opposite her. Others in the line-up are Noah Beery, Louise Fazenda, Paul McAllister, Guinn Williams, Anders Randolf, Myrna Loy, Nigel de Brulier, Armand Kaliz, William V. Mong, Malcolm Waite and Joe Bonomo.

Warners Take Over Piccadilly in London for Sound Pictures

WARNER BROS. has taken over the Piccadilly Theatre in London, England, and will give the first Vitaphone presentation held in Europe there on September 27th. The attraction will be Al Jolson in "The Jazz Singer." Arrangements for the presentation are being made by Herman Starr of the Warner home office. He is now in Europe.

Following the London opening, Vitaphone will be introduced in other European capitals, as Warners are planning extensive expansion abroad. The company is said now to have a wider foreign distribution than it has ever before enjoyed. Warners now control National Film A. G. of Berlin, whose studios are actively engaged on pictures for the coming season. It is planned to include Vitaphone sound features in the production schedule of National in the near future.

Rayart Plans Erection of Sound Studios

AS first steps towards the erection of special studios to house the Rayart sound units, Trem Carr, producer for Rayart, this week took options on several sites in Hollywood.

The company has signed several players with speaking voices suitable for talking picture work, including Henry B. Walthall, Gladys Brockwell, Tom Santschi and Mae Busch. Mr. Carr declares that others will be placed under contract just as soon as tests have been taken.

Rayart has eliminated the western, serial and comedy from its line-up this year, and plans to concentrate solely on 20 feature productions. One of the latter, recently completed, and entitled "Sweet Sixteen," may be held back for synchronization and sound effects. It was originally set for September release but has been reset for December. "The City of Purple Dreams" has been advanced to September 15, and "Sisters of Eve" will be the October 1st release.

Gotham-Bristolphone Equipment Is About Ready for Market

THE formation of the Gotham-Bristolphone Corporation is formally announced by Budd Rogers, vice-president of Gotham Productions. The new company will market Bristolphone, a synchronizing device manufactured by the Bristol Company of Waterbury, Conn., which has been making recording instruments since 1889.

Bristolphone is a disc device which, the manufacturers claim, is interchangeable in the projection of sound films with all other disc systems. It is the invention of Professor William H. Bristol, president of the Bristol Company. The factory, laboratories and the sound stages of Gotham-Bristolphone will be operated at Waterbury. The company is in a position to turn out theatre equipment in quantity immediately.

The new corporation is establishing its sales headquarters at 1650 Broadway, New York, in a new suite of offices. Sound effects will be made in short subjects, novelties and acts, aiming for the ultimate delivery of complete service programs. Installations will be leased on a rental basis, with the parent company servicing the exhibitor throughout the duration of the use of the system.

It is claimed that the outstanding feature of the Bristolphone is an exclusive re-synchronizing arrangement which guarantees the automatic co-ordination between lip movement on the screen and sound. The mechanism is said to be so simple that operation of the device can be manipulated by anyone.

Gotham Productions is making elaborate preparations for the application of sound in its pictures. Two sound stages are now being built at the Waterbury plant and the first picture to be synchronized will be "Times Square," starring Alice Day and Arthur Lubin. The story is by Norman Houston and was directed by Joseph C. Boyle.

"Desert Song" is First Vitaphone Operetta

Warner Bros. are preparing for the production of the first Vitaphone operetta, "The Desert Song," based on the musical romance presented on the stage by Schwab and Mandel. Roy Del Ruth will direct the screen version which will be Vitaphoned throughout.

Harvey Gates is now writing the continuity for "The Desert Song" and screen tests with Vitaphone will be made next week for players to be featured in the leading roles. Camera work on the production will start early in October.



Woods Group Is Leasing Big Houses

Broadway Producers Reported Acquiring Large City Theatres

INDICATIONS are that the group of Broadway producers headed by the Shuberts, Al Woods, William A. Brady, Hammerstein and others, are proceeding with their plans to produce their own stage plays as talking pictures, despite the plea for an injunction to restrain the sale of Vocafilm stock to them.

It seems that these producers have been quietly going ahead with the signing of leases on legitimate houses in which to show their product. They are said to be offering houses such generous terms for leases covering a period of five years that these houses cannot afford to turn down the proposition.

Word comes from San Francisco of the possibility that the talkies may drive stage productions from the Geary and Curran Theatres, two of the leading houses of the city. Homer Curran, guiding genius of the houses is quoted as saying in Los Angeles that the offer of a guarantee has been made and that it is so large that it would exceed any profit the houses could make with the present class of productions.

Th offer, according to Curran, comes from the Al Woods group, which sees large profits to be made in the west by means of the newly perfected talking pictures being applied to their stage successes. Their plan would mean the elimination of expensive road companies annually sent from New York.

None of the Broadway group of producers had anything to say regarding the acquisition of these theatres, which have also been reported from other points. With the New York theatrical season opening Labor Day, the local producers are all so busy rehearsing or opening their new plays that they claim to have had no time for the present consideration of the talking pictures. They say they will not proceed definitely until the injunction suit against the sale of stock of Vocafilm is definitely settled.

The plea to make permanent this temporary injunction was denied in the New York Supreme Court during the week by Justice McCook. The plea for the permanent injunction was asked by F. Dudley Kohler. It urged the restraining of the sale of the Vocafilm Corporation to Al Woods, the Shuberts and William A. Brady for reorganization.

Mr. Kohler alleged he had a half interest in the stock of the corporation which was in the name of David R. Hochreich, its president. He had received this interest in the stock by verbal contract, he said.

According to the affidavits filed by Mr. Hochreich, Mr. Kohler had no interest in his stock; that at the time the company was organized Mr. Kohler had professed to be in a position to provide large capital for it, but that he had not done so, and that his only connection with the corporation was as attorney in some matters which had been assigned to him. Mr. Kohler still has the right of appeal from the court ruling and probably no definite steps will be taken by the producers until they learn of the further action to be taken by Mr. Kohler.

Christie Gets Cohen Stories for Talkies

OCTAVUS ROY COHEN'S stories of colored folk that have been appearing in *The Saturday Evening Post* for the past several years, have been acquired by Al Christie, who plans to make them into talking pictures for release through Paramount. The dialogue between the darktown characters is considered particularly appropriate for talking pictures.

The producer is now selecting the stories that he will film first. No production date has been set so far.

Sound Picture Reviews

By THOMAS C. KENNEDY

Raquel Meller

AS a sample of the art of Raquel Meller this presentation in which she sings "Corpus Christi" will serve to show masses of the public the reason why people in this country paid ten dollars for the privelege of sitting in the audience at concerts which the famed *diseuse* gave on her tours of cities in the United States. The offering is well staged and the Movietone is adequate in giving at least an impression of the vibrant dramatic interpretations and the vocal distinctions of a great artist.

Harold Murray

Schubert's Serenade with sentimental trimmings is given vocal rendition, as well as violin interpretation, in this number featuring Harold Murray, a tenor possessed of a voice of pleasing quality. A bit of a story has been spun about the affair, the "plot" being concerned with a love over which there hangs the shadow of paternal objection. Her father's favorite song is Serenade, and the girl wins him over by playing the song on her dead mother's violin. It is a bit sticky as to story, but the atmospheric background is there to set off the singing of Serenade to violin obligato.

Lionel Atwill

Edgar Allan Wolfe's "The White Faced Fool," a vaudeville sketch about one of those broken-hearted clowns is the vehicle which introduces Lionel Atwill to picture audiences via the Movietone. It is a vehicle for the style of acting in which this player specialized profitably when he climbed to stardom some years ago. The playlet is effective, having several scenes that give the star every opportunity to portray that high-tension emotionalism which constitutes one of the most generally appealing types of drama. Mr. Atwill's voice records very well and the picture is one that will go well on any program.

Winnie Lightner

A very brief jazz interlude is provided in this short reel presenting Winnie Lightner in her rendition of "Everybody Loves My Girl." The piece is done in Miss Lightner's usual style, which has its points, and the staging is successful in presenting the typical vaudeville atmosphere and technic.

Impersonations Feature "Mother Knows Best"

Madge Bellamy will be heard in vocal impersonations of Al Jolson, Harry Lauder and Anna Held when she appears in the Fox picturization of Edna Ferber's novel, "Mother Knows Best." The picture is booked for a run at the Carthay Theatre in Hollywood opening October 1st. It was directed by J. G. Blystone.

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FBO Studio Forces Set Fast Production Pace

2 New Vehicles Launched and 2 Others to Follow Them Shortly; Editing and Finishing Work Progressing

PRODUCTION activity prevails at the studios of FBO in Hollywood where last week saw the launching of two new features. The two new pictures are "Tropic Madness," starring Leatrice Joy, and "The Little Outlaw," a new vehicle for Buzz Barton. Plans are fast nearing completion at the studio for "Outlawed," to star Tom Mix, and "The Jazz Age," which Lynn Shores will direct. These two latter films will be launched at almost any time.

In addition to the new pictures, George B. Seitz is now filming the last few scenes for "Hey Rube!," based on carnival and circus life. Marshall Neilan's "His Last Haul" is in the process of titling and editing.

FBO has engaged Lena Malena to play a native role in "Tropic Madness," and Henry Sedley, George Barraud and Frankie Darro for other supporting parts. Robert Vignola is handling the story, written by Ramon Romeo and set for early winter release. Louis King is directing "The Little Savage," in which the boy actor appears with a cast including Milburn Morante, Patricia Palmer, Sam Nelson and Ethan Laidlaw. Frank Howard Clark wrote the story.

Tom Mix' "Outlawed" will have a novel setting for the star's western type of action as it will portray the adventures of a cowboy in East Africa. The story is by George W. Pyper and will be directed by Eugene Forde. Scenes have already been shot for Mix' second FBO vehicle, the title of which has not been divulged. "Outlawed" will be his third for this company.

"A Man's Man"

With a complete reproduction of the forecourt of Grauman's Chinese Theatre in Hollywood as his first setting, James Cruze has started directing "A Man's Man," Metro-Goldwyn-Mayer's new starring comedy for William Haines.

"She Goes to War"

Inspiration Pictures, Inc., has completed the organization staff unit to assist Henry King in his production "She Goes to War," for United Artists release. They are Harry Schenck, production manager; Marco Elter, assistant director; Tony Gaudio, cameraman; Robert M. Haas, art director; Ned Mann, technical director, and Captain N. R. Dawley, military advisor.

Born in Europe

Jean Hersholt, Universal star and conceded as one of the leading character actors of the screen, is a native of Denmark and came to America as an artist while the Panama-Pacific International Exposition was being held in San Francisco in 1915, as a representative of the kingdom. He was an artist and stage director of note and he was to supervise the Danish exhibit and was to cement the entente cordiale between Denmark and the United States.

Hersholt was born in Copenhagen. Both his parents were prominent in stage life, so his knowledge of the drama is inherent. He was a painter and artist until he entered upon a stage career which he followed for 12 years in stock in Denmark, Sweden and Norway. He later was in motion pictures for four years in Denmark.

With the completion of the exposition, Hersholt appreciated the opportunities offered in Hollywood and he signed as a member of the Universal stock company where he played small parts, meantime learning and absorbing American technique.

Some of the productions in which Jean Hersholt has been an important figure are "Greed," "Don Q," "Stella Dallas," "The Old Soak," "Alias the Deacon," "Jazz Mad," "Abie's Irish Rose," and "The Girl on the Barge," which he has just completed.

* * *

Frank Capra, motion picture director, got a good break when he returned from service in the army following the world war. He exhausted every channel through which he might get work, as a chemical engineer in which he had a college degree, and he was hungry and without funds. So he started to write. He sold a couple of stories and started in pictures as a writer.

It was no easy job, this writing for the screen for the very smallest independent companies, but Capra stuck to it until he made a success of it and through this channel, became a director. Since properly striking his stride, he has been with Mack Sennett, Hal Roach, FBO and First National. Among his successful pictures are "The Strong Man," "Long Pants," and "For the Love of Mike," although he recently directed "Submarine," and will make a second picture for Columbia upon completion of editing the first sound picture produced by that company.

Capra is a native of Italy, but his family moved from there to Hollywood when he was a youth, so he received his education in the grade and high schools of Los Angeles and then graduated from the California Institute of Technology in Pasadena.

Change in Schedule

Marie Prevost was not able to carry out her schedule to motor to New York and return to Salt Lake City by September 1st. Instead, she started with Kenneth Harlan in Chicago and went by airplane to Salt Lake in plenty of time to meet her agreement.

"The Man in Hobbles"

Lila Lee has been signed to play the principal role in the Peter B. Kyne story, "The Man in Hobbles," to be produced by Tiffany-Stahl under direction of George Archainbaud. Production is under way.

On Location

Jacqueline Logan, who started work this week in a feature role of "Stark Mad," for Warner Brothers, her first talking picture, is on location at Balboa Bay.

Noah Beery's Three Roles

Noah Beery is enjoying the distinction of being featured in two of the most important film undertakings of the season. He is the motivating Cecil B. DeMille protagonist in "The Godless Girl," and in "Two Lovers" Noah is the duc d'Alba—one of his finest roles. He will also be seen in "Noah's Ark."

Kate Price in Dramatic Role

Kate Price is playing her first dramatic role in years in "The Godless Girl" at the Biltmore. She appears as chief matron of the reformatory in which the drama transpires.

Advice

"Study your character," says Richard Wallace, referring to the cast to be directed. "Each individual demands different direction," he opines.

"Broadway Melody"

Harry Beaumont will wield the megaphone on "Broadway Melody," Edmund Goulding's original story for Metro-Goldwyn-Mayer. The picture will be made with sound effects and talking sequences.

Tunney's Leading Lady

Virginia Vance, leading lady for Gene Tunney in Pathe's "The Fighting Marine," is playing opposite Jack Cooper in Mack Sennett's new series of Pathe two-reelers known as the "Taxicab Series."

Bancroft in New Role

George Bancroft is soon to start work in the title role of "The Wolf of Wall Street" at the Paramount studios. Rowland W. Lee is to direct.

Hot Weather Difficulties

In "The Iron Mask," Gino Corrado will enact the role of Aramis, D'Artagan's pal in the current production of Douglas Fairbank's sequel to "The Three Musketeers." Both have prepared for as much comfort as possible during the months they will be required to wear heavy wigs, for Doug has suffered some shearing, but Corrado has let the clippers have full sway and is bald as an egg.

"Desert Song" Adaptation

Harvey Gates is to adapt the musical stage hit, "The Desert Song," which is to be produced by Warners.

(*Continued on page* 820)

:: "The Check-Up" ::

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who consider it "Fair"; the third, the number who consider it "Good"; and the fourth column, those who consider it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
COLUMBIA						
College Hero, The	1	3	17	2	67	5,628 Ft.
Sally in Our Alley	—	1	18	—	68	5,892 Ft.
Tigress, The	1	3	8	1	62	5,357 Ft.
Warning, The	—	3	15	1	67	5,791 Ft.
F B O						
Arizona Nights	—	4	17	6	72	6,382 Ft.
Boy Rider, The	—	—	11	—	70	4,858 Ft.
Chicago After Midnight	—	3	13	2	68	6,249 Ft.
Clancy's Kosher Wedding	—	2	17	2	70	5,701 Ft.
Coney Island	—	4	14	—	61	6,390 Ft.
Freckles	1	2	15	1	66	6,131 Ft.
Gingham Girl, The	—	4	20	2	68	6,301 Ft.
Harvester, The	—	11	17	2	61	7,045 Ft.
Hook and Ladder No. 9	—	4	9	—	61	5,240 Ft.
Jake the Plumber	—	3	9	—	63	5,186 Ft.
Judgment of the Hills	—	6	9	—	58	5,700 Ft.
Legionnaires in Paris	1	1	16	—	66	5,771 Ft.
Mojave Kid, The	—	—	11	—	70	4,912 Ft.
Racing Romeo, The	1	2	13	—	63	5,992 Ft.
Red Riders of Canada, The	—	2	8	—	64	6,419 Ft.
Shanghaied	—	3	13	—	64	5,999 Ft.
South Sea Love	1	1	14	—	65	6,388 Ft.
FIRST NATIONAL						
American Beauty	—	8	30	—	64	6,333 Ft.
Breakfast at Sunrise	1	6	20	2	64	6,042 Ft.
Burning Daylight	—	3	16	1	67	6,500 Ft.
Camille	1	5	38	14	74	8,692 Ft.
Crystal Cup, The	3	7	18	1	59	6,386 Ft.
Drop Kick, The	1	6	29	3	66	6,802 Ft.
Flying Romeos	—	6	10	—	59	6,184 Ft.
French Dressing	1	3	27	1	67	6,344 Ft.
Gorilla, The	1	8	29	6	68	7,133 Ft.
Gun Gospel	—	5	12	—	61	6,288 Ft.
Happiness Ahead	—	3	22	—	66	7,100 Ft.
Harold Teen	—	2	14	1	68	7,500 Ft.
Hawk's Nest, The	—	4	15	—	64	7,426 Ft.
Heart of a Follies Girl, The	1	2	13	—	63	5,957 Ft.
Helen of Troy	3	11	19	6	62	7,694 Ft.
Her Wild Oat	—	10	29	7	68	6,118 Ft.
Home Made	1	1	10	—	63	6,524 Ft.
Ladies' Night in a Turkish Bath	—	7	18	—	62	6,592 Ft.
Lady Be Good	—	1	15	—	68	6,608 Ft.
Life of Riley, The	—	4	35	2	69	6,720 Ft.
Little Shepherd of Kingdom Come	—	1	21	6	75	7,700 Ft.
Love Mart, The	—	4	38	2	68	7,388 Ft.
Mad Hour, The	1	7	14	—	58	6,625 Ft.
Man Crazy	1	5	26	2	66	5,542 Ft.
Noose, The	—	4	29	11	75	7,331 Ft.
No Place to Go	1	10	10	1	55	6,431 Ft.
Patent Leather Kid, The	—	5	36	19	77	11,412 Ft.
Rose of the Golden West	—	12	22	4	64	6,477 Ft
Sailors' Wives	2	4	13	—	58	5,484 Ft.
Shepherd of the Hills, The	—	4	32	9	73	8,188 Ft.
Smile, Brother, Smile	—	5	26	2	67	6,669 Ft.
Texas Steer, A	—	6	28	1	66	7,419 Ft.
Three-Ring Marriage	—	2	10	—	65	5,834 Ft.
Valley of the Giants	—	3	34	2	69	6,336 Ft.
Wagon Show, The	—	4	11	—	62	6,212 Ft.
Wheel of Chance	—	3	16	2	69	6,895 Ft.
Whip Woman, The	3	7	10	—	52	5,087 Ft.
Yellow Lily, The	—	2	21	1	69	7,187 Ft.
FOX						
Arizona Wildcat, The	—	3	19	—	66	4,665 Ft.
Blood Will Tell	—	2	9	1	68	4,556 Ft.
Come to My House	1	4	12	—	60	5,430 Ft.
Dare Devil's Reward	—	1	9	1	70	4,987 Ft.
Don't Marry	—	1	15	—	68	5,708 Ft.
Dressed to Kill	—	6	16	2	65	6,566 Ft.
East Side, West Side	—	2	26	5	73	8,154 Ft.
Escape, The	—	2	13	—	66	5,109 Ft.
Gateway to the Moon, The	—	4	16	1	66	5,038 Ft.
Girl in Every Port, A	—	2	13	2	70	5,882 Ft.
Hangman's House	—	3	18	2	69	6,518 Ft.
High School Hero, The	—	2	16	4	73	5,498 Ft.
Honor Bound	—	4	11	—	62	6,188 Ft.
Horseman of the Plains	—	2	10	—	65	4,397 Ft.
Ladies Must Dress	—	3	14	2	68	5,599 Ft.
Love Hungry	—	2	9	1	68	5,792 Ft.
Loves of Carmen	2	9	31	9	68	8,538 Ft.
News Parade, The	—	3	8	—	62	6,679 Ft.
No Other Woman	—	—	12	1	72	5,071 Ft.
Pajamas	—	1	15	2	72	5,876 Ft.
Play Girl, The	—	4	8	1	63	5,200 Ft.
Publicity Madness	1	7	19	—	60	5,893 Ft.
Road House	—	—	10	1	73	4,991 Ft.
Seventh Heaven	—	5	57	40	80	8,500 Ft.
Sharpshooters	1	4	18	2	66	5,573 Ft.
Silk Legs	1	2	20	2	68	5,446 Ft.
Silver Valley	—	2	20	2	70	5,011 Ft.
Soft Living	—	3	10	—	63	5,629 Ft.
Street Angel, The	—	—	3	8	92	9,221 Ft.
Sunrise	—	2	11	1	68	8,729 Ft.
Thief in the Dark, A	—	1	9	—	67	5,937 Ft.
Two Girls Wanted	—	6	13	2	64	6,293 Ft.
Very Confidential	—	2	13	1	68	5,620 Ft.
Why Sailors Go Wrong	—	3	15	—	65	5,112 Ft.
Wizard, The	—	3	17	—	66	5,629 Ft.
Wolf Fangs	—	3	9	1	65	5,331 Ft.
Woman Wise	—	—	10	1	73	5,050 Ft.
METRO-GOLDWYN-MAYER						
Across to Singapore	—	3	21	6	73	6,805 Ft.
Actress, The	1	6	20	3	65	6,998 Ft.
Baby Mine	6	6	21	1	57	5,139 Ft.
Becky	1	8	23	2	63	6,433 Ft.
Ben Hur	—	9	40	53	83	11,693 Ft.
Big City, The	—	7	30	3	67	6,838 Ft.
Big Parade, The	—	4	42	36	82	11,519 Ft.
Body and Soul	3	10	21	2	59	5,902 Ft.
Bringing Up Father	1	10	10	—	53	6,344 Ft.
Buttons	—	6	20	4	68	6,050 Ft.
Certain Young Man, A	—	8	9	—	56	5,482 Ft.
Circus Rookies, The	3	2	12	—	58	5,661 Ft.
Cossacks, The	—	1	24	2	71	8,601 Ft.
Crowd, The	1	4	15	4	68	8,548 Ft.
Diamond Handcuffs	—	3	12	1	66	6,057 Ft.
Divine Woman, The	1	7	29	6	68	7,300 Ft.
Enemy, The	2	4	22	2	65	8,189 Ft.
Fair Co-Ed, The	—	—	39	12	77	6,408 Ft.
Forbidden Hours	—	3	11	2	68	4,987 Ft.
Foreign Devils	—	2	9	—	65	4,658 Ft.

Title of Picture	Reporting "Poor"	Reporting "Fair"	Reporting "Good"	Reporting "Big"	Percentage Value	Length
Garden of Allah, The	2	10	34	8	65	8,200 Ft.
In Old Kentucky	—	10	31	3	65	6,646 Ft.
Latest From Paris	—	5	33	5	70	7,743 Ft.
Laugh, Clown, Laugh	—	2	27	2	70	7,045 Ft.
Law of the Range, The	—	3	10	—	63	5,393 Ft.
London After Midnight	2	8	40	10	69	5,687 Ft.
Love	—	1	11	1	70	7,365 Ft.
Lovelorn	1	12	13	1	56	5,950 Ft.
Man, Woman and Sin	4	11	31	5	62	6,280 Ft.
Mysterious Lady, The	—	—	12	3	76	7,652 Ft.
Patsy, The	—	5	26	4	69	7,289 Ft.
Quality Street	2	12	22	2	59	7,193 Ft.
Road to Romance, The	—	10	30	4	66	6,544 Ft.
Rose Marie	—	5	30	—	66	7,745 Ft.
Smart Set, The	—	2	32	5	72	6,476 Ft.
Spoilers of the West	—	3	12	1	66	6,280 Ft.
Spring Fever	1	7	40	6	69	6,507 Ft.
Student Prince, The	—	3	30	17	78	9,563 Ft.
Tea for Three	—	6	17	—	62	5,273 Ft.
Telling the World	—	1	16	4	74	7,184 Ft.
Thirteenth Hour, The	1	6	27	3	66	5,252 Ft.
Under the Black Eagle	—	1	9	—	67	5,901 Ft.
West Point	—	2	39	15	76	8,134 Ft.
Wickedness Preferred	1	1	12	—	64	5,011 Ft.
PARAMOUNT						
Barbed Wire	—	2	35	6	73	6,951 Ft.
Beau Sabreur	4	10	26	5	62	6,704 Ft.
Big Killing, The	—	3	11	—	64	5,808 Ft.
City Gone Wild, The	—	8	20	2	64	5,408 Ft.
Doomsday	—	5	13	—	62	5,665 Ft.
Drag Net, The	—	2	23	6	74	7,720 Ft.
Easy Come, Easy Go	—	7	23	1	64	5,364 Ft.
Feel My Pulse	—	8	23	2	65	5,889 Ft.
Fifty-Fifty Girl, The	—	7	13	—	60	7,720 Ft.
Figures Don't Lie	—	2	30	4	72	5,386 Ft.
Forgotten Faces	—	2	11	—	65	7,640 Ft.
Gay Defender, The	1	4	35	2	67	6,376 Ft.
Gentleman of Paris, A	—	9	27	3	65	6,017 Ft.
Gentlemen Prefer Blondes	1	10	25	6	66	6,871 Ft.
Get Your Man	—	2	37	6	73	5,889 Ft.
Half a Bride	—	2	15	—	66	6,263 Ft.
His Tiger Lady	—	7	12	—	59	5,038 Ft.
Honeymoon Hate	1	5	14	—	60	5,415 Ft.
Hot News	—	—	14	—	70	6,524 Ft.
Jesse James	3	6	24	3	63	8,656 Ft.
Ladies of the Mob	1	3	20	2	63	6,792 Ft.
Last Command, The	—	1	30	19	81	8,234 Ft.
Last Waltz, The	1	3	14	—	62	6,940 Ft.
Legion of the Condemned, The	—	4	32	10	74	7,415 Ft.
Love and Learn	—	3	21	2	69	5,737 Ft.
Magnificent Flirt, The	—	2	8	—	64	6,440 Ft.
Night of Mystery, A	—	7	23	3	66	5,741 Ft.
Now We're in the Air	—	8	38	9	71	5,798 Ft.
Old Ironsides	1	7	34	13	72	7,910 Ft.
One Woman to Another	2	5	12	1	59	4,551 Ft.
Open Range	—	3	22	—	66	5,599 Ft.
Partners in Crime	—	6	21	—	63	6,600 Ft.
Pioneer Scout, The	—	5	12	1	63	6,118 Ft.
Racket, The	—	1	12	4	75	7,646 Ft.
Red Hair	—	1	25	12	79	6,331 Ft.
Rough Riders, The	5	6	50	7	67	9,443 Ft.
Secret Hour, The	2	2	13	—	61	7,149 Ft.
Serenade	—	7	18	2	64	5,209 Ft.
Shanghai Bound	1	7	34	6	68	5,515 Ft.
She's a Sheik	—	5	29	3	68	6,015 Ft.
Shootin' Irons	—	3	11	—	63	5,179 Ft.
Showdown, The	2	9	17	3	61	7,616 Ft.
Something Always Happens	—	2	18	1	68	4,729 Ft.
Speedy	—	3	29	17	79	7,960 Ft.
Sporting Goods	—	4	27	2	68	5,951 Ft.
Spotlight, The	2	3	16	4	67	4,934 Ft.
Stark Love	2	1	15	—	63	6,203 Ft.
Street of Sin, The	—	2	27	3	71	6,218 Ft.
Sunset Legion, The	—	1	8	2	73	6,763 Ft.
Swim, Girl, Swim	—	1	49	4	72	6,124 Ft.
Tell It to Sweeney	1	8	22	1	62	6,006 Ft.
Three Sinners	—	5	17	2	66	7,029 Ft.
Tillie's Punctured Romance	2	6	8	—	54	5,733 Ft.
Two Flaming Youths	—	—	16	4	76	5,319 Ft.
Under the Tonto Rim	—	3	15	2	69	5,991 Ft.
Vanishing Pioneer, The	1	1	10	—	63	5,834 Ft.
Warming Up	—	—	11	3	76	6,509 Ft.
Way of All Flesh, The	—	2	36	24	81	8,486 Ft.
Wife Savers	1	10	19	3	62	5,413 Ft.
Woman on Trial, The	—	7	23	2	65	5,960 Ft.
PATHE-DeMILLE						
Almost Human	1	—	9	—	65	5,596 Ft.
Blue Danube, The	—	—	16	2	73	6,589 Ft.
Chicago	—	6	18	4	68	9,992 Ft.
Dress Parade	—	5	27	4	69	6,599 Ft.
Forbidden Woman, The	—	7	16	4	67	6,568 Ft.
Girl in the Pullman	—	1	12	2	72	5,990 Ft.
Harp in Hock, A	—	6	11	—	59	5,999 Ft.
Hold 'Em Yale	—	3	13	—	64	7,056 Ft.
King of Kings	—	—	4	6	88	13,500 Ft.
Leopard Lady, The	1	3	15	—	63	6,650 Ft.
Let 'Er Go Gallegher	—	1	12	3	74	5,888 Ft.
Main Event, The	—	4	16	1	66	6,472 Ft.
Midnight Madness	—	1	8	1	70	6,559 Ft.
Night Flyer, The	—	2	14	1	68	5,954 Ft.
On to Reno	—	3	10	1	66	5,495 Ft.
Rush Hour, The	—	—	11	1	73	5,880 Ft.
Skyscraper, The	—	3	16	—	65	7,040 Ft.
Stand and Deliver	—	2	18	—	67	5,423 Ft.
Walking Back	—	—	12	1	72	5,035 Ft.
Wise Wife, The	—	2	18	2	70	5,610 Ft.
Wreck of the Hesperus, The	—	3	16	2	69	6,447 Ft.
STATE RIGHTS						
Cruise of the Hellion, The	—	2	9	—	65	6,089 Ft.
Port of Missing Girls, The	—	3	11	—	64	7,270 Ft.
TIFFANY-STAHL						
Lightning	—	—	9	3	78	6,049 Ft.
Streets of Shanghai	—	1	11	2	72	5,276 Ft.
Wild Geese	—	1	28	3	72	6,448 Ft.
UNITED ARTISTS						
Circus, The	1	5	29	28	80	6,700 Ft.
College	—	5	17	6	71	5,362 Ft.
Devil Dancer, The	—	5	23	6	71	6,765 Ft.
Dove, The	—	13	22	10	68	8,400 Ft.
Drums of Love	—	6	16	3	66	8,350 Ft.
Garden of Eden, The	—	—	18	3	74	7,558 Ft.
Gaucho, The	—	5	38	19	77	9,256 Ft.
Magic Flame, The	—	1	39	6	73	8,300 Ft.
My Best Girl	—	4	45	22	78	8,500 Ft.
Ramona	—	—	27	16	81	8,200 Ft.
Sadie Thompson	—	3	37	14	76	8,700 Ft.
Sorrell and Son	—	2	27	21	81	9,000 Ft.
Steamboat Bill, Jr.	—	5	13	1	64	7,700 Ft.
Two Arabian Knights	—	1	27	16	80	8,250 Ft.
UNIVERSAL						
Alias the Deacon	1	5	16	—	60	6,869 Ft.
Cat and the Canary, The	—	4	52	14	74	7,190 Ft.
Cheating Cheaters	—	3	18	—	66	5,623 Ft.
Chinese Parrot, The	1	10	19	5	64	7,304 Ft.
Cohens and the Kellys in Paris, The	—	3	30	11	75	7,481 Ft.
Finders Keepers	—	3	14	1	66	6,081 Ft.
Four Flusher, The	—	2	11	—	65	6,193 Ft.
Galloping Fury	—	1	10	—	67	5,503 Ft.
Good Morning, Judge	—	1	13	—	68	5,645 Ft.
Hero for a Night, A	—	1	17	2	72	5,711 Ft.
Irresistible Lover, The	—	3	16	1	67	6,958 Ft.
Les Miserables	1	4	29	3	68	7,713 Ft.
Lone Eagle, The	—	3	17	1	67	5,862 Ft.
Love Me and the World is Mine	—	5	8	—	58	6,813 Ft.
Man's Past, A	1	5	17	—	61	6,135 Ft.
On Your Toes	—	4	18	—	65	5,918 Ft.
Painted Ponies	—	2	25	3	71	5,415 Ft.
Shield of Honor, The	—	3	9	—	63	6,172 Ft.
Silk Stockings	—	3	19	2	69	6,166 Ft.
Surrender	—	2	12	—	66	8,249 Ft.
Thanks For the Buggy Ride	—	4	10	—	62	6,197 Ft.
That's My Baby	—	4	13	3	69	6,073 Ft.
Thirteenth Juror, The	—	3	20	1	66	5,598 Ft.
We Americans	—	7	20	1	64	9,151 Ft.
WARNER BROS.						
Across the Atlantic	—	2	16	—	67	6,052 Ft.
Beware of Married Men	—	6	8	—	57	5,421 Ft.
College Widow, The	—	3	27	1	68	6,616 Ft.
Dog of the Regiment, A	—	2	12	—	66	5,003 Ft.
First Auto, The	3	1	3	3	61	6,767 Ft.
Fortune Hunter, The	—	1	10	1	70	6,638 Ft.
Girl From Chicago, The	—	5	17	—	63	5,978 Ft.
Glorious Betsy	—	—	10	11	86	6,800 Ft.
Good-Time Charley	—	6	12	2	64	6,302 Ft.
Ham and Eggs at the Front	—	5	10	1	63	5,613 Ft.
Jazz Singer, The	—	—	14	24	89	8,117 Ft.
Lights of New York, The	—	—	3	7	91	5,267 Ft.
Reno Divorce, A	3	5	2	—	40	5,492 Ft.
Sailor Izzy Murphy	3	3	5	2	56	6,020 Ft.
Silver Slave, The	—	6	14	—	61	6,124 Ft.
Tenderloin	—	1	21	8	77	7,782 Ft.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

A young man, married, energetic, full of new blood and new ideas, desires position as theatre manager, exploitation or publicity with a growing firm where there is a chance for future advancement. Fifteen years experience in exploitation, advertising, and theatre management; any kind of house. Have been connected with one of the large chains but desire a change. Will go anywhere. Box 383, care Motion Picture News, 729 7th Ave., New York City.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

Organist, eight years' experience cuing pictures, slides, library, union, at liberty September fifteenth, go anywhere. Address, Box 385, care Motion Picture News, 729 Seventh Ave., New York City.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

Manager, thoroughly experienced small town or neighborhood. Single, reliable. South preferred but not essential. Knows pictures, writes copy. Best references. Box 386, care Motion Picture News, 729 Seventh Ave., New York City.

Motion Picture Operator: Experienced on Power and Simplex machines. Not afraid of long hours, handy all around. Would like to get steady connection. Am 32 years of age and married. Box 381, care Motion Picture News, 729 Seventh Ave., New York City.

THEATRE MANAGER —Country wide experience exploitation, publicity, public relations. Versatile writer and trained in practical management. Can stage presentations. Will book, buy and handle pictures, road shows, tab, vaudeville and special attractions. Open for proposition after September 1. Have big city and small town experience. Prefer city of 100,000 or under. Address Box 379, care of Motion Picture News, Hollywood, Calif.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

For Sale or Lease

We have been authorized to sell at public auction the City Theatre, First and Jackson Streets, Hoboken, New Jersey, on the premises, September 12th at 2:30 P. M. This theatre is built on 100 x 100, of Brick. Seating capacity 800. Equipped with two Simplex 6CT power Projecting Machines, complete with Loop Setters, upper large Magazine, Motor attachment 110-volt, 60-cycle. Wurlitzer Electric Organ. Large Electric Sign with Motor. And all other fixtures necessary for immediate operation. For further particulars and terms of sale address H. J. Bauridel, Inc., 988 Bergenline Avenue, Union City, N. J.



Illustrating a wide variety of layout ideas which have been employed as newspaper exploitation for presentations of "Tempest" at first run theatres, the ads shown were used by the following: Rialto, Newark, N. J.; Penn, Pittsburgh; Alabama, Birmingham; Loew's, Nashville; Norva, Norfolk and the United Artists Theatre, Detroit.

Conducted by
An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
THE CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION
By Charles E. Lewis



(EDITOR'S NOTE: *This is the first of a series of short articles by Charles E. Lewis who recently completed a tour of the Mid-Western states for the* MOTION PICTURE NEWS *to study exhibitor conditions first-hand.*)

Comparing Eastern and Western Conditions

A comparison of prevailing conditions in theatre operation between the east and the middle-west brings one great point to the front. In my humble opinion I believe the average theatre manager in the section of the country that I visited is possessed of more initiative, more of the "go-getting" spirit than those of the east (myself included). They seemed to me to be keenly alert for each and every opportunity to capitalize on some idea, some stunt or some exploitation that would increase interest, not only in a particular picture, but in the theatre itself.

This constitutes in my opinion one of the reasons why they have been better able to weather the present depression better than theatres in the east. Of course, keep in mind that this article, as well as those to follow, are aimed at the average smaller town, and not the big cities. I never attempted to analyze the city conditions at any time.

Community Spirit Valuable Asset

I found better municipal tie-ups, newspaper tie-ups, civic co-operation and general showmanship than I thought existed in these places. Community spirit, that element which is most always overlooked in the east, is a great big valuable asset out in the mid-western parts. A better feeling is very evident in most of the towns and the desire to lend a helping hand to every worthy cause, regardless of immediate gain, is one of the things that we of the east could well copy. It's an angle that the Club has preached from the start, but has been lacking in many towns and cities where it could be converted into real money if only the managers would try and understand how to utilize it.

I found very few managers who were not members of the local Chambers of Commerce, Boys' Clubs, Boy Scouts and numerous other organizations, all which would bring them and their theatres to the front on many important occasions.

As far as other conditions are concerned, we could liken them to growing corn anywhere. You till the soil, you plant the seed and you give it proper attention while it grows. And, after all, this applies to any business regardless of where it might be. So the same could be said of theatre conditions all over the country. You must naturally follow certain prescribed rules, but you must add to them that certain "something" called individuality, personality or any other name that suits your fancy, but develop that knack of creating good-will, good fellowship and the "it" of theatre management, "Showmanship," and you are well on the way to success.



Dear Mr. Lewis:

Enclosed please find my application for membership in the Managers' Round Table Club.

I have been using the News for the past twelve years, and always appreciated the helpful and instructive information. I want to take this opportunity of congratulating you in organizing the Managers' Round Table Club, because it creates more interest among the managers to interchange ideas beneficial to Theatre Operation.

Very truly yours,
(Signed) M. A. Cooper,
Manager, Corona Theatre, Corona, L. I., Small-Straussberg Circuit.

An Open Letter

Dear Friends:

When we book an attraction which, in our belief, has exceptionally fine entertainment and laugh-giving qualities, we never have any hesitation, in "telling the world" about it. Yes, we even go so far, at times, as to "shout it from the housetops," with every bit of publicity and advertising at our command.

This time we are "telling the world"—and how!—about William Haines' latest, and to many qualified critics, his best picture, called "TELLING THE WORLD." In it you will see a new Haines—more mature, a little more sophisticated, but, withal, the same merry, impudent play-boy of the screen. He is as wise-cracking as ever, but with this difference: he has "grown up" a little, acquired poise and has dropped some of his boyish nonchalance, notably in scenes calling for rugged two-fisted action.

"TELLING THE WORLD" will play the Lyric Theater for two days, beginning Thursday, August 23rd. Haines plays the role of a dauntless, happy, carefree "cub" reporter whose assignments eventually take him to turbulent, warring China, where the girl he loves is trouping with a show. Anita Page is his new leading woman. She is a real new screen find—charming, beautiful and alive with personality and, according to William Haines a real actress and destined for starring honors in a short time.

You have, undoubtedly, been following this story which has been running in The News-Advocate. See your imaginary characters brought to life on the screen.

Tell your friends to tell their friends not to miss "TELLING THE WORLD," for we're "telling the world" that it is a picture you cannot afford to miss.

Yours very truly,
(Signed) EDW. T. ZADRA,
Mgr. Lyric Theater.

Above is reproduced the text of Mr. Zadra's message to the public through newspaper ad. Below Mr. Lewis describes how Zadra handled his campaign on "Telling the World."

"Telling the World" and How

Edward T. Zadra, manager of the Lyric and Ramsdell Theatres in Manistee, Mich., had to tackle "Telling the World" and brothers, that's exactly what he proceeded to do. Rarely have we come across a campaign so well executed as his.

Briefly, here is how he handled it: First keep in mind that this story was written by a newspaper correspondent and therefore opens the door to any newspaper editor in the country regardless of how hard-boiled he may be. So Mr. Zadra worked that angle with the result that his paper ran the serial terminating it a day before the opening of the picture. Also before the opening he ran an open-letter ad—which we reproduce on this page. This is the type of theatre advertising that is distinctly different and bound to attract attention to your theatre and results must follow. In addition to the above he also had teaser ads running throughout his papers showing a man with a megaphone and bold faced type reading: "TELLING THE WORLD," in other words, you can bet your last dollar that everyone in his town knew there was something doing in connection with "TELLING THE WORLD" and we are tickled to announce that the business was

(*Continued on following page*)

even better than was anticipated. We get just as much kick out of publishing such a successful stunt as he did in watching it "click." If a man would only take enough time to sit down and plan a real advertising campaign it would surprise him to find how easy these things can be worked out. And by following the Club pages hundreds of these are described, any one of which you can select and work into your own picture and theatre. Try it just once.

Another All Sound Theatre Clicks

After telling at length about the All-Sound Vita-Temple up in Toledo we were surprised to find there was another operating along the same lines for several months now, and as in the case of the first one, the second is just as successful in this particular field. I would even venture to say that the Cameo Theatre in Bridgeport was a step further advanced in this sound presentation. This is one of the Alfred Gottesman chain of theatres up New England way and ably managed by Edgar Lynch.

The Vitaphone acts in this house have ceased to draw a groan from the audience with the flashing of each trailer prior to the act, because the usual trailer is cut out. This is a mighty wise move because wherever the acts are presented grouped together, it does become very monotonous to look at the same thing before each and every act. Manager Lynch just starts with the name of the act flashed on a screen flooded with multi-colored lights and fades as the screen draw curtains open.

It is an idea well worth copying and we are sure that if you try it you will stick to this method.

"Mike" Can Be Used to Great Advantage

Sensible use of the microphone attachment to the Vitaphone equipment is another modern feature of the Cameo, and they never miss a chance to bring it into use, either in conjunction with some short subject or to stimulate interest in a coming attraction via a well-phrased announcement. We can think of about a hundred corking uses for the "Mike" and those theatres now equipped with one should make steady use of it and the others should get one as soon as possible.

Like Jack O'Connell up in Toledo, Manager Lynch cues all his non-synchronized subjects himself with the aid of his "staff" and they all constitute a regular board of strategy that spells "good" results right from the start.

Exhibitors up in the New England section would vote the time well spent if they would journey to Alfred Gottesman's Cameo Theatre in Bridgeport and take a lesson in "sound-picture" presentation from this pioneer in the field of "talkies."

Vincent Tompkins Assistant Manager of N. Y. Strand

The new assistant manager at the Mark Strand Theatre is Vincent C. Tompkins, Jr., formerly of the Earle Theatre in Washington.

Mr. Tompkins succeeds Franz M. Westfall, who was assigned to the new Stanley Theatre in Utica, N. Y.

"MANAGER'S ROUND TABLE CLUB"

The representative group of "wide-awake" theatre men who are finding to their profit that it pays to

"USE THE NEWS"

Membership has been increasing with wonderful rapidity and includes theatre managers from every corner of the globe.

"IT WONT BE LONG" before every real showman is enrolled in the CLUB, so if you want to be included, we suggest that you "shoot" the application in at once and thereby insure your name being published on the second membership list which will appear in a very short time.

We furnish the application blank, you fill it out and send it, care of the NEWS, 729 Seventh Ave., N. Y. C.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

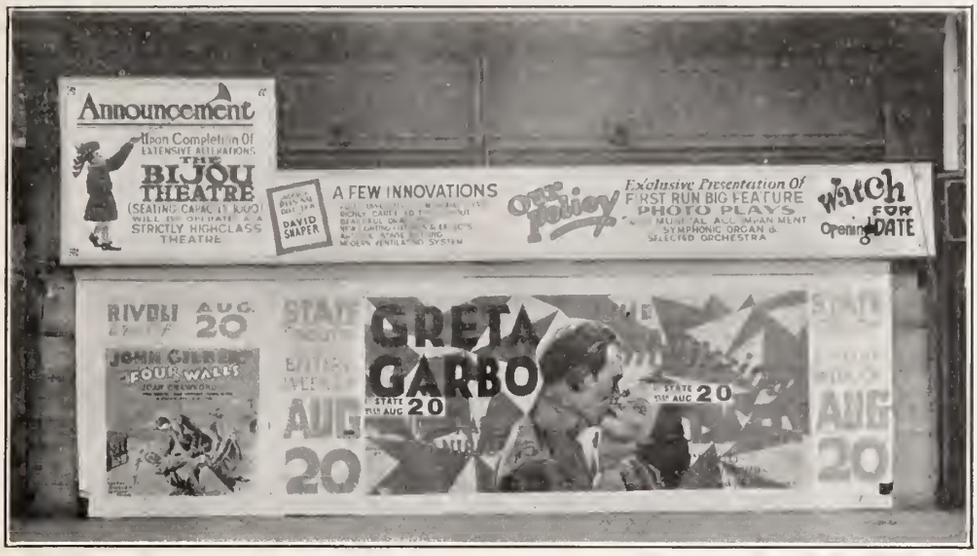
City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

Boosts Show at Rival House



THE true spirit of magnanimity among competitive exhibitors is not a myth, as we prove by the photo above. The upper part of the picture speaks for itself, the Bijou theatre, New Brunswick, N. J., is being remodeled and improved for first run presentations.

The lower half shows a stand comprising a 6 and a 24-sheet flash for two of Walter Reade's theatres in that town and both of them are in direct opposition to the Bijou.

David Snaper, who owns and will operate the Bijou, invited the managers of Reade's houses to use the Bijou front, notwithstanding the competitive relations between them.

This is a rather unusual proceeding that stamps Snaper as a showman who puts into practice the bigger principles of showmanship. Keeping the public's interest alive in motion pictures and in attending picture shows is the best way to cultivate the theatre's field of operation, even if it means the solicitation of business for the opposition during an interruption in the showings at the theatre man's own house. Snaper's lead is one that might be followed with mutual benefits all around by other showman.

Layouts for Special Films to Be Included in Mat Service

HAND-DRAWN ads exploiting special pictures released by the larger distributors will be an added feature of the material supplied theatre clients of the Theatre Ad Mat Service, Uniontown, Pa., it was announced this week by K. V. Woodward, general manager.

Hitherto the mat service provided special layouts for general use in connection with motion picture and stage presentations, such layouts being adaptable type heads and copy featuring any picture. With the addition of the new service, subscribers will receive in their monthly supply of mats a number of layouts featuring particular pictures of special importance.

The Theatre Ad Mat Service was inaugurated about a year ago and since that time has steadily increased its list of subscribers and now is supplying theatres in all parts of the country, including the houses of a majority of the largest theatre circuits, with a monthly shipment of mats for illustrations, borders and name slugs.

In announcing the extension of the service Mr. Woodward said:

"With the thought in mind that it could be of even more service to its clients, TAM has inaugurated this new plan which calls for the furnishing of special designs on all large pictures released in addition to the usual monthly shipment of general theatrical art. By this means, TAM clients will be able to reproduce in their local newspapers ads which have every appearance of being made especially for the one theatre. All producers have promised their full cooperation and the plan will probably be welcomed everywhere as a new thought in theatre publicity."

Finds Flivver Too Small to Ballyhoo Picture

Instead of using the proverbial flivver to ballyhoo a picture, Manager Jack Lykes secured a larger car to ballyhoo "Just Married" playing at the Strand Theatre, Tampa, Fla.

The larger car allowed more space to be filled in by wiseracks.

The old car was one of those topless contrivances, so an old beach umbrella was used instead. This really made the car more conspicuous and attracted plenty of attention.

Showmanship Briefs

ONE of the most welcome signs of the official close of the summer season is the reappearance, after a suspension of two months, of that most lively of theatre house organs, The Palace Review, published monthly by the Palace theatre, Hamilton, Ohio, under the management of Harry Turberg and Harry Silver. The Palace Review is well known to showmen all over the country and in Hamilton it enjoys a prestige and a reading public which places it among the most influential publications in that town. Joe H. Mayer is the editor. "Old Man Palace" is back on the job again, and working better than ever, for the September number, a copy of which was received by this department this week, is even more sprightly with comment and news about pictures and people and affairs than any of its predecessors.

ONE of Manager T. Y. Walker's best bets in advertising "Forgotten Faces" at the Noble Theatre, Anniston, Ala., was a tie-up with the town's leading photographer. The photographer displayed about twenty different photographs of people who had them taken nearly 20 years ago. Every photo shown was a person who had been or still is, a prominent citizen of the fair city of Anniston. To make the window display more interesting prizes were offered to persons identifying the photos.

THE Matinee Club idea has been found to be an instant success by Tom Forhan, manager of the Capitol Theatre, Welland, Ontario, as a means to develop and maintain juvenile patronage for Saturday afternoon shows. Cards bearing 10 spaces for punch marks are issued to the children, the names of the respective members appearing on the cards. When a ticket is purchased, the card is punched. After attending 10 successive Saturday shows, the membership card is good for one free admission. Matinee memberships have proved an excellent incentive, Mr. Forhan has found, and Saturday patronage has held up in spite of counter attractions.

MANAGER H. S. AMOS used a walking ballyhoo in the form of a young man attired in evening clothes to advertise the all-talking picture, "Lights of New York" at the Plaza Theatre, Asheville, N. C. Instead of using the regular studs in his stiff bosom shirt, the young man used flashlight bulbs which were connected by a wire to a battery in one of the pockets.

MOVIE fans of Oklahoma City wrote their own titles for stills on "The Man Who Laughs" when that production played at the Liberty Theatre. The Oklahoma News ran pictures from the film for seven days before the play date of the film. The theatre offered forty dollars in cash prizes and theatre tickets for the best titles to the stills.

IT'S not very often that Manager Jack Lykes, of the Strand Theatre, Tampa, Fla., displays an 850- dollar shadow box in his lobby but that's just what he did to advertise "A Ship Comes In." The expensive lobby display was made possible through a tie-up with the Clyde Line. The display was a picture of one of the Clyde Line's fleet of ocean-going vessels with revolving lights behind it to give the effect of the ship passing through waves of the briny deep.

Pick Best Exploitation Ideas Submitted for "The Barker"

JUDGES of the exploitation idea contest conducted by First National for "The Barker" have selected the winning entries in the exhibitor competition to which hundreds of showmen operating theatres in all sections of the country responded. Upon completion of the work of checking the various campaign outlines submitted, the judges announced the following as winners of the contest:

The first two cash prizes were awarded to Walter E. Parks, manager of the Leeds Theatre, Winchester, Ky., and H. Gittleson, Prospect Theatre, Flushing, L. I. The winners of the next five cash prizes are Theodore Fleisher, Crescent Gardens Theatre, Revere, Mass.; L. L. Levy, Ideal Theatre, Corsicana, Tex.; F. B. Hill, Liberty Theatre, Walla Walla, Wash.; Hal G. Olson, Adler Theatre, Marshfield, Wis.; and George W. Reap, Arcade Theatre, Ft. Myers, Fla., last of the winning exhibitors.

Two-thirds of the contestants held that the best selling angle in "The Barker" is the behind-the-scenes expose of street carnival life, and First National's advertisements of the production will stress this angle strongly.

Exhibitors who received honorable mention for their contributions to the contest are: G. S. Kenny, Community Theatre, Greenwood, Ind.; Fred J. Cassin, Loew's Cameo Theatre, Cleveland; J. Luther Thomas, Jr., Capitol Theatre, Chambersburg, Pa.; R. J. Boyd, Jefferson Theatre, Honaker, Va.; Guy E. Hammitt, Majestic Theatre, Seymour, Ind.; Robert G. Hudson, Alden Theatre, Safety Harbor, Fla.; M. Cebulesky, Lyric Theatre, Summit Hill, Pa.; Lon B. Ramsdell, Colonial Theatre, Haverhill, Mass.; J. A. Glazier, Strand Theatre, Nantasket, Mass.

Helling Takes Christie Prize for "Tillie" Exploitation

V. J. HELLING, of the Baker Amusement Company, Keokuk, Iowa, is the winner of the $300 first prize in the advertising and exploitation contest on "Tillie's Punctured Romance" conducted by the Christie Film Company.

The contest was inaugurated with the release of the picture, March 6, 1928, and theatre managers and advertising men were eligible to compete; it closed June 1st.

Hundreds of campaigns were forwarded to "Tillie" at the Christie studios and later submitted for judgment to Pat Dowling, publicity and sales director of the Christie Company and Russell Holman, advertising manager for Paramount.

A review of the campaigns proved theatre managers and the advertising and publicity men had extended themselves to put the picture over with the public. Many of the methods used were elaborate, ranging from a complete circus campaign, including parades, special banners and posters and lobby displays, to simpler means of exploiting the picture, but all showed considerable thought and expenditure of time.

Mr. Helling used the circus idea to create patronage during the run of "Tillie" through his circuit. He organized a parade with all the circus paraphernalia.

Prior to the opening special posters and snipes were placarded all over town, thus creating advance interest in the picture. During the run the theatre lobby was transformed into a circus side show tent with the ticket seller installed just inside the flaps of the tent. The circus idea was further carried out inside the theatre where vendors sold pop corn, pink lemonade and hot dogs.

Other winners of the prizes which totaled $1,000 are C. T. Perrin, Sterling Theatre, Greeley, Col., $200; John D. Moody, Rialto Theatre, Chattanooga, Tenn., $100; and J. L. Hobby, Strand Theatre, Tampa, Florida, Vernon Gray, Metropolitan Theatre, Boston, Mass., W. F. Davis, Metropolitan Theatre, Winnipeg, Manitoba, Canada, and H. E. Jameyson, Miller Theatre, Wichita, Kansas, who each received $50.

Pulse Tests to Determine If Patron Enjoys Show

"FEEL MY PULSE" is not only a movie title, but it may hereafter be a command to your family physician to determine whether or not you have enjoyed a picture.

During a recent showing of "Drums of Love" at the Lyric Theatre, Cincinnati, physicians, who have contended that the spectators' reaction to a picture is definitely recorded by the heartbeats, proceeded to conduct an experiment in support of their theory. The subjects were Florence Haw and Bernice Ahi. Both girls claimed they enjoyed the picture, although Florence's pulse remained normal, 72, while the pulse of Bernice rose to 108.

"They Talk" Featured Line in Sound Film Display

Manager Tom Holliday played up the talking feature on the "Lion and the Mouse" in his marquee display when that picture was the current film attraction at the Ritz Theatre, Columbia, S. C.

At one end of the marquee was a huge cut-out of May McAvoy with a banner containing the word, "Mouse" floating overhead. On the other end of the marquee was a large cut-out of Lionel Barrymore with a "Lion" banner waving above.

Between the two cut-outs were cut-out letters reading, "They Talk." These letters were studded with electric lights and made a very flashy showing, especially at night.

Just underneath "The Talk" was a lettered sign reading, "Over the Vitaphone—May McAvoy—Lionel Barrymore."

"Dancing Daughters" Strut on Float as Ballyhoo

A special and appropriate float was used to ballyhoo "Our Dancing Daughters," when it played at the Strand Theatre, Akron, Ohio. Ray C. Brown, theatre manager, assisted by an M-G-M exploiteer, managed the campaign of which this stunt was a part.

A new Graham truck was used and a flowered float was placed on it with two young ladies, in special costumes, dancing on the truck accompanied by an orthophonic, loaned by the Rudick Music Store. Truck was used two days, Friday and Saturday, preceding the opening, covering the down town streets, out in front of the Goodyear, Firestone and Goodrich tire factories. As the truck would stop for light signals the girls did a little dance. Banners on two sides of truck and back, made in shield shape, read: "'Our Dancing Daughters,' The Jazz-Mad photoplay, Strand Sunday."

Baseball Fever Makes Tow Hot for "Warming Up"

Down in Jackson, Tenn., we are told the town is baseball crazy and will sponsor anything that has a tinge of baseball to it. That's the frame of mind Manager Jack H. Hodges found the various Civic Clubs of Jackson when he asked them to sponsor a tie-up on "Warming Up" at the Lyric.

The various Civic Clubs sponsor a city baseball league made up of teams from the various department stores, industrial concerns and railroad. The Civic Clubs asked all the baseball players to appear in their uniforms for a little warming up exercise in the form of a parade which would eventually lead them to the Lyric theatre to see a great game enacted on the screen.

Some of the players carried banners while others carried small baseball cut outs from window cards on which appeared a cut of Dix and the title of the picture. The banners carried copy about the picture, theatre and play dates.

Sound May End Stage Acts in San Francisco

Possibilities that the talkies may drive stage productions from the Curran and Geary theatres, late this fall looms large in the theatrical horizon of San Francisco. From Homer Curran, now in Los Angeles, comes word of an offer for a 5-years' guarantee covering both theatres. The guarantee is so large, he said, that it would exceed any profit the house could hope to make with the present class of productions. The offer comes from a theatrical combine in the East.

Roaming Camera Men "Shoot" Mysterious Ladies

The Knoxville Journal co-operated with Manager Chas. H. Amos in a newspaper hook-up that gained plenty of publicity for "The Mysterious Lady" playing at the Riviera Theatre, Knoxville, Tenn.

The newspaper sent one of their photographers on the streets with instructions to shoot a pair of ladies without their knowledge of having the picture taken. This proceedure was pursued for several days in advance of play date.

Key City Reports

New York City

AUGUST business done in Broadway houses has conclusively proven that managers need have no fear of a hot weather slump if the attractions are of sufficient strength to interest the public. The last week's trade was consistent with the pleasing returns registered the fore part of the month; again we must state that it is due to a strong line-up of pictures plus sound. The number of sound pictures along the street has been steadily on the increase and novelty or not the public is letting go of real money to look them over. A strong point, too, is the fact that producers of sound pictures are overcoming many little flaws found objectionable by local newspaper reviewers and the boys are coming through with some flattering remarks.

More house records were broken last week when "The Terror," Warner's all-talkie, topped the mark set by Al Jolson in "The Jazz Singer." Warner's claim that seats are selling eight weeks in advance for this show and that capacity has been registered at every performance since it went on three weeks ago.

Standee business is also being done by M-G-M's "White Shadows" at the Astor, another picture done with sound. This picture has been in town all of August and a third performance on Sunday and holidays has been arranged. **First National's "Lilac Time" is likewise making a lot of money** for this company, not only in this town but all over the States. At the Central, business has been very good.

Columbia's "The Scarlet Lady" left the Embassy to let in that company's "Submarine" and attendance and press notices on the latter have both been good. Business at the Roxy continues among the figures that bring smiles to the Roxy countenance. "Four Sons" (Fox) made it a three-weeks' stay and **"Fazil,"** another Fox picture is in at present. The Rialto only fell a bit below its previous week's showing with **"The Patriot," which means that these houses did nice business again. And the same can be said for "Tempest"** at the Rivoli. Barrymore and sound proved a tempting morsel for this town's taste in pictures.

Both the Strand and Paramount using a combination sound and silent program, fell a bit below their usual weekly marks—but not enough to be alarming. The **Paramount showed "Sawdust Paradise" (Par.) with sound, and the Strand, "Oh Kay" (F.N.).** These houses registered the only signs of weakness along the street. **The Capitol did another good week with John Gilbert's "Four Walls"** (M-G-M).

Fox's "The Air Circus" came into the Gaiety last Saturday and it is put down as a good picture. Whether the picture, served without some trimmings, is a $2 attraction there may be some question. The feature only runs about one hour and twenty minutes but there's another hour of Movietone subjects and on the whole the program is a plasing one. Fox's **"Red Dance" and Movietone did another so-so week** at the Globe.

Paramount's vet special, "Wings" did another very good week's trade at the Criterion where it has been for over a year. **Selwyn's "Dawn" played the little Cameo to good business.**

Los Angeles

DESPITE the raise in prices which went into effect at Warner Brothers Hollywood Theatre this week, a long line of patient patrons forms constantly on both sides of the box office and the new attraction, "The Terror," is doing capacity. The Vitaphone offering is drawing them in to the extent that Warners takes the lead in doing good business at this writing.

"White Shadows in the South Seas," at Grauman's Chinese, ranks second. It is enjoying splendid business and continues to run with encouraging indications of a protracted engagement.

At United Artists Theatre, the advertising of Samuel Goldwyn's "Two Lovers," which states that the picture is the last joint appearance of Ronald Colman and Vilma Banky, seems to have stimulated business at the down-town house. Receipts evidence increase in paid admissions over recent attractions at that house.

"The Godless Girl," the C. B. DeMille current offering, continues to do well at the Biltmore Theatre and the Fox picture starring Janet Gaynor and Charles Farrell in **"The Street Angel," is doing moderately** at The Criterion.

At The Carthay Circle, Colleen Moore in **"Lilac Time" hold on. With the same First National star in "Oh Kay," Loew's State cashed in,** and the following attraction, **"Four Walls," was well received** at Loew's and it looks as if the Jack Gilbert starring vehicle would do a record week.

It is reported that "The Fleet's In," the Paramount picture starring Clara Bow, is doing capacity, although business previous to its opening, was off.

An average of good business was enjoyed by nearly all houses during the event of "Greater Movie Week."

Ottawa

THEATRES of Ottawa, Ontario, got back into something like their regular stride during the week of August 27—with the Ottawa Fair over, summer sports petering out and the weather a little cooler.

One of the best features of the season was "The Goodbye Kiss." From both a picture and business standpoint, this picture, directed by Mack Sennett, had the Centre Theatre sitting pretty.

There was an excellent attraction at the Regent Theatre in "The Mysterious Lady," thanks to Greta Garbo and the picture's colorful action. **The box office was busy all week,** matinees showing a particular increase in patronage.

B. F. Keith's also had a splendid comedy-drama in **"Chicken a la King,"** a strong cast being seen to good effect. Crowds at Keith's were substantial and they were pleased with the feature.

The Imperial had a type of production in "Detectives" that is popular with its regular patrons and they were out in goodly number. The picture was well received.

"The Hunchback of Notre Dame" had a healthy run at the Laurier Theatre in Hull, Quebec, the French-Canadian patronage being highly enthusiastic over its appearance there. **Big business was the result.**

The Eden Theatre, Hull, was also a popular rendezvous for the engagement of "The Sport Age," the patrons there being well pleased with the feature.

Harrisburg, Pa.

HARRISBURG theatre patrons were most favorably impressed by their first experience with a complete picture play accompanied by sound devices when they went to Loew's Regent this week and saw and heard **"Tempest,"** starring John Barrymore. Prior to that the only talkies produced in the city were news reels with Movietone accompaniment. **The innovation had a very strong popular appeal as reflected in big box office receipts.**

Though the weather during the first four days of the week was oppressively warm, business in all the theatres was quite satisfactory under the circumstances, as many persons have returned from summer vacations. The last two days were refreshingly cool and this brought out the movie patrons in increased numbers on Friday and Saturday. Richard Barthlemess in twin roles in **"The Wheel of Chance," at the Colonial, proved particularly acceptable entertainment and drew big crowds, while at the Victoria good summertime business was done with "Just Married," the comedy offering of Anne Nichols which won high praise from the newspaper critics.**

At the State the first half of the week the movie offering was Myrna Loy in **"The Crimson City," which proved popular in connection with a sprightly vaudeville bill.** The Russell presented Tex Maynard in **"Wanderer of the West," with a fair degree of financial success, and the Grand cashed in quite satisfactorily with "Fangs of Destiny,"** starring Dymanite, another "wonder dog," coupled in a double bill with Jack Hoxie in **"Heroes of the Wild."** Thomas Meighan, in **"The Racket,"** was shown at the National.

Minneapolis

LAST week was a very good one for the theatres in point of attendance, most of them having some conspicuous attraction to draw in the crowds.

"Street Angel," held over for its second week at the State, made a very satisfactory gross. Only one other picture, "Lights of New York," had run two consecutive weeks at the State, and "The Street Angel," therefore, must take rank as one of the biggest box office smashes of the year.

"Fazil" at the Minnesota did an excellent business, and there was much nice comment on this picture. It was supplemented by the Publix stage show, "Cameos." **The Lyric divided the week between "Half a Bride" and "Doomsday," and did about the average business on each of them. Pantages was showing "The High School Hero," but the big magnet was Eva Tanguay in a personal appearance. The Hennepin-Orpheum had a good program for the movie fan and profited accordingly.** Sessue Hayakawa was appearing in person in a one-act skit, "The Man Who Laughed," and the film attraction was **"Beyond London's Lights."**

The neighborhood houses profited by the cool weather and the fact that they were showing some sure-fire pictures. **Good records were made by "Tillie's Punctured Romance" at the Loring, "The Racket" at the Lagoon, "Wheel of Chance" at the Arion, and "The Cossacks" at the Rialto.**

Competition was a little keener than it has been recently as the Gayety (burlesque) and the Palace (musical stock) opened for the season.

Philadelphia

BUSINESS at the downtown motion picture theatres started off well, but two excessively hot days in the middle of the week caused attendance to drop off.

"Hot News," with Bebe Daniels, a highly amusing comedy, proved a good drawing card for hot weather and business at the Arcadia was better than last week.

Business at the Stanton, with John Gilbert in "Four Walls" was just average for a second week's run at this season.

Janet Gaynor and Charles Farrell continued to attract throngs to the Fox Theatre for the second week's run of "Street Angel," with the same prelude, "Venetian Festival," with a realistic background, featuring Eric Titus, a tenor, who sang "Angela Mia" the theme of the picture. There were no presentation acts.

"Lights of New York," the first all-talking picture, which was introduced at the Stanley last week where it excited much interest, was transferred to the Aldine Theatre, where a very satisfactory week was reported, although there was considerable diversity of opinion as to the success of the sound synchronization.

The Stanley had a good week with "Her Cardboard Lover" and a diverting surrounding bill.

The Carman had a good week with "Say It With Sables" on the screen and a surrounding bill featuring the humorous and eccentric dancers, Harry A. White and Alice Manning.

The Forum had nothing to complain of with "The Irresistible Lover" and an excellent surrounding bill which contained something to appeal to every taste.

Of the second-run houses, the Palace with Colleen Moore in "Happiness Ahead," had a good week considering the season, although two hot days in the middle of the week reduced receipts appreciably. "Forbidden Hours" was the attraction at the Victoria and average business was reported. "Detectives," a rollicking comedy with Karl Dane and Geo. K. Arthur proved more popular with audiences at the Globe than "The Lion and the Mouse" presented the previous week.

Kansas City

A WEEK of fair attendance marked Kansas City's first touch of fall weather. Although there was no marked difference between the week just closed and preceding weeks, there was a slight increase in attendance.

"The Street Angel" at the Globe held up well for a week, as did "The First Kiss" at the Newman, featuring Fay Wray and Gary Cooper. At the Pantages theatre "The Port of Missing Girls" did an unusually large business, having a wide appeal and doing a big matinee business in comparison to the average afternoon crowds. "The Scarlet Lady" did an average business at the Uptown, as did "The Night Watch," featuring Billie Dove, at the Mainstreet. "Four Walls," with John Gilbert, did better than average business at the Midland.

The usual newspaper space and nothing out of the ordinary in exploitation was used by all of the theatres.

Cincinnati

THE week in the Queen City, although not hanging up any records to shoot at, was nevertheless satisfactory, with the evenings gradually getting cooler, the after-dinner attendances are atoning to a considerable degree for the more or less slack afternoons.

At the Albee, where Colleen Moore was seen in "Oh Kay," the audiences were quick to place their O.K. on both the picture and vaudeville acts which supplemented the screen attractions. The customers came in goodly numbers throughout the seven-day engagement.

Emil Jannings in "The Patriot," at the Lyric, proved a good draw, and was well liked by the lovers of the more serious drama. It is quite likely that the picture will be held for an additional week.

"Lights of New York," the first all-talking picture to be presented at the Capitol, had a steady following throughout the week, and the box-office check-up was entirely satisfactory to the management.

Keith's showed "The Crimson City," to good returns, the same being true of the Strand, with "Chinatown Charlie."

"Not for Publication," the first-half attraction at the Family, with "The Little Snob," penciled in for the last half, attracted about an average clientele for this house, which can generally depend on about the usual number of "regulars" where the admission price is a factor.

With the opening of the new season next week, managers look for a decided increase in business all along the line.

Atlanta

THE Howard this week apparently headed Atlanta theatres, offering John Barrymore in "Tempest." Although there was voiced a strong difference of opinion from those seeing this picture, it held its drawing power throughout the week at a steady good pace.

Keith's Georgia rang up a good gross with "The Scarlet Dove," plus a headlining vaudeville program.

Next door the Capitol offered a double headed program, Glen Tryon in "How to Handle Women," and Clara Bow in "Primrose Path." Business slumped a bit for this house.

At Loew's Grand a fall-off was noticeable. Not that "Wickedness Preferred" was directly the cause as this house has been on the downward path for several months. The Cody-Pringle number drew good laughs.

After a two-weeks' run of "Four Sons" the Rialto will at the end of this week bid it adieu, not reluctantly. It is hard to say why this picture failed to hold up. The first week's run proved fine but not even then comparable to the expectations of the management and value of the picture. The second week failed so that, although booked for a third week, it is being withdrawn.

The Metropolitan enjoyed an unusually good week with William Boyd in "The Cop," while good Vitaphone acts drew attention.

Oklahoma City

CLOUDY and cooler weather prevailing, and while none of the attractions have turned "em" away, the business has been very good the past week.

Rod La Rocque drew fair business at the Empress for first half of the week, but Colleen Moore in "Lilac Time," commencing Wednesday drew big and expected to run for indefinate run.

"Uncle Tom's Cabin" has commenced its second week at the Liberty and full houses have prevailed daily, and "Fazil," the review picture shown Saturday night was pronounced excellent by the large crowd present.

John Gilbert in "Four Walls" drew good business at the Criterion theatre.

The Capitol had a big and most excellent bill, the headline act being "The Swell Head" with lovely Bessie Love and Eddie Foy as the stars, and the picture was excellent. The feature "Across the Atlantic." Warner Brothers synchronized production starring Monte Blue was pronounced good, and was well liked by all patrons seeing it.

The Victoria's bill, "Cheating Cheaters" with Betty Compson and Kenneth Harlan as stars, enjoyed very good business.

Milwaukee

STATE FAIR WEEK brought in hosts of theatre-goers to the down-town theatres last week. Business was boosted at practically every house to a very appreciable extent. The Davidson, with a musical comedy, offered considerable competition to the picture houses but nevertheless, things were sprightly at the first run theatres.

The Wisconsin offered "Four Walls" and was rewarded with very good patronage. The Merrill found business fairly brisk with "Hell Ship Bronson."

"State Street Sadie" did good business during its week's stay at the Garden. The double feature program at the Strand, "Heart Trouble" and "The Wright Idea" was very successful in drawing excellent patronage. The vaudeville houses were very well attended throughout the week. The Riverside offered "Fleetwing." The feature picture at the Orpheum was "Man-Made Women."

Theatres on the outskirts found business rather dull throughout the week. "The Cossacks" at the Garfield, Uptown and Modjeska was fairly well attended. "Tenderloin" at the Oriental and Tower brought in moderate results. "No Other Woman" at the State was very successful. The Milwaukee drew good houses after having been closed for some time with "Shepherd of the Hills." "Road to Ruin" drew fair business at the Venetian.

Indianapolis

BOX office receipts were bad in Indianapolis last week because of the vacation season and bad weather.

Personal appearance of Jackie Coogan at the Circle in connetcion with the showing of "The News Parade" was a flop.

English's had fair business at "The Big Drive" because of attendance of Veterans of Foreign Wars delegates at the national convention.

"State Street Sadie" at the Apollo was a disappointment from box office view.

John Gilbert and Joan Crawford in "Four Walls" at Loew's Palace did only fair.

"The First Kiss," did average business at the Indiana.

Neighborhood business was fair.

The State fair which opened Saturday was expected to cut box office receipts this week.

Des Moines

DES MOINES THEATRE played up the opening of Fox Movietone News and it got a big reception. Very well received indeed. The feature film was "Hot News" with Bebe Daniels hitting a good role as a camerawoman. The week was a good one...

At the Capitol, Manager Frudenfeld had "Take a Chance Week" well advertised ahead and this plan again proved itself successful. The feature was "The Magnificent Flirt" with Florence Vidor and the stage show was up to average attraction.

At the Strand theatre the two pictures played there equally well to good houses. The first half was "Detectives" with George K. Arthur and the last half was "His Tiger Lady" with Adolph Menjou and Evelyn Brent.

The smaller theatres report that the hot weather has affected the trade but that they cannot complain at the box office results.

Birmingham

AS a whole, there was a general improvement in business in the Birmingham theatres the past week. The Ritz, with a Movietone edition of "Street Angel," had a very good week, although not as big as the preceding Fox opus, "Seventh Heaven," starring the same players, Charles Farrell and Janet Gaynor. The Alabama had Parmount's "Forgotten Faces," with Clive Brook, and got over to nice business.

Dallas

DALLAS has had relief from the extremely hot weather of the past few weeks and the last seven days included some very cool days which may or may not have had something to do with the exceptionally good business enjoyed by the Dallas theatres this week. Business was up at all first run houses and no bad attendances were reported.

At the Palace, "Lilac Time" with Colleen Moore and Gary Cooper proceeded to hang up a record for that theatre and every matinee and evening performance accounted for a capacity house with more waiting to see the show. The show was very heavily billed and proved pleasing to the patrons although a number of comments were heard about the picture being draggy in spots and with the action scenes split up.

"Hit Of The Show" with Joe E. Brown and Gertrude Olmstead brought the Majestic a good week, although the totals for the week were not large. George Broadhurst headed the Interstate vaudeville bill which accounted for a good percentage of the business. The picture shown was the non-synchronized picture although there is a synchronized print.

At the Melba, "The First Kiss" with Fay Wray and Gary Cooper turned in a good attendance for the seven day run, although business was off from the week before which was expected. Movietone News and Vitaphone shorts completed the well balanced and pleasing program.

"Uncle Tom's Cabin' the Universal Super-Special with Margarita Fischer, Edmund Carew, James B. Low, Mona Ray and Virginia Grey brought the Capitol capacity business and proved to be the best liked picture for the past week. The matinees checked off a full house each day and the evening performances during which the Capitol's new 20 piece orchestra was in action were capacity plus.

The Old Mill's attendance was off for the week with "The Crystal Cup" starring Dorothy Mackail and Jack Mulhall, and "Out of the Ruins" with Richard Barthelmess and Marian Nixon. This was no doubt due to the exceptionally strong competition of the other first run houses.

At the Arcadia "the Heart of a Follies Girl" featuring Billie Dove, "The Cossacks" with John Gilbert and Renee Adoree and "The Enemy" with Lillian Gish and Ralph Forbes turned in good receipts for the week.

Dallas

(Previous Week)

BUSINESS at the Dallas first run theatres has been exceptionally good the past week although the weather has been hot and only fair business was expected. Good pictures with sound publicity behind them and attractive lobbies secured the business and turned in a nice profit for the week.

The Melba offered the outstanding attraction of the week and secured the largest patronage of any of the first run theatres for the week. "Lights of New York" featuring Cullen Landis and Helene Costello, a Warner Bros. all talkie was the attraction and more than proved that Dallas at least is extremely interested in synchronized pictures. The broadcasting of the talking sequence of the picture over a local radio station proved more than a good idea. Movietone News and three Vitaphone shorts completed the program. Business for the week was big and from indications at the last showing a continued good business could have been done for several days.

"The Escape" starring William Russell and Virginia Valli, at the Majestic accounted for good business for the seven day run and pleased the patrons. A Movietone News Special giving Al Smith in his acceptance speech was played up in the publicity and accounted for a good share of business. An Interstate vaudeville bill with one exceptional number completed the program.

At the Palace, "Four Walls" with John Gilbert and Joan Crawford, checked off a good week although receipts were not big. Business at the Palace has held up exceptionally well for the past several weeks and each week accounted for a nice profit which is exceptionally good considering the extremely hot weather just passed.

"The Port of Missing Girls," with Barbara Bedford and Malcom McGregor, at the Capitol brought an increase in the attendance over that of last week. Business was much better than the business of the past few weeks although receipts were only fairly good.

At the Old Mill "Under the Black Eagle," featuring Marceline Day, Ralph Forbes, and Flash, turned in only fair receipts. The Old Mill has been keeping up a fair average throughout the summer with no big business accounted for.

"Happiness Ahead," with Colleen Moore, "Across the Atlantic," with Monte Blue, and "The Noose" starring Richard Barthelmess, brought good totals for the week at the Arcadia.

St. Louis, Mo.

JOHN BARRYMORE in "The Tempest," a sound picture, played to excellent business at Loew's State Theatre, Washington avenue at Eighth street, the week ending on August 31, proving once more that after all the picture is the thing that counts most in motion picture theatres.

Out at the Missouri Theare, Grand boulevard and Lucas avenue, Richard Barthelmess held forth in "Out of the Ruins" and it is understood the engagement was most satisfactory. Dick has quite a following in St. Louis.

Just across the street at the Grand Central "Lilac Time" continued its successful run.

The St. Louis Theatre, Grand and Delmar boulevards had a very good week with Laura La Plante in "Home, James."

Down-town at Skouras Brothers Ambassador Eddie Lowry put on an anniversary celebration all his own and attracted very large crowds throughout the week. For that reason the actual drawing powers of "Across the Atlantic" could not be guaged accurately. It is fair at best.

Tampa

ANOTHER big week for the "talkies," with "The Street Angel," synchronized, four Vitaphone acts and the Movietone News. Through the fact that the show ran a full two and a half hours, which cut the usual five shows daily down to four, the Victory gate was not as large as usual but the business was big.

"Four Walls" gave the Tampa one of the largest Sunday's business of the summer, but the draw did not hold up the following three days, which were just about average. "The First Kiss" was the featured attraction the last half and it kept business up to average.

The Franklin with the big features brought back for a second showing at a two-bit price, continues to draw very good business. They had a good line-up this week with "What Price Glory," "The Latest from Paris" and "The Noose."

With all the real drawing cards in the other houses the Strand suffered again this week and business registered just fair. The pictures featured were: "A Grain of Dust," "None but the Brave" and "The Daredevil's Reward."

Portland, Ore.

GREATER MOVIE SEASON is now at its height and all houses report increased interest in their offerings, and in consequence increased attendance is the rule, especially among the first run houses. The extra effort, house co-operation and advertising have certainly brought result.

Manager Walter Tebbetts is much elated over the reception accorded "Uncle Tom's Cabin" during the first two days Saturday and Sunday 19,652 saw the great classic in this atmospheric playhouse, and it promises to be here for a long and successful run. Jean Hersholt and Marian Nixon gave a finished screen production in "Jazz Mad" which was full of pathos and drama. "Anchors Aweigh" was shown through the courtesy of the United States navy. Joseph Sampietro and Columbia orchestra played selections from "Show Boat." These stellar attractions brought out an increased attendance at "The Columbia."

Joe Roberts and his banjo was the major attractions at Pantages, and he received a warm welcome. Charles Morton and Sally Phipps took the leads in "None But the Brave" screen attraction, and were the chief reason for big attendance throughout the week.

Manager Norman of The Blue Mouse reports interest unabated in the "Lights of New York," and prospects are it will be continued here for the seventh week.

Janet Gaynor and George O'Brien in the hands of Murnau make the screen production "Sunrise" a classic, and titles are hardly needed. At practically every evening performance seats were at a premium, and in consequence "The Broadway" hit a high record in attendance figures. Georgie Stoll and orchestra staged a Spanish burlseque. In the movietone reel Al Smith's acceptance speech received a hand from some of his adherents.

Albany

LAST week was a rather tough one from the standpoint of business in the motion picture theatres of Albany and Troy. In the first place it was far too hot for any one to visit the theatres, and in the next place every one got out of town on Friday or Saturday, and remained away for over the week end. But the greater part of the loss in patronage, must unquestionably be laid to the weather. There may come a time when the theatres in these two cities will install some sort of a refrigerating system that will cool their houses more than at present, but that time has not yet arrived.

The Mark Strand did what was termed a fairly good business with Richard Dix in "Warming Up," but after several hundred had left the theatre wiping their brows on Wednesday night, others decided that the "warming up" process on the part of Dix was not to be emulated on an August night at any motion picture theatre. There were a couple of Vitaphone selections along with the feature.

The Mark Ritz had a good picture in "Loves of an Actress," but the house was stifling hot and did a fair business. The same might be said to be true of the Leland with "None but the Brave."

People refused to flock to the Clinton Square in any great numbers to see "Come to My House" and "Broadway Daddies." Proctor's Grand used "His Tiger Lady" along with a program of vaudeville. Residential houses reported business as only fair. If the hot weather keeps up, many of the managers are planning to use their bigger attractions later in the fall.

In Troy, The Troy theatre ran "Glorious Betsy" for a week to fairly good business, all things considered, including the weatherman. The Lincoln ran "Out of the Ruins" to fair business, while residential houses were inclined to be pessimistic.

Cleveland

THE downtown houses were kept busy all week, with "Lilac Time" way in the lead. This was the only sound picture on carte du jour, and broke a twelve-year record at the Stillman. Neighborhood houses report busines conspicuously slow in getting started.

"Lilac Time" a great audience picture, broke all previous records at the Stillman. Extra morning matinees were introduced during the second week of the engagement and were kept up until the close. This picture made eminently satisfactory entertainment for the public, which, in turn, supported it to the capacity of the theatre.

"The Night Watch," interesting mystery drama, attracted good business at the Allen, although it established no new records.

"Her Cardboard Lover" played to big audiences at the State. However, great local interest in the home-made Our Gang comedy was responsible for some of the business. The picture was well liked by those who like comedy.

"The Wright Idea," clever comedy drama, pleased greatly at the Palace where it played to the usual big audiences. Good gags, strongly knit together with a theme of general interest, made this picture worth seeing.

"Doomsday" was just fairly successful at Keith's East 105th St. The choice between love and luxury is old for a scenario theme. It's too sentimental for the present day sophisticates.

"News Parade," shown at Keith's East 105th the last half of the week, was very successful. The story of a news camera man, the action, and the development, were all appealing. Good picture with a big pull.

The Park scored two successes last week, first with "Warming Up" shown the first half of the week, and again with "Forgotten Faces, the last half of the week. Both pictures were playing their first run neighborhood engagements.

Baltimore

HOT weather during the first four days of the week beginning Monday, August 27, pulled receipts down considerably at some of the first-run houses, but with a rainstorm on Thursday evening the temperature was cooled and during the last three and a half days business picked up considerably.

Large crowds were drawn to Loew's Century where "The First Kiss," co-starring Fay Wray and Gary Cooper, made on the Eastern shore of Maryland, particularly at St. Michaels, was shown. On the same bill, a stage presentation act entitled Bitter Sweet Blues was given also headed by Ted Claire and other vaudeville favorites. Business was excellent during the entire week.

"Street Angel," the sound, song and musi- fourth week at the New Theatre with fine fourth week at the New Theatre with ne business and still had them standing on Friday and Saturday. So far as could be seen, this picture could have remained another week successfully at the New.

"Warming Up," the first sound and musical synchronized Paramount production starring Richard Dix, was the offering at the Stanley, and the attendance throughout the week was good. The sound effects in this picture heightened the interests considerably but the talking of the principals was missed.

"If I Were Single," co-starring May McAvoy and Conrad Nagel, was the attraction at the Rivoli theatre for the first five days of the week and the attendance for this musical and sound synchronized picture was excellent. Then on Saturday, September 1st, the Rivoli and Metropolitan opened with "Lights of New York," the all-talking picture co-starring Helene Costello and Cullen Landis. The opening at each playhouse was very large. The Metropolitan has been closed for several weeks and has been entirely redecorated and refurnished.

The German made production of "Manon Lescaut," featuring Lya De Putti, was shown at the Little Theatre by the Motion Picture Guild, but business was only fair throughout the first four days, and then patronage was fine at this 250 seat house. The weather was blamed for the poor business rather than the picture which was considered good.

"The Man Who Laughs" went through the week at the Auditorium, a legitimate house, at 50 cents top afternoons and $1 top nights, but business was not very good. Right next door was the Stanley offering a sound synchronized film with orchestra and organ for 60 cents top at night.

"Say It With Sables," featuring Helene Chadwick and Francis X. Bushman, former Baltimorean, with Margaret Livingston, did a less than fair business at the Keith-Albee Hippodrome with five acts of Keith-Albee family time vaudeville on the same bill.

"No Other Woman," featuring Dolores Del Rio, was the feature film attraction at the Keith-Albee New Garden with the Jay C. Flippen Frolics offered on the program. Attendance was fairly good until Friday and Saturday when it took a boost and wound up excellently.

"Beau Broadway," starring Aileen Pringle and Lew Cody, proved a poor business getter at Loews's Valencia, where a non-synchronous device furnishes the music.

San Francisco

THE past week at the local motion picture theatres, was considered a good one due partly to the advertisements to attend the "Greater Movie Week," and also because of cloudy weather, that kept thousands from the beach, and the opening of school. The first run large down-town theatres did exceptionally well, with two exceptions.

Loew's Warfield Theatre was crowded the entire week. Here was shown "Excess Baggage" and Haines, the star, drew well and pleased all. Fanchon & Marco's presentation, "A Trip to Mars" drew much applause. Eddie Peabody, who took Rube Wolf's place while he was on a trip, was not well consider ed by the audience. Colleen Moore drew very well at the Granada Theatre, where she appeared in "Oh Kay." The Publix Revue, "Rio Romance," helped fill that theatre .

The El Capitan was crowded all week with the picture, "Ladies of the Night Club" and the Embassy reported excellent business with the picture, "Lights of New York," which was shown for a fifth week. This is a Vitaphone theatre. "The End of St. Petersburg," shown at the St. Francis Theatre for a second week, did not draw many and was a failure.

The Union Square Theatre reported good business with "Upland Rider," which was shown together with vaudeville. The Golden Gate Theatre reported but fair with "A Ship Comes In," which also was shown with vaudeville. Much better business would have been evidenced had not this week kept the children at school, as the "Gang Kids" appeared here in person.

In the residential districts, the Alexandria reported good business with "A Night of Mystery," as Menjou is always popular here. "One-Round Hogan," together with "Variety Ideas" on the stage at the Coliseum, drew crowds, although many stated this picture was not as good as contemplated.

Each Monday night this house is crowded as people come to see whether their "number," which entitles them to a Bank of Italy share, has been drawn. If lucky enough to be there, the one whose number is drawn receives an extra $50. Numbers are drawn in front of the public. All is legitimate.

Seattle

AFTER about two weeks of decidedly improved busines, grosses for the past seven days dropped down a bit, due to warmer weather and attractions that were only moderately strong. First in the running last week came the Seattle Theatre, with "Excess Baggage" on the screen and Fanchon-Marco's "Collegiate Idea" on the stage. The film was very well liked by every one, but the stage fare was a little weak. Business for the run was about average.

At the Fifth Avenue Theatre, "Warming Up" was the screen attraction, and it was not very successful as a "Greater Movie" attraction. Audiences were not particularly impressed with the film, and the sound sequences were not strong enough to sell it, particularly when the synchronization was noticeably faked and imperfect. Hermie King was the Band score. Business below normal.

"Glorious Betsy" in its third week at Hamrick's Music Box continued to play to big audiences, and nightly lines attested to the drawing power of the film at this new house. One more week is scheduled.

Across the street at Hamrick's Blue Mouse Theatre "State Street Sadie" finished its week to very good business.

"Grip of the Yukon at the Columbia was a moderately good attraction only, and did not score any big success. Most of the house's advertising went to advance "King of Kings" for the following week. Business just fair. The same might be said of "The Hawk's Nest" at the United Artists Theatre. This house next week will go back to its former name, "Coliseum Theatre," continuing its 25c policy of program attractions.

"French Dressing" was a moderately strong attraction at the Embassy Theatre, as was also "The Red Mark" at the Orpheum, in conjunction with a vaudeville bill headed by Lowell Sherman. Business is on the increase at this house, with the recently-adopted reserved seat policy.

"The Foreign Legion„ at Pantages was a strong attraction for this house and played to very nice business for the entire engagement.

Salt Lake City

SOME very optomistic theatre reports have been received this week from the Salt Lake downtown first run houses. The bracing early fall weather is here making the evenings cool and delightful and aiding in theatre patronage.

The Capitol Theatre offering last week consisted of Colleen Moore in "Oh Kay," based on the popular musical comedy by that name, and also Fanchon & Marcos "Bathtub Idea," featuring "Sweet William" and "Bad Bill," national blackfaced comedians and the San Francisco Beauties, in dance numbers, and also Lucille Paige, the Gilmartin quadruplets and Maxine and Bo Peep, song and dance specialty girls. Very good attendance was enjoyed throughout the week.

The Pantages Theatre has had a very satisfactory week with their picture presentation of Marion Davis in "Her Cardboard Lover" in conjunction with the regular vaudeville performance.

The "Sound picture " "Ham and Eggs at the Front" went over enthusiastically at the Victory theatre, with vast throngs still flocking to the synchronized pictures shown here.

"The Sawdust Paradise" was well received by good-sized houses at the Paramount Empress, it is reported.

"Bitter Apples" was the picture presentation at the American Theatre this week and this large house was crowded to its utmost but a great deal of this attendance was due to the interest taken by local folks in the "Country Store" being featured here, which is the means of many and valuable prizes being presented to a large number.

Opinions on Pictures

Fleetwing

Actionful Arabian Romance of Thrills

(Reviewed by Chester J. Smith)

HERE is a real thrilling tale of Arabia with its sheiks and harems, so interspersed with intrigue, villainy, rescues, romance and action as to leave one almost bewildered at its conclusion. There is scarcely a moment during the unwinding of the plot that one does not wonder just what is going to happen next and what is to be the outcome of the following sequence. The setting, as is customary in these desert dramas, is beautiful and the photography an attraction in itself.

Barry Norton, the mother's boy in "What Price Glory" has the hero role in this production and to his credit it must be said he acquits himself creditably. In fact he gives a splendid portrayal of a somewhat difficult role. He is the under-age son of the sheik of the Roualla tribe and in his exploits he falls in love with Thurya, a beautiful dancing girl. His father decrees, however, that she shall go to another. So the young couple make their escape and are launched on a new series of adventures, as a result of which the youth is about to be beheaded, when he is saved by the sound of the dreaded war signal.

All of this romance and intrigue is brought about by "The Simoon," a full-blooded Arabian horse, pride and envy of all Arabia, which in fleeing his enemy, mankind, is attacked by a lion and saved by the always-handy young Jaafor. Had the latter realized all the trouble this was going to bring him he might have hesitated, though in the end the results justified it all.

Drawing Power: Should go well in houses where they like action and thrills. **Exploitation Angles:** Play up Sheik angles and desert intrigue; the desert storm and the heroic rescues.

THEME: Romantic drama of the desert in which youth undergoes many thrilling adventures to win the girl he loves.

Produced and **distributed** by Fox. **Length,** 4,939 feet. **Released,** June 24, 1928. **Cast:** Barry Norton, Dorothy Janis, Ben Bard, Robert Kortman, Erville Alderson, James Anderson, Blanche Friderica. **Director,** Lambert Hillyer. **Story** by Lambert Hillyer and Elizabeth Pickett.

The Cop

Strong Underworld Melodrama

(Reviewed by Chester J. Smith)

BILL BOYD has a splendid vehicle in this cop and crook story by Elliott Clawson, adapted for the screen by Tay Garnett. It is of the type of "Broadway," "The Racket" and others that have had a Broadway vogue, and it fairly abounds in action and suspense. Boyd as the rookie cop has a very sympathetic role and one that should add materially to his already large following.

It is the "racket" story of a band of crooks, whose leader Boyd has befriended before he became a member of the force and while he was jack-knife bridge tender on the East River. His kindness is repaid by the crook departing with the Boyd bankroll after the healing of a gunshot wound in the shoulder.

Boyd quits his job as bridge tender on the urging of Sergeant Coughlin, and becomes a member of the force detailed to run down Scarface Marcas. As "Smithie," the rookie cop, he has a number of thrilling experiences and the suspense is heightened by the fact that he is continuously trying to protect the girl who has fallen into the clutches of Scarface.

The various roles are very well enacted, with the star at his best as the cop. He is ably assisted by Jacqueline Logan as the girl "bookkeeper" for the crook gang, Robert Armstrong as Scarface Marcas and Tom Kennedy as Sergeant Marcas. The picture is exceptionally well directed. It is of the type whose melodramatic sequences might easily have been overacted, but there is no fault to be found in this direction. The climaxes are worked up naturally, with the holdup of the armored car and the killing of "Scarface" splendidly executed. It's a good picture.

Drawing Power: It is a story that has all the necessary elements for box-office appeal and it should be as popular with the first runs as the neighborhood houses. **Exploitation Angles:** The crook element seems to have a wide appeal at present; the holdup of the armored car; the battle on the East River bridge.

THEME: Melodrama in which rookie cop is detailed to run down crook leader, whom he previously has befriended and who robbed him of his bankroll. The cop succeeds, kills the crook and rescues the girl who had been in the latter's power.

Produced by Ralph Block for De Mille Pictures Corp. **Distributed** by Pathe. **Length,** 7054 feet. **Released,** August 19, 1928. **The Cast:** William Boyd, Jacqueline Logan, Robert Armstrong, Tom Kennedy, Louis Natheaux, Phil Sleeman. **Director,** Donald Crisp. **Story** by Elliott Clawson. **Screen play** by Tay Garnett.

"Speed and Spurs"

(Universal—Two Reels)

(Reviewed by George J. Reddy)

JUST another Western in the Universal series of featurettes starring Bob Curwood, and that is about all that may be said for the release. The story is just as good as those of its predecessors, with the performance of the star being made passable, by the assistance of a capable supporting cast. A good background of snappy outdoor action, that is ever present in these films, again proves a life saver in this one. Withal this type of film finds a ready market.

The story revolves around a disputed ranch property that will go into the hands of the girl, Helen White, if the heir, Bob Jackson, does not return within a week. Bob shows up incognito, in time to rescue Helen when her team of horses run away. Made foreman of the ranch by the girl, Bob cleverly foils a scheme of a crooked lawyer to acquire the property, reveals his real identity, and claims both the ranch and the girl.

The Red Mark

Powerful Story, Well Done

(Reviewed by Chester J. Smith)

A POWERFUL story, though not a pretty one, is unfolded in this James Cruze production. It is gruesome in spots but rises to several dramatic climaxes that sustain the interest throughout. The difficult roles are exceptionally well enacted, particularly by Gaston Glass as Bibi-Ri, the young convict lover, and Gustav Von Seyffertitz as De Nou, the cruel executioner. Nena Quartaro will win a lot of sympathy as the girl who is loved by the convict and the executioner, though there is room for improvement in her acting.

The story has a tremendous climax, which affords Von Seyffertitz one of the greatest opportunities of his career and he delivers a masterful performance, when as the executioner he recognizes the condemned man on the guillotine as his own son, whom he has persecuted to a death sentence.

The tale is an unusual one and because of that is particularly appealing. It is laid on the penal island of Noumea, where the convicts are dominated by De Nou, cruel and hated. The latter's son disappeared mysteriously as a baby when the wife died. The boy becomes an expert pickpocket and as he is about to be released falls in love with Zelie, niece of Mother Carron, a lifetermer suspected of aiding in several escapes from the island.

The cruel De Nou also wants the girl for his wife and so orders it. He persecutes the young convict, who is compelled to do murder as De Nou and his retinue enter for the marriage ceremony with the girl. De Nou decrees that the youth shall die on the guillotine block. He is about to be executed when in baring his neck, De Nou discovers the red mark which reveals him as his own son. De Nou's powerful will is broken. He falteringly attempts to embrace the boy, who, upon learning that this is his father, expresses a preference for death. He is pardoned, however, and with De Nou's reign broken, marries the girl.

Drawing Power: It is an unusual story and a well acted one that should have a good response at the box-office. **Exploitation angles:** The unusual life on the convict island; the situation of the father executing his own son; the good cast and the splendid acting.

THEME: Melodrama of an executioner who unknowingly persecutes his own son because the latter is in love with the girl he would have as his own wife. He discovers his error when the youth is on the guillotine block, collapses at the discovery, the boy is pardoned and weds the girl.

Produced by James Cruze, Inc.; **distributed** by Pathe. **Length,** 7,937 feet. **Released,** August 26, 1928. **The Cast:** Nena Quartarto, Gaston Glass, Gustav Van Seyffertitz, Rose Dione, Luke Cosgrove, Eugene Pallette, Jack Roper, Charles Dervis. **Director,** James Cruze. **Story** by John Russell. **Adaptation** and **continuity** by Julien Josephson.

Her Cardboard Lover

Star Has Hokum Comedy—Should Do Well

(Reviewed by Laurence Reid)

A STAGE comedy which wasn't so much as a laugh-getter has been converted into celluloid with fair results. Evidently realizing that he hadn't a hot story to work with, the director has relied upon hokum and gags. Judging from the laughs at the New York Capitol he hasn't erred, though several of the gags have seen service since the first slapstick.

Marion Davies doesn't use any restraint here. A first rate mimic, she goes further than mimicry to indulge in slapstick and didoes. She is the cut-up for fair—even going so far as to execute some gags which border on the pie-throwing samples.

Some changes have been made with the original. Here the heroine plays a naive girl touring Paris. She is an autograph collector—with a yen for falling in love with the champion tennis player of France. It is her object to lure him away from the clutches of a vamp. And she succeeds after a series of scenes which always terminate in a gag. It isn't up to some of the star's other pictures. But it has been given a neat production, and moves at good speed throughout. The supporting cast is O. K. Nils Asther as the hero, gives a neat account of himself, and Jetta Goudal, playing the vamp, lets you know that she is—Jetta Goudal. The Davies imitation of her is a wow. Taken as a mild story built for the laughs it should please most of the boys and girls.

Drawing Power: Star has following. Also Nils Asther. Feature both. Bill as comedy of rich laughs, etc. **Exploitation Angles:** Billed heavily and playing up cast and gags should put it over. For all types of houses.

THEME: Comedy-romance of unsophisticated girl who lures youth away from vamp.

Produced by Cosmopolitan. **Distributed** by Metro-Goldwyn-Mayer. **Length,** seven reels. **Released,** September, 1928. **The Cast:** Marion Davies, Nils Asther, Jetta Goudal, Pepi Lederer, Tenen Holtz, Andres de Segurola. **Director,** Robt. Z. Leonard.

The Gay Adventurer

A Fair Attraction

(Reviewed by Raymond Ganly)

THIS foreign importation, starring an athletic chap by the name of Charles Alden, cannot be termed a strong attraction because of the comparative newness of its stellar player, who is an unknown quantity insofar as American audiences are concerned.

What are the picture's good points? First of all it has plenty of stunts and these are appreciated everywhere and do not know the boundaries of nations. Secondly, it has a fairly good story, which, even though it does a lot of twisting and turning before reaching its consummation, is nevertheless filled with some unexpected situations and a few individual trends of plot. Thirdly, as it deals with Alaska and has melodrama, fights, escapades and other entertaining fare it can be considered a passable proposition.

But counterbalancing these virtues are many faults. For one thing, there are too many indications in the cast and in the atmosphere that betray the picture's foreign origin. Often it is very unconvincing and wavers noticeably. Audiences acquainted with the usual American picture will consider this nil, in the opinion of this reviewer. The old s. a. is not so strong in its scenes and for quite a bit of its length it echoes the halcyon serial days.

We do not think that the average picture-goer in the U. S. will regard it as anything more than a passable adventure film from across the sea.

Drawing Power: For neighborhood houses. **Exploitation Angles:** Play up the stunts and the action. Ballyhoo the star.

THEME: Action drama. Son of wealthy home strikes out by himself to make his fortune and meets with love and adventure on the way.

Distributed by ABA Film Corp. (S. R.). **Length,** 6,400 feet.

"A Dumb Waiter"

(Pathe—Two Reels)

(Reviewed by Raymond Ganly)

WELCOME a new comedian, Johnny Burke by name, and the newest protege of Mack Sennett. This fellow presents a dumb characterization, only "dumb" is too weak a word to convey his proper state of mind. However, Mr. Burke clicks and as he is provided with some excellent laugh material in this two-reeler, he and everyone else ought to be satisfied.

This is the first of a new series of Sennett films bearing the general heading of "Handy Andy" comedies. It starts off with Johnny unwittingly obtaining a snapshot of husky Vernon Dent with two girl companions. Later Johnny gets a position as waiter and it is his misfortune to spoil Dent's appearance while juggling catsup and other things. Finally, he arouses Dent to a fury but, luckily, escapes

Later, while delivering an assignment to a nearby apartment, Johnny discovers that he is in Dent's own home. Dent throttles him upon every opportunity when his wife is not present. However, Johnny holds some balance of power when he reveals his tale-telling snapshots. Dent does his best to get them, but his wife sees the evidence of her husband's philanderings and a family riot ensues.

It is better comedy than its telling would indicate, and Burke, Dent and Helen Jerome Eddy, as the wife, all do good work.

"Pathe Review No. 36"

(Pathe—One Reel)

ONE of the finest Pathe Reviews seen to date is issue No. 36, which presents as its highlight the sequence "War Machine," produced in co-operation with the United States Department of War. Impressive scenes are shown of battle maneuvers on land, sea and in the air, during both day and night. Beverly Jones made a corking good job of the assembling of the action, which was excellently photographed. Other subjects in this issue are "Domestic Secrets of the Eider Duck" and "Viewpoint," a dance novelty. The ability of the new Review editor, Terry Ramsaye, to make highly interesting films out of what have ordinarily been fair educational reels, is thoroughly emphasized in this release.—GEORGE J. REDDY.

"A Fair Affair"

(Pathe Sportlight—One Reel)

A SUBJECT that will be welcomed on any program in both the big city and small town alike is this Grantland Rice Sportlight produced by John L. Hawkinson. In a highly entertaining manner the film introduces annual fair day in any rural community. The frills and thrills of the "big show," have made the Fair one of our oldest institutions, and for this reason a film of this kind of event should prove popular.—GEORGE J. REDDY.

"Wife Trouble"

(Educational—One Reel)

THIS is a fast-moving and quite effective mirth-producer. Robert Graves is starred with Muriel Evans, Amber Norman and Adrienne Dore—all stunning girls—appearing in support. Wallace McDonald, erstwhile actor, is responsible for the direction and it can be said right off the bat that his work is good and that this comedy, like others of the Cameo brand, is laughable.

Much of the fun consists of Graves' efforts to hide a lingerie sales-woman from his inquisitive wife. Inasmuch as the saleswoman is charmingly arrayed in diaphanous under garments, Graves is anxious to remove her from the scene. In desperation, he hides her on a fire escape where she is exposed to the gaze of admiring male pedestrians. The traffic cop in the locality, going upstairs to investigate the matter, finds that the saleswoman is his wife. So Graves is caught between Scylla and Charybdis, or two fires — one an angry wife and the other an equally angry husband who is all the more menacing because he is vested with the authority of the law.

Okay as laugh filler.—RAYMOND GANLY.

"Girlies Behave"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

JERRY DREW has another good laugh number in this, his second Ideal comedy on the New Educational program.

He is again cast as the well-dressed, easy-going chap with an intense liking for pretty girls. There are lots of them in this particular comedy, enlivening the scenes and offering a pleasant background for Drew's cut-ups.

Christina Montt, a Chilean girl, appears as leading lady, with Robert Graves and the late Henry Murdock as the chief support. Altogether, they have an enjoyable time.

Drew works as a clerk in a hotel and with a great deal of inquisitiveness he gently intrudes into a party going on in one of the rooms. A plentiful batch of gags are unearthed and the comedy, in general, keeps progressing steadily. You can readily classify it as a good laugh number for your program.

With the praiseworthy standard that these Ideal comedies give evidence of, it is a sure thing that this new Educational series will increase in popularity with each new release.

"Pathe Review No. 38"

(Pathe—One Reel)

SOME pretty shots of New York under the caption of "When Summer Comes to New York" are to be had in this new Review. The photography is excellent. In a novelty filmed by R. E. Saeki, Pathe Review cameraman in the Orient, scenes are revealed of famous Japanese roosters. These birds are cultivated for their amazingly long tails. The Boston bean then undergoes an interview with the microscopic and the Review winds up with some interesting views of some of America's oldest buildings—the college of William and Mary and the famous church erected by the colonists at Williamsburg.

This offering contains plenty of entertaining matter.—RAYMOND GANLY.

"Covering Ground"

(Pathe—One Reel)

GRANTLAND RICE points out that the main objective of sport is to cover ground. He emphasizes his theme with appropriate extracts from competitions on the track, gridiron, ocean and race speedway. Action, action—there's lots of it in this Sportlight, which is well up to the high standard of this praiseworthy series and of interest to almost any type of spectator.

Fine program material. — RAYMOND GANLY.

State Street Sadie

Melodrama Makes First Rate Talkie
(Reviewed by Laurence Reid)

SOMETHING to be recommended in the talkie line is on view with this number. Taking the cue that dialogue carries a sting when accompanying crook stories, Warner Brothers have proved they're on the right track. The best recommendation, however, comes from the excellent restraint of the dialogue. Instead of the plain and fancy bellowing which marked some earlier efforts, the voices are really subdued, with the result that the plot carries more "kick" and suspense and the characters seem more genuine. If this experiment can be carried on (and there's no reason why it shouldn't) the talkies will be accepted everywhere.

Not so much fuss can be made over the story. It has its obvious and artificial moments, but at least tells its story in a straightforward manner with incidents and sequences well dovetailed together. It revolves around a twin seeking to avenge the death of his brother. The latter had "taken himself for a ride" when he learned he was framed for the murder of a cop. A love interest adds sentimental relief. The acting is first rate as turned in by Conrad Nagel, William Russell (William, where have you been?) and Myrna Loy.

Drawing Power: Title and talkie film. For all houses. **Exploitation Angles:** Stress the talkie film billing as best of its kind. Play up cast. Tease the title.

THEME: Crook melodrama of a twin avenging his brother's death.

Produced and distributed by Warner Brothers. **Length,** seven reels. **Released,** September, 1928. **The Cast:** Conrad Nagel, William Russell, Myrna Loy, Georgie Stone, Pat Hartigan. **Director,** Archie Mayo.

Name the Woman

Intensely Dramatic But Illogical
(Reviewed by Chester J. Smith)

HERE is an intensely gripping story that holds the interest throughout, particularly if you can forget the fact that at times in its unwinding it becomes almost entirely illogical. However, it is splendid entertainment and of the type that is generally approved by the majority of screen followers.

It is a murder tale with most of the action built around the trial for murder of a youth who is depending upon the testimony of the prosecutor's masked wife for his freedom. The woman is unknown to those in the courtroom, including her husband, until she reveals her identity in a note to the judge, and then, implausible as it might seem, there is a general agreement on the part of all concerned, that the defendant be dismissed. Of course, he had not committed the crime in the first place, the wife of the prosecutor had been most indiscreet, and the prosecutor himself, relented because in his political ambition he had neglected his wife.

But despite some of these apparent weaknesses of plot there is no doubt the picture will hold the interest of the less critical. It moves along at a good pace and it builds up to its climaxes nicely. Erle C. Kenton directed and he made a good job of it. The cast, too, does some splendid work, particularly Gaston Glass as Joe Arnold, accused of the murder; Huntly Gordon as the prosecuting attorney, and Anita Stewart as the wife of the prosecuting attorney. The others do well in comparatively small rol s. All in all it is a picture that should be popular in almost any type of house.

Drawing Power: It is a popular type of picture and should be a good box-office bet. **Exploitation Angles:** A controversy over the justification of the neglected wife seeking her own pleasure; the courtroom climax; the good work of the cast.

THEME: Melodrama in which youth accused of murder wins freedom when masked wife of prosecuting attorney reveals her identity and convinces all of his innocence.

Produced and **distributed** by Columbia Pictures. **Length,** 5,514 feet. **Released,** May 25, 1928. **The Cast:** Anita Stewart, Huntly Gordon, Gaston Glass, Chappell Dossett, Julanne Johnston, Jed Prouty.

Produced by Harry Cohn. **Directed** by Erle C. Kenton. **Story** by Erle C. Kenton. Adaptation by Elmer Harris. **Scenario** by Peter Milne.

The Water Hole

Average Picture for Average Houses
(Reviewed by Laurence Reid)

JACK HOLT, the demon location man is at it again—on location. Which is to be expected considering the source of his newest story. Since Zane Grey wrote it one can expect the author to find his great open spaces, and stay in them to the bitter end.

The plot is like all Grey plots in that it features a big he-man from the West whose job is to keep in character by refusing to capitulate to the charms of a sweet young thing. In fact he kidnaps her and makes her come to terms, but not until she gives him the run around. The girl differs from the usual Grey heroine. She is not the usual orthodox creature. It may be that the director seized his chance to put some "kick" into the action by stressing the shrewish designs of the girl.

No one can make a fuss over the story. It is old stuff, but it has likeable qualities, due to the backgrounds, the comedy, and the performances of Jack Holt, Nancy Carroll and John Boles. As a result it should do pretty good business.

Drawing Power: Title and star and Nancy Carroll. Suitable for average trade. Author has following, too. **Exploitation Angles:** Stress author's popularity. Feature Holt as an actor who always comes through in good colors. Title has personality.

THEME: Romantic drama on "taming of the shrew" pattern with Western he-man doing his stuff.

Produced and **distributed** by Paramount. **Length,** six reels. **Released,** September, 1928. **The Cast:** Jack Holt, Nancy Carroll, John Boles, Montague Shaw, Ann Christy, Jack Perrin, Jack Mower, Paul Ralli, Lydia Yeamans Titus.

Director, Richard Jones.

"Sunday on the Farm"
(Pathe—One Reel)

POOR old Al Falfa is subjected to another day of torment while loafing through the Sabbath on his farm. The mischievous mice and recalcitrant cats subject him to a whirl of humiliations, pelting him with eggs, blowing him up and what not. After their moments of hilarity, all the animals join in a jigging contest and, of course, it all ends with poor old Al being pursued down the road by a horde of beasts.

As laugh material, this Aesop is only fair.—RAYMOND GANLY.

The Air Circus

Tuned to Click at the Box Office
(Reviewed by Thomas C. Kennedy)

HERE'S a rollicking piece of entertainment—mainly entertainment of the form which has found its finest medium in the motion picture, though there is a Movietone accompaniment of music, with "effects" in counterpoint to it and one nicely handled dialogue sequence.

"The Air Circus" will be at its best at the regular motion picture theatres, though as presented at the Gaiety in New York with a program of Movietone short subjects it appears to have everything to give it a creditable run as a two-a-day attraction—a factor which will enhance its value to the regular picture houses.

It is the "action picture" at its best—a story built around likeable characters and that fair-haired boy of the machine age—the aeroplane. Its comedy is of that infectious sort which reaches out and takes the spectator, while the sentimental interludes have an appeal that carry them direct to the hearts of young and old. The flying school becomes the scene of many thrilling stunts in aviation. It is the sort of play that keeps the spectator smiling and in a happy mood even when there is being enacted sentimental drama of certain appeal to the emotions.

Arthur Lake in one of his characteristic performances plays a smart-aleck to perfection and he will add to the measure of his standing as a popular personality through his work as Speed Doolittle. Sue Carol is appealing as the flapper and David Rollins plays most capably in the role of the youth who develops air fright at the school. Louise Dresser gives an outstanding performance in a mother role, and the other members of the cast are very effective.

The sound feature as handled here is undoubtedly a factor, giving added strength to the picture, particularly in introducing authentic noises to accompany the close-ups of the flying stunts, and as a stimulating piece of variety in the well handled dialogue sequence. However, "Air Circus" seems every bit a "sure fire" offering without the sound. The story is broad in its appeal on the sentimental as well as the humorous side, and the aviation is both interesting and stirring. In other words, it is the opinion of this reviewer that "Air Circus" would have won a prominent place for itself even if it had come along before there was any Movietone.

Drawing Power: Seemingly very excellent for every type of house. **Exploitation Angles:** Feature as a stiring story of youth and the age of aviation set off with peppy comedy, young love and appealing drama—with the talking sequence and sound effects strongly ballyhooed if presented with Movietone.

THEME: Story of two boys who go to aviation school where one, whose brother was a great flyer in France, loses his nerve after a crash, but wins back his own confidence and the respect of his fellows when danger threatens his pal.

Produced and **Distributed** by Fox Film Corporation. **Running Time:** One hour and twenty minutes. **Cast:** Louise Dresser, David Rollins, Arthur Lake, Sue Carol, Chas. Delaney, Heinie Conklin, Earl Robinson. **Directed** by Howard Hawks and Lew Seiler. **Story** by Graham Baker and Andrew Bennison.

Regional News from Correspondents

Albany

R. WILLIAM SYKES, the new owner of the King of Troy, is offering tea prizes of five tickets each to children to stimulate his Saturday matinees and also is giving away dishes on Thursday.

A stock company will hold the boards at the Wedgeway Theatre in Schenectady, beginning September 3, while the Hudson in Schenectady will become the burlesque house this season. Business is said to be picking up somewhat in Schenectady, and theatre owners are looking forward to a good fall and winter.

The Mark Ritz in Albany will install the Vitaphone early in October.

Alex Feldman and Son are still operating the Lincoln in Schenectady, despite rumors to the contrary. It is understood that there is still litigation between the Feldmans and Julius Berinstein of Albany relative to the Hudson Theatre in the latter city.

Howard Morgan, Albany manager for Educational, is $17 out of pocket these days, all because a Ford car traveled a bit too fast in one of the Mohawk towns a few days ago. Mr. Morgan was nabbed by a traffic cop who claimed that he was doing better than 40 miles an hour at the time.

L. L. Teeple, of Middletown, is showing pictures this summer at Wurtsbor, Unionville, Clintondale and Pine Push, running one night a week in each place. He has not yet decided as to his winter plans.

Sam Hochstim, wife and baby, of Hudson, N. Y., were in town during the week, with wife and baby parked along Albany's film row. Mrs. Sequin, of Rouses Point, was also along the row, booking.

Harry Lamon, running Gardiner Hall, in Troy, reopened last week, after being closed for a time, during which the theatre was modernized. Mr. Lamont, as well as Louis Benton, who runs the Bijou in Troy, are considering the advisability of raising the night admission prices for children.

The question of Sunday movies will shortly be submitted to a referendum in Kingston. Advocates of Sunday shows declare that they will win out easily.

Mrs. John Brennan, who has been connected with the Universal exchange in Albany for the past two years, resigned last week and will now devote her efforts to housekeeping.

The Star in Schenectady is closed and is on the market. Walter Seaman is endeavoring to dispose of his houses at Highland and Marlboro.

Abe and George Dwore, operating three theatres in Schenectady, have engaged a publicity man to look after their needs. The Cameo has been considerably improved lately.

Katherine Schraa, cashier at the FBO exchange in Albany, has recovered sufficiently from an operation for appendicitis to be removed from the hospital to her home, where she is recovering.

No definite date has yet been fixed for the opening of Smalley's new theatre at Johnstown. It is understood that the new Stanley house in Utica will be opened this week.

Harry Dixon, Buffalo manager for FBO, and Charles Rosenzweig, of New York City, eastern district manager, were in town during the past week.

Infantile paralysis has made its appearance in Cooperstown, to the extent that film exchanges in Albany received word last week to make no more shipments of film for the time being, as the theatres were closed. A like epidemic has appeared in Poughkeepsie, and no children are allowed in the theatres in that city.

The Witherbee and Mineville Community Committee is conducting a motion picture theatre at St. Clair.

Albany exchanges are now using placards calling attention that all advertising must be paid for in advance. They claim that exhibitors do not remit for their advertising.

A special meeting of the projectionists of Troy was held one night last week and lasted until three o'clock in the morning, owing to a discussion that preceded the adoption of a new set of by-laws.

James Rose, who is connected with the Pathe exchange in Albany, was in the lower Catskill region during the week, to ascertain the situation as it existed following the flood of a few days before.

Clarence Dopp, of Johnstown and Broadalbin, was in town during the week and while along film row screened a picture.

Charles Stombaugh, local manager for Pathe, holds the record of having been in Saratoga no less than eight times during the month of August without ever having so much as gone near the racetrack.

Father O'Reilly, who is running the Bijou at Rosendale, is contemplating closing the theatre for the entire winter.

Robert Bertschey, of Riverhead, at one time manager of a film exchange in Albany, who is now running a theatre on Long Island, is a candidate for Member of Assembly on the Democratic ticket this fall.

The Board of Arbitration met in Albany last week for the consideration of many cases. The exchanges were represented by Messrs. Stombaugh, Robinson and Levey, while the exhibitors were represented by Messrs. Benton, Barinstein and Buettner.

Joe Skladanowski, who runs the Broadway theatre in Schenectady, is planning to erect a new marquee this fall.

Miss Grace Hourigan, cashier at the Lincoln Theatre in Troy, is back on the job following a week or two spent at Manchester, Vt.

The American Theatre in Troy reopened this week with Louis Saperstein on the job as manager. The Lincoln Theatre in Troy has dropped double features for the last three days of the week.

Leon Medem, former manager of the Pathe in Albany, but now secretary to a French capitalist, has been spending the month at Saratoga Springs.

Nothing has yet been done towards planning for the annual outing of the Albany Film Board of Trade.

William Benton and family of Saratoga Springs spent last Sunday with friends in Whitehall.

Mrs. Walter Roberts, wife of the manager of the Troy Theatre, is back from a vacation spent at Long Beach. Mrs. Andrew Hendrick, wife of the assistant manager, is back from a vacation spent at Rochester. Jake Golden, manager of the Proctor Theatre in Troy, is back from a motor trip through the White Mountains. Jack Campbell, manager of the Griswold, is back from his vacation.

Mrs. Charles Stombaugh, wife of the manager of the Pathe exchange in Albany, is spending a couple of weeks in New York City.

Reports reaching Troy indicate that Harry Rose is much pleased with his new position with the Avon in Watertown.

Julius Boxhorn, conductor of the orchestra at the Mark Strand in Albany, is back from a trip to Montreal and Quebec.

Joe Levee, formerly with the Metro-Goldwyn staff, is now traveling the territory for the Pathe exchange in Albany.

Frank Walters, president of the musicians' union in Albany, was in New York City during the past week on matters connected with the signing of the new contracts.

Lseter Smith and family are back from an automobile trip to New York City. Mr. Smith is manager of the Rose Theatre, the owner of which, Jacob Rosenthal, is considering the advisability of installing the Vitaphone.

D. V. McClellan, an exhibitor in Millbrook, was in Albany during the week.

Dallas

ERNEST MORRISON has been more than a busy man since taking over the managing directorship of the Palace but the past week brought totals which any manager might well be proud of when the theatre offered "Lilac Time." The entire front of the Palace is being remodeled as fast as possible, which is quite a task when business is being continued as usual.

Paul J. Swift, general manager of the Vitaphone Corporation of America was in Dallas to attend to plans for the opening of a Vitaphone branch in Dallas which will be located in a part of Warner Bros. Dallas exchange at 304 S. Jefferson. Charles D. Touchon will be in charge of the Dallas branch and W. B. Fulton will have charge of sales for this district.

The managers of the K & H Circuit theatres held a three day convention at El Paso and also journeyed over to Jaurez, Mexico during their stay. Business plans and ideas for the coming season were discussed by Oskar Korn owner and manager of the circuit and the various managers presented their problems for mutual discussion. Mr. Korn was presented with a beautiful Shrine emblem by his managers. Among those present were: Mr. and Mrs. F. L. Fauks, McCamey; Mr. and Mrs. Jack Wright, Ft. Stockton; H. H. Johnson, Pecos; Bernard Berdwell, Rankin; John Wise, Crane; Mrs. Tudor, Slaton; Mr. and Mrs. Korn and W. F. West architect for the circuit.

The Rex Theatre at Eagle Lake, Texas, has been taken over by Mart Cole who manages the Liberty Theatre at Rosenberg, Texas.

Ray Stinnett managing director of the Capitol theatre, Dallas, states that he will probably dispose of his theatres in Cleburne, Texas, to Mr. Dent of the Dent Theatres, Inc., upon Mr. Dent's return from Europe and will devote all of his time to the Capitol theatre.

The Victor Theatres, Inc., have opened their new theatre "The Uptown" at San Antonio and report business to be very good. This theatre will operate on a split week policy and three days will be devoted to a first run picture and the remaining four days will offer second runs of the larger downtown theatres, two of which will be shown each week.

Central Penn

GEORGE J. VEACH, president of the Vemark Theatre Company, which dedicated the new Colonel Drake theatre in Oil City on August 27, announced the personnel of the operating staff as follows: M. Marks, manager; F. M. McCollough, production manager; William H. Lantz, director of the orchestra and Charles Fiers, organist. William H. Lee, of Philadelphia, was architect of the million-dollar building which, in addition to the theatre, houses a number of business offices and stores.

A large number of theatre men from nearby cities and towns attended the dedication of the new Colonel Drake Theatre in Oil City. Among them were: Manley Parker, Columbia Theatre, Warren; George J. Schweitzer, Orpheum, Titusville; J. J. Maloney, representating the Metro-Goldwyn-Mayer Company, Pittsburgh; J. C. Fisher and Charles E. Schatz, both of the Park Theatre, Meadville; R. H. Haines, representing the First National Pictures, Inc., Pittsburgh; P. Mikalarias and G. Marakas, Orpheum Theatre, Connellsville; Harold S. Dunn, representing Warner Brothers, Pittsburgh; a representative of the Supreme Film Company, Pittsburgh; George Zeppos, Rex theatre, Wheeling, W. Va., and Harry E. Reiff, Standard Film Service, Pittsburgh.

Because of reduced operations in the coal mines in the vicinity of Williamstown, John R. Hancock, who owns both the Academy of Music and the Lyric picture theatres, reports he was compelled to curtail activities considerably during the latter part of the summer. The Academy was closed altogether for a period and the Lyric went from daily performances to three times a week

Edgar W. Brown, who at one time managed the Garden theatre, Pottsville, has sold his home there and with his family is reported to be intending to go to Hollywood, Cal., to take up his permanent residence.

Labor Day witnessed the reopening of the Hippodrome theatre, York, to be known hereafter as the Rialto, which had been closed for a month to permit extensive alterations and the installation of both Movietone and Vitaphone devices. The theatre is part of the chain operated in York and vicinity by the Appell Amusement Enterprises. With the reopening of the theatre York had its first experience with the talkies.

From present indications the new $200,000 theatre that is being erected by J. V. Schreck, in Ashland, will be completed in time for formal opening in October. The equipment will include a new three-manual organ and Vitaphone and Movietone devices.

Mr. and Mrs. Perry Hoffman, of Mahonoy City, the former being the manager of the Victoria Theatre there, announce the recent birth of a son.

The building at Sixth and Cumberland Streets, Harrisburg, formerly used as a motion picture theatre, is to be remodeled for an apartment house and store rooms, a building permit for the improvement having been issued.

Minneapolis

THE ad department of the Finkelstein and Ruben firm is now issuing its own press books and paper for talking pictures. No film company puts out any paper on this new development in motion picture business, and it has become necessary for the F. & R. company to put out enough material to take care of all the houses on the circuit.

On his return from New York, Ralph Branton, general manager of the Minneapolis F. and R. theatres, has been spending a week at Mackinac Island.

The cyclone which struck Austin, Minn., recently, completely wrecked the F. and R. Park Theatre. No lives were lost in the theatre, but it was stated by the company that the building was a total loss with small salvage possible. As soon as insurance matters have been adjusted and plans drawn up a new theatre will be erected at a cost of $100,000. The State Theatre, also operated by F. and R., lost its roof in the storm, but was able to reopen within a few days. All receipts from the State for the first three days were turned over to the Austin Red Cross as part of the fund being raised to rehabilitate the city and care for the injured. The Eagle Theatre was not damaged by the storm.

The sales staff of Celebrated added to its force C. C. Teorey, film salesman, who is covering the South Dakota territory.

The new Rapid City, S. D., Theatre, which seats 800 people, will be ready for use about the first of October.

The new theatre at Monticello, Minn., is nearing completion.

New management will reopen the Grand Theatre at Chisholm, Minn., some time this month.

Vitaphone equipment has been installed in the Grand, a second-run loop theatre, and "The Jazz Singer" will open there next week.

Construction work has been started on the new $80,000 theatre at Ely, Minn. The house will be completed about the middle of December, it is expected.

The Crystal Theatre in Minneapolis will be managed by Leroy M. Fuller, formerly with F. and R.

A building at Olivia, Minn., has been purchased by Ed Buckley, who will remodel and enlarge it for use as a theatre.

"The Night Hostess," a new play by Phil Dunning, Jr., author of "Broadway," was shown at the Metropolitan in Minneapolis all last week just prior to its Broadway opening. The show proved a terrible flop from an attendance standpoint. Mr. Bainbridge, lessee of the Metropolitan, is reported to have lost money on the venture.

Saul Resnick has been appointed by Al Lichtman, of United Artists, as sales manager of the Minneapolis branch. He succeeds Herbert Hayman, who has resigned.

Construction will start soon on a new theatre in Sacred Heart, Minn.

St. Louis

MOTION picture theatre owners and managers in the Southern Illinois coal fields have heralded with joy the news from Chicago that the Illinois Coal Operators Association and officials of the United Mine Workers of Illinois have reached a satisfactory agreement, calling for a lower scale and more liberal rules for the Illinois mines.

St. Louis film stock listed on the St. Louis Stock Exchange closed September 1 as follows: St. Louis Amusement A, $25 bid and $30 asked compared with $40 a year ago. Skouras A $40 bid and $43.50 asked. One year ago the latter stock was quoted at $39.

Howard A. Baird, 23 years old, a member of the Musicians' Union and formerly employed in the orchestras of Skouras Brothers Ambassador and Missouri theatres, died of heart disease at his home on September 1. His engagement to Miss Helma Wippold, daughter of Mr. and Mrs. F. J. Wippold, 3972 Wyoming street, St. Louis, was announced two weeks ago. Funeral services were held Tuesday, Sept. 4, interment being in Bellefontaine Cemetery.

Jack O'Neil, formerly city salesman for Metro-Goldwyn-Mayer, has accepted a similar position with Universal Pictures. O'Neil for many years has been selling motion pictures to the exhibitors of St. Louis.

C. D. Hill, manager for Pathe, is back at his desk, having recovered from his recent illness. He is still a little weak, due to the ravages of fever.

Roy Dickson, manager for Tiffany-Stahl, made a flying trip to Chicago to attend a conference on synchronized pictures August 31.

Stanley Jacques, division manager for Pathe, was in town the past week.

Miss Ruth Curran, secretary to Roy Dickson, manager for Tiffany-Stahl Pictures, took advantage of the Labor Day holiday season to visit relatives in Cincinnati, O.

Robert Werth, well known exchange manager and salesman, has returned from a visit to the Oakville, Ill., baths. He spent several days at this world's famous spa.

EMPIRE FILM VAULTS INC.

MODERATE PRICE FILM STORAGE

1 to 10 Containers	$ .75	Over 100 Containers	$ .35
11 to 50 "	.50	Cases per month	2.00
51 to 100 "	.40	Cases per month over 10 cases	1.75

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New England

TWO of the long time theatres in Boston reopened for the season last week, the Howard and the Casino, both of which show pictures as part of their programs.

Louis M. Boas has leased the Star Theatre in Boston from Rollins Brothers and will make extensive improvements.

Jack Rice of the booking department of Pathe is on his vacation to New Hampshire.

The Opera House at Franklin will open October 1st and will replace the other building destroyed by fire.

The Strand Theatre at Westboro is nearing completion and will be ready for opening this fall.

Jacob Lourie, who holds down the treasurer's chair at the New England Theatres Operating Corporation, has put behind him the hurly-burly of the film marts and has gone on a vacation.

John Kamuda of the Ludlow and Indiana Orchard Theatres is considering opening the Ludlow Theatre full time starting the latter part of this month.

The Franklin Park Theatre has completed, this week, the final run of pictures and starting next week will play stock. Sam Messenger is to manage the theatre.

The Liberty Theatre at Dorchester also opens this week with stock.

A new theatre is being erected at Woodstock, Vt., which is to take the place of the old Music Hall, which was burned some months ago. The new theatre, which has not yet been named, is erected at a cost of $70,000 on the site of the burned building. The theatre is owned by the town and is under control of a board of trustees named by the town. It is to be released. It is also planned to show road shows.

Henry I. Wolper, office manager of Metro, is vacationing at Peaks Island, Me.

Arthur Sharby of the Princess Theatre, Attleboro, is passing out the cigars on the arrival of a son, Arthur, Jr., weight 8 pounds, 7 ounces.

Owen Thornton of the Opera House at Riverpoint and Arctic is on the road with a new Chrysler.

Miss Mildred Lourie of the Metro staff is spending her vacation in New York and New Jersey.

Miss Gertrude Rittenberg, booker for Consolidated Films, is vacationing at the Mt. Vernon Country Club at Mt. Vernon, N. H.

Sam Haas of Consolidated Films, with his family, has returned to his home in Brookline after passing the summer at Alton Gables, Nantasket.

Miss Lucy Keep of the Independent Films is spending two weeks vacation at Rockland, Me.

Miss Catherine A'Hearn of Pathe is confined to her home by illness.

Mrs. Saul Simons, wife of the shipper at Independent Films, is in the hospital with typhoid fever.

Abe Montague, treasurer of Independent Films, with his family, are vacationing at Jamaica Point Camps in Maine. From there they go to Quebec and return via the Saginaw River.

The Liberty Theatre at Dorchester, Miss., opens next week under the management of the New England Theatres Operating Corp.

William Deitz of the Palace Theatre at Arctic, R. I., has returned from a trip to Germany and other parts of Central Europe. While in Germany he visited Gus Shaffer at Berlin. Shaffer was formerly with Paramount in Boston.

Buck Jones, Western star, was a visitor to Boston during the week and while at the Fox exchange was entertained by Jack Basch, of the sales department.

Harold Stoneman of the Interstate Amusement Co. has returned to the Boston offices of the company after a vacation trip to Canada.

Pete Picerelli of the Star Theatre at Barrington, R. I., was a visitor to Film Row at Boston during the week.

Indianapolis

CIRCLE theatre observed its twelfth anniversary jubilee this week with a special program. Dick Powell, master of ceremonies, presented a special stage band program preliminary to his "Farewell Week' presentation next week. Skouras-Publix will abandon the stage band policy at Circle the following week and start synchronized pictures. Vitaphone starts Sept. 15.

Ed Reisner, circle conductor, will augment the pit orchestra at the Indiana Theatre, also a Publix house, adding orchestrations.

It is believed Powell will start an engagement soon at the Indiana Ballroom. Dessa Byrd, Circle organist, will continue.

Charlie Davis was greeted by a parade headed by city officials when he returned from his vacation. Charlie has resumed his appearances at the Indiana with his stage band following two weeks rest.

Emil Seidel, former master of ceremonies at the Palace, has left on a vacation following a long engagement at the Loew's House.

Keith's is expected to open this fall but it has not been decided whether continuous or big time vaudeville will be presented in Indianapolis.

The Indiana at Marion, Ind., will be wrecked within thirty days to make way for the new $156,000 house to be built by the Fourth Ave. Amusement Company of Louisville. The Fourth Avenue company which operates nineteen houses in Indiana and Kentucky recently purchased the Indiana from the Marion Theatre Company.

The new house is expected to be ready Jan. 1 and will seat 1200. D. X. Murphy of Indianapolis is the architect. The lease to the Louisville interests was effective Sept. 1, according to Manager Billy Connors of Marion.

Offices of the new Grand theatre at Evansville have been opened by H. A. Sommers. Sommers said First National, Paramount and Pathe features will be shown this season. Change of program on Thursday and Sunday. The theatre has been repainted.

Mrs. Davis Ross, The Indianapolis Photoplays Indorsors president, entertained the picture committee at her home Tuesday. Mrs. Charles L. Davidson, chairman, discussed pictures.

Extensive improvements at the Strand at Monticello are under way according to Carey and Alexander of Lebanon. C. C. McFerren is local manager.

O. L. Goodlander has taken over the management of the Voncastle and Granada at Greencastle and two Crawfordsville houses which are operated by Harry P. Vonderschmitt.

Papers have been filed with the secretary of state here by the Grand Theatre Operating Company of Terre Haute, Ind., showing the preliminary dissolution of the corporation.

The Liberty Theatre at Washington, Ind., will be closed Tuesday, Wednesday, Thursday and Friday for some weeks for changes and repairs, according to Alvin Spainhour, manager there for the McCarrell Enterprises, Inc., which has the theatre under lease. The same company also has under lease the Indiana in the same city and is making changes in the Liberty theatre which will permit some changes in policy which will not cause a program conflict with the other theatre.

Detroit

YEGGS blasted the safe in the Roosevelt Theatre last week but failed to carry away the house receipts as James Robertson, owner and operator, took the box office money with him when he left the house on the evening of the attempted robbery. It is believed the crooks hid inside the theatre shortly before midnight, later entering the Robertson offices through a transom. Comparatively little damage resulted from their activities.

The Gratiot Theatre, owned by William Klatt, has been leased to James Fuchanis who will re-open it around the first of September. Fuchanis formerly operated a house in Jackson, Mich.

The Oliver Theatre, a new house situated in the northeastern section of Detroit, is booked to open next month. The ownership is the same as the Isis Theatre, and the booking and directing will be handled by Al Ruttenberg.

According to H. M. Richey, general manager, the annual state convention of the Michigan Theatre Owners will be held Oct. 9 and 10 in Kalamazoo, Mich. A splendid business and social program is being prepared for the occasion.

United Artists theatre nine has acquired the pennant of the Detroit Theatrical Baseball league which disbanded recently. The U. A. team under the managership of Charles Baron, publicity director at U. A.'s theatre here, is scheduled to play the Motion Picture Operators team for a silver trophy, which will be awarded to the team winning two out of three games.

Jess Fishman, president and general manager of Standard Film Service, with headquarters in Cleveland, visited this city last week to confer with Bill Flemion, branch manager. Jess announced having completed a deal with George Bachelor for distribution of the Chesterfield product in Michigan territory.

Des Moines

THE Capitol Theatre at Cedar Rapids, the newest of the Publix houses of the Blank-Publix chain, had its opening on September 1, in advance of the date that it was expected that the theatre could be ready for the public to enter its doors. The management of the house has been assigned to E. R. Cummings, who has been at the Fort Armstrong at Davenport and at the Columbia there. Mr. Cummings has had charge of the stage shows at the Riveria at Waterloo and at the Columbia at Davenport since the inauguration of the Publix shows at these houses. Among those who drove down for the opening were Mr. and Mrs. R. M. Copeland and William Curry and his best girl from the Paramount office at which Mr. Copeland is manager and Mr. Curry, booker. They will also visit Waterloo. Dorothy Day, who does publicity for the independent houses of the A. H. Blank chain in Iowa, was also there and a number of the branch managers as well as executives of the A. H. Blank Publix office.

FBO again entertained a large delegation of visitors at the film exchanges when they registered on their list of exhibitors in Des Moines the last week the following: Leo Moore of the Majestic at Centerville, Mr. and Mrs. Oscar Johnson of the Atlantic at Atlantic, who are booking pictures for later in the season, when their theatre will again be open after being closed for a period for redecoration on a larger scale; F. M. Hoet of the Princess at Montezuma, M. R. Tournier of the Star at Mason City, J. E. Forsman of the Strand at Jewell, L. F. Wolcott of the Princess at Eldora, J. E. Michael of the Strand at Jefferson, C. M. Hutchison of the Crown at Truro, L. E. Robertson of the Gem at Lohrville, J. E. Edwards of the Princess at Cherdan, and Joe Benjamin Gerbracht of the Ames Amusement Company at Ames.

Rose Kaplan, secretary to Jimmy Wynn, manager for Educational, is still convalescing at her home after an automobile accident.

W. E. Banford returned to Des Moines and the Metro-Goldwyn-Mayer office, of which he is branch manager, after a fine vacation spent in New York.

Wolcott and Wallace of Eagle Grove were visitors at the Paramount office. Mrs. Conner, who has been the exhibitor at Milton for some time, made one of her rare visits to film row and called at the Paramount exchange.

Everyone at the film exchanges had an afternoon off to attend the State Fair. Westy, booker at Metro-Goldwin-Mayer, was one of the ones who really went.

Wedding bells—and the groom is one well known along film row. Pearl Stansell, head shipper for Paramount, was married on September 1. His bride was formerly Miss Frances Gilbert of Osceola.

H. P. Wolfberg, district manager for Metro-Goldwyn-Mayer, called at the Des Moines office last week.

The King Theatre at Ida Grove in which some changes were made early this spring will be closed for a short time for further changes.

Anniversary week was celebrated at the Empire Theatre at Storm Lake, of which Jack Liercke is manager.

Paul Spor, who went from the Des Moines Publix Show, of which he was personality man in Des Moines for about six months, to the Omaha show at the Riveria, left August 31 for another Publix house.

M. J. McGinnis, who has for the past three years been manager of the Terrace Park Casino at Spencer, Iowa, has recently accepted the position of manager of the President Theatre at Des Moines. William C. Walsh has been appointed by Mr. McGinnis as house manager of the new President Theatre, which will open about September 1.

Cincinnati

A BURGLAR who had secreted himself in the basement of the Bijou theatre, Cincinnati, apparently for the purpose of attacking the safe after the house closed, was discovered by John Gallagher, an employee of the theatre. In the encounter which followed, Gallagher was struck on the head and rendered unconscious, the robber escaping with $25 taken from his victim.

Jack Pendleton, manager of Cincinnati office of Standard Film Service Co., is recovering nicely at the Atlas hospital, Louisville, Ky., in which city he was recently stricken with appendicitis, and an emergency operation performed. S. P. Gorrell, until recently manager of the Cincinnati office, is pinch-hitting for Pendleton.

Bill Clark, publicity director of the Libson theatres, has returned to his office in Cincinnati after a fortnight vacation spent in the Cumberland mountains.

Loew's Broad theatre, Columbus, was slightly damaged by fire which originated in the projection booth. There was no indication of a panic, according to Manager Thomas Ealand.

The Broad and Ohio theatres, Columbus, both Loew houses recently opened, inaugurated their initial sound programs last week.

Damage to the extent of $500 resulted from a recent explosion of a film in the projection room of the Majestic theatre, Fostoria, which house is managed by Mrs. Mildred Chenderlin.

Eddie Richardson, who started his theatrical career as usher at the Victory theatre, Dayton, Ohio, subsequently serving as doorman and treasurer, respectively, and later as assistant manager of Loew's Dayton, and in a similar capacity at the Loew houses in Columbus, has been made manager of the Loew State theatre, a new house opening at Louisville, Ky.

Your correspondent, while in Mansfield, Ohio, recently spent a pleasant hour with George J. Riester, who a few months ago took over the managerial duties of the Ohio theatre, a unit of the Variety Amusement Co. chain. Among other improvements recently inaugurated by Riester, is a greatly enlarged orchestra for which Jan Shelley, of the musical forces of the Capitol theatre, Miami, Florida, has been secured as conductor. Larry Jean Fisher, an organist from Texas, who has been playing at the Ohio since July 29 as guest musician, will remain with the house, through a satisfactory agreement recently reached between Riester and the local union.

Worthington, a suburb of Columbus, Ohio, is to have a new theatre to be located on the main street of the town. The Hollywood Amusement Co., is sponsoring the project.

Manager Griff. Granger, of the Kaypee theatre, Mt. Gilead, Ohio's smallest first-run house, recently won the everlasting praise of the citizens by displaying stills of many local persons. Most of the pictures were snapped without the knowledge of the subject.

Canada

MANAGER GEORGE ROTSKY of the Palace Theatre, Montreal, had the honor of giving the first regular performance with sound pictures in Canada when the Palace re-opened September 1 as a wired house after being closed for a month for stage and other improvements.

The so-called moving picture season got under way in Canada without the semblance of labor difficulties. During the summer the projection machine operators of Toronto and other centres had been granted holidays with pay but, otherwise, the situation was similar to last year.

Further, no sound picture problem is expected in Canada, such as has developed in the United States. It has been pointed out in labor circles in Toronto that the sound picture issue will have been fought and settled in the United States before the same situation arises in the Dominion. Then the solution found in the States would probably be followed in the Dominion.

An interesting event took place at the Runneymede Theatre, Toronto, a new house of Famous Players Canadian Corp., on August 28 when the first public presentation of "Carry On, Sergeant" occurred. This is the feature produced at the Ontario Government studio at Trenton, Ontario, by Canadian International Films, Limited, with which Col. W. F. Clarke and Capt. Bruce Bairnsfather are identified.

There is no immediate worry in Canada with the sound picture question because not more than 10 theatres will be wired before the end of 1928 and it will be two years, it is stated, before all theatres get desired installations. The apparent attitude of the musicians in Canadian theatres is to let the future take care of itself.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

Seattle

ROBERT BLAIR, for the last several months manager of the Portland Theatre in Portland, Oregon, arrived in this city last week and has taken over the management reins of the magnificent Seattle Theatre, now the only combination film and stage revue house in this city. Mr. Blair replaces Alex Levin, who opened the house for Publix last March and has been in charge since that time. The latter left for San Francisco this week.

Arthur Huot, manager of the FBO exchange here, returned last week from Spokane, after having entirely recuperated from the infection in his hand that confined him to a Spokane hospital for several days.

Dave Gross, showman of the Alaska territory, arrived in this city with his family last week and will take up his residence here for the next few months. He made the trip from Alaska to Vancouver, B. C., via airplane.

Another house for Billings, announced this week, will be a 10c and 15c theatre to be built by the Ronans, exhibitors of Red Lodge, Montana. This will be about a 900-seat theatre, to be ready for use early this fall.

Reports received here last week indicate that West Coast Theatres, Inc., are planning to assume the management of the new 2,000 seat theatre being built in Billings, Montana, by Charles M. Blair, a wealthy sheep man. The house will be ready about January 1, 1929, it is announced. It is located directly across from the Billings Masonic Temple.

Al J. Wagner, owning and operating a string of theatres in five towns in the panhandle of the state of Idaho, spent a few days on Film Row last week—his first visit in many months to general headquarters.

Early last week a Fox Movietone truck with an experienced cameraman and "mike" operator arrived in the Pacific Northwest territory to take up permanent headquarters, assuring this territory of regular representation in forthcoming issues of the talking newsreel.

Waldo Ives, exhibitor of Mount Vernon and Anacortes, spent a few days in this city last week on a combined business and pleasure trip. William Armour of Montesano and Elma; Rolla Duncan of Olympia; and Charles Dillingham of Ritzville, were also seen in and out of the exchanges during the last few days.

Otto Mantell, personal representative of Mary Pickford, was a visitor in town last week, spending some time with manager D. J. McNerney of the United Artists branch office.

Advice received last week from W. H. Risher of Oak Harbor, Washington, indicated that he has sold his Bijou Theatre in that town to Howard Maylon, a newcomer in the exhibitor's ranks.

Les Weir, Western division manager for Pathe, spent a short time with Manager Les Theuerkauf and some of the sales representatives of the local exchange last week.

Cecil Gruwell last week was appointed assistant manager of Ben Fish's local Metro-Goldwyn-Mayer office. He supplants Lou Metzelaar, who has gone to Portland to assume the same position at Manager Lou Amacher's M-G-M branch.

Frank Harris, manager of the theatre equipment office operated in Portland by B. F. Shearer of this city, spent several days here recently in conference with Mr. Shearer.

Herschel Stuart, general manager for West Coast Theatres in the Pacific Northwest territory, returned to his local headquarters last week after a trip through the Washington and Oregon territory with Louis Cohen, real estate specialist associated with Wesco in Los Angeles.

Jack Lannon last week announced the appointment of Walter "Jockey" Carruthers to the sales staff of the Greater Features Exchange.

Leonard Raatz, former manager of one of the houses associated with the Blumenfeld circuit in Berkeley, California, and newly appointed manager of that company's new Del Prado Theatre in Sacramento, spent a short vacation in the Pacific Northwest last week with Mrs. Raatz.

Several other members of the exhibitor ranks from this state were also seen on Film Row last week, including Herb Sobottka of the Liberty and Rialto Theatres in Wenatchee; George Basil of the Raymond Theatre in Raymond; R. A. Culp of the Red Apple Theatre in Omak; R. Gould of Cle Elum; Ed Halberg of Port Angeles; Ed Zabel of Olympia; and "Chuck" Charles and C. A. Swanson of the Everett Amusement Company in Everett.

James Beale, manager of the Tiffany-Stahl exchange, last week announced the appointment of Johnny Smythe as sales representative.

Cleveland

THE Stillman Theatre will not close on Sept. 8th, as previously announced. Assistant Manager William Haynes has given out the statement that because of the phenomenal success of "Lilac Time," now going into its third week, the house will be kept open not only for a prolonged engagement of this picture, but possibly for other pictures as well. "Lilac Time" has broken the Stillman record, previously held by "The Big Parade."

Another announcement of interest is that the Hippodrome will open sometime in October and will then be equipped to play sound pictures. Rumor has had it variously that the Hippodrome would remain closed this season, and that it would play long run sound pictures. The picture policy of the house has not been stated as yet, but it is definitely known that Phonotone installation is now being made. The Palace is also being wired for Phonotone equipment.

Fred Schram has consolidated his Security Pictures with the Fischer Film exchange, and starting Sept. 1st, will release all of his product through the Fischer Film exchange in Cleveland and Cincinnati. Schram has recently bought the Ohio distribution rights to the Chesterfield pictures.

The Palace Theatre, Marion, opened last Thursday. Many Cleveland film men attended the opening. C. W. Young, of Cary, Ind., who also owns the Palace, Canton, built the house.

It has been reported that the Oakland Theatre, Marion, is in the hands of a receiver, and that J. J. Huebner, former house manager, has been appointed receiver. The Oakland was owned by R. Maxson.

Several houses closed in this territory resumed operations on the first of September. Among them are the Orpheum, Marion, operated by Ed Reynard, who will keep the house open on Saturdays and Sundays only; the Opolla, Oberlin, and the Marvin, Findley.

A new referendum in Ashland has resulted in a continuance of the policy of keeping the theatres closed on Sunday, while permitting shops to remain open. The theatre owners protested this preference when they were arrested for keeping open on Sunday, but agreed to abide by a referendum vote of the people. The theatres lost.

The Gordon Square Theatre, belonging to the Ohio Amusement Company, will cease to be a movie house starting September 15th and will be operated as a dramatic stock theatre.

James Fishman, general manager of the Standard Film Service Company, spent last week in New York completing his releasing line-up for the season.

Meyer Fischer, president of the Fischer Film exchange, has been in New York for two weeks.

The Colonial Theatre, Cambridge, O., under the management of Fred Johnson of the C. & M. Amusement Company, has been completely renovated and redecorated.

Loew's Ohio started its new policy of showing all sound pictures on September 1st.

Portland

W. J. (BILLY) SULLIVAN, of the Pathe force, has returned from a trip through western and northern Montana. He reported that these sections are doing a better business than usual for this time of year. Farmers are prosperous and conditions generally good.

Business is especially good with B. F. Shearer Company, theatre equipment specialists, having the contract to redecorate and refurnish the Liberty and Blue Mouse house at a cost of $50,000.

Educational opened its new Portland offices during the week, with Manager Wally Rucker in charge.

George Hunt, owner of the leading houses in Medford, Grants Pass and Roseburg, Ore., now makes the bulk of his trips to the Portland film row by plane.

A. B. Morelock of the Arcade Theatre, Cottage Grove, Ore., is another entrant in the sound field, having purchased a Western Electric Sound Projector.

The first shipment of Firnatone records have been received by the Portland branch of First National.

Frank Stannard, well known operator at many Coast points but recently of West Coast at Riverside, Calif., was a recent visitor.

South West

MRS. L. T. RHODES, manager of the Art Theatres, Gotebo, Oklahoma, spent last Monday and Tuesday transacting business on Film Row.

W. J. Cammer, Branch Manager for Educational, was confined to his home by illness several days this week but was able to be back at his desk the latter part of the week.

Wm. Redfearn, of the Dixie Theatre, Tulsa, Okla., was a business caller at the Exchanges last Monday.

M. E. Wooldridge of the Empress Theatre, Hollis, Okla., was a business and social visitor in Oklahoma City several days last week.

Sol' S. Shelton, owner of the Mecca Theatre at Rocky, Oklahoma, called on friends on Film Row recently. Mr. Shelton advised he had closed his theatre during the summer months and was spending his time looking after his farms near Cordell, Okla. He expects to reopen his theatre about October 1st.

Mrs. O. F. Moore, who recently purchased the New Theatre at Konowa, Okla., from Merrill and Hensley, advises she has sold this theatre to W. F. Morris, who will take charge of same immediately.

Jim Amis, veteran salesman for Pathe is reported to be convalescing nicely at present, after a three months' illness.

C. K. Lewis was in Oklahoma City several days this week buying equipment and pictures for a new theatre he plans to open in Webber City, Okla., in the very near future. Webber City is a new oil town in the Seminole oil field.

A. L. Bogan and Fred B. Pickrel of the Murray and Poncan Theatres at Ponca City, Okla., drove to Oklahoma City last Monday where they spent the day.

The New Sooner Theatre at Norman, Okla., will open soon, with Harry N. Britten as manager, the new theatre will cost around $100,000 when completed.

The East Texas Amusement Co. will build a new theatre at Poteau, Okla., soon.

The Orpheum Theatre at Haskell, Okla., recently damaged by fire, will reopen soon.

The Mecca, formerly known as Royal, has reopened at Marshall, Okla.

On account of Mexicans being employed on the Sooner Theatre work at Norman, Okla., local laboring men made a demonstration, which resulted in the Mexicans leaving the job. No casualties reported.

The Gem Theatre at Grandfield, Okla., is being remodeled and new box office added.

McNeill and Huey have opened their Gem Theatre at Webb City, Okla.

The American Legion is reopening the Gem theatre at Avant, Okla.

Mrs. C. M. Smith has purchased the Star theatre at Mooreland, Okla.

Charles Blaine, veteran theatre man at Weleetka, Okla., is ill in an Oklahoma City hospital, but is improving.

Herschel Tisdale, with Universal, at Oklahoma City, has joined the F B O sales force at Oklahoma City, his successor with Universal is Joe O'Leary.

Roy Avery of Tiffany-Stahl and Wallace Walthall of National Screen Service at Oklahoma City, made a trip last week to Omulgee, Tulsa, Bartlesville and Sand-Springs, Okla.

The Lightman Circuit has taken over the Majestic and Capitol theatres at Paragould, Arkansas.

The new Rex Theatre at Van Buren, Ark., has opened for business.

Incorporations. The Ritz Theatre Company, Oklahoma City, capital $90,000. Incorporators: A. H. Emenhiser, Lewis R. Morris and David Fant, all of Okla. City.

Edw. G. Kadane, took a few days off from his theatres in Frederick, Okla., and came to Oklahoma City to get lined up on his fall bookings.

Word has just been received that C. A. Taylor has sold his Laverne Theatre at Dierks, Ark., to Curtis Yates.

E. W. Johnson, of the Orpheum Theatre at Tulsa, Okla., accompanied by his brother-in-law Mr. C. Miller, was a recent business caller on Film Row.

Sam Fringer, owner of the Empress and Nusho Theatres at Mangum, Okla., accompanied by his house manager, Jess Hale, visited film friends in Oklahoma City last week.

H. K. Buchanan, Manager for Home State Film Company is making a ten day visit to the Home State office in Dallas, Texas.

V. E. Hamm, of the Capitol Theatre, Ringling, Okla., made a brief visit to Oklahoma City last Monday.

San Francisco

RUBE WOLF, popular orchestra leader of Loew's Warfield, has returned to that house after a trip to Southern California.

After being closed for twelve weeks, the California reopened August 31st for the fall and winter season, West Coast officials have announced. The pictures will be shown for at least two weeks, as previously was done. The pictures will have Movietone accompaniments. At present, with the St. Francis using mechanical orchestration, the orchestra is used only 40 minutes a day.

Warfield patrons who sat from 12 to 1 on August 18th watching the saddest of custard pie comedies unwind reel after reel, probably thought the big palace of the cinema had suddenly gone to seed. Through an error, the films of "Excess Baggage" had been sent to San Jose from Los Angeles Friday night. They arrived here at 2 o'clock or thereabouts, after frantic telephoning and equally frantic driving from San Jose. The Warfield management announced it lost $1,000 in admissions through the unwillingness of patrons to wait for the film to arrive.

Amicable settlement of the theatres fire protection problem appeared in prospect when two meetings between officials and theatre men were arranged to discuss the situation.

Both were scheduled at the behest of theatre operators, after Fire Chief Murphy had made public charges that thirty-five small show houses were operating without the the protection equipment required by law.

The meetings later were postponed for the distant future.

Clyde A. Blassius, recently branch manager for the National Supply Company in Portland, has entered the business for himself at Salt Lake City, Utah. Blassius recently visited San Francisco.

With the huge motion picture industry celebrating its thirty-second birthday, San Francisco and all cities on the Pacific Coast from San Diego to the Canadian border on August 18th ushered in the annual Greater Movie Season celebration.

A. M. Bowles, district manager for West Coast, is president of the local "Season."

Formerly booker at the Educational office and later promoted to a salesman's de luxe traveling job for the same concern, Colenzo Jas. Chapman is now managing director of the California Theatre at Turlock.

The Alcazar Theatre in San Francisco is laying heavy fine grade Wilton carpets covering the complete lower floor and balcony with thick Ozite padding.

Al Smith's speech was heard by many thousands at Loew's Warfield.

R. A. McNeil, of the Golden State Circuit, placed order for a Preddey Disolving Stereopticon of the new mirror high efficiency type for his new Parkside Theatre soon to open.

Sam S. Theller, who is opening the Auditorium Theatre at Dunsmuir, has placed an order for projection room equipment, together with a Preddy Projectophone musical equipment.

Baltimore

MISS A. K. WELLS, formerly bookkeeper and secretary at the Metropolitan Theatre office, here, has left that position.

Julius Goodman, manager of the Ideal theatre, and his wife, went to Virginia, recently, to bring back their son, Billy, who had been spending some time there.

Minnie Keyser, who has worked at various theatres in Baltimore as usher, has been appointed chief usher at the New Theatre, here.

The old Lyceum theatre building is to be remodeled for a commercial establishment by the Realty Incorporators, Inc.

A brightly illumined electric sign with interchangeable letters with the name of the theatre over the space given to the attraction, has been erected over the entrance of the Idle Hour Theatre here, by Herman A. Blum, proprietor.

Lillian Fox, formerly publicity representative of the Little Theatre here and later associated with T. M. Cushing at the Play-Arts Guild of this city, has become the press agent for the Bayes theatre, New York. Miss Fox is a capable and efficient worker.

W. K. Kerman, motion picture reviewer of the Morning Sun, here, has resigned from the staff of that paper.

South East

Atlanta

CLAUDE EZELL, southern division manager for Warner Bros., spent several days in the company's Atlanta office last week, leaving for New Orleans Thursday night where he will hold a conference of the southern managers for Warner Bros.

After months of intense suffering from an illness which never seemed to respond to treatment of able physicians and specialists, William H. Wassman, film salesman, passed away at his home in Mt. Dora, Florida last Wednesday at 2:10 o'clock in the morning.

Ed Wallace, formerly manager of the New Alamo Theatre in Atlanta, made a visit to the city the first of this week, accompanied by Oliver Cooper, manager of the Belmont Theatre, Nashville, Tenn.

Adolphe Gortatowsky, of the Albany and Liberty Theatres, Albany, Ga., was a recent visitor to Film Row.

W. W. Anderson, manager of Pathe's Atlanta office spent part of last week in Birmingham.

G. W. Maxey, of the Royal Theatre, Summerville, Ga., made a trip to Atlanta last week.

W. G. Carmichael, United Artists' Atlanta branch manager, was in Florida last week.

R. C. Shields, of the Liberty Theatre, Chickamauga, Ga., was a recent visitor to the exchanges.

John W. Mangham, Jr., Atlanta branch manager for Liberty-Specialty, spent several days last week in Nashville.

Jimmie Rogers, representative for Liberty out of the Atlanta office, spent Wednesday in the city.

Ira Stone, assistant manager of Universal's Jacksonville office, recently visited Atlanta.

W. B. Fulton, southern division manager for Vitaphone, expects to leave soon for a trip into Florida and New Orleans.

P. G. Henn, of the Bonita Theatre, Canton, Ga., was a recent visitor on Film Row.

Ben Y. Cammack, Universal's Atlanta branch manager, made a trip into South Georgia last week.

R. B. Williams, southern district manager for Universal, is visiting the company's New York office.

Work is progressing rapidly on the remodeling of the Jefferson Theatre, Birmingham, under the direction of Manager Lewis Haase.

Mack Jackson, of the Strand Theatre, Alexander City, visited Atlanta the past week.

Mrs. J. W. Andrews, wife of the secretary of Southern Theatres, Inc., is visiting relatives in Redondo Beach, Calif.

Alabama

It is reported that the Lyric, Jefferson and Grand theatres in Huntsville, Ala., are now being operated by Tony Sudekum, of the Crescent Amusement Company, and C. A. Crute. This amalgamation eliminates one more competitive point in Alabama and brings the Sudekum-controlled theatres up to a total of fifteen in the state.

T. E. Watson, of the Strand, Montevallo, is visiting New Orleans.

A. Brown Parkes, formerly of the Jefferson Theatre, has been named superintendent of admissions of the Alabama State Fair Association.

Oscar Wasson, formerly of the Lyric and Pantages theatres, has been named assistant to Manager Lewis Haase, of the Erlanger-Jefferson.

Colonel Thomas E. Orr, president of Marshall County Enterprises, operating the Liberty at Attalla, Rialto at Boaz and Princess at Albertville, will open his new Palace in Guntersville on Monday, September 3. The theatre seats 450 and is thoroughly equipped as a deluxe house for picture presentation. Colonel Orr is one of Alabama's veteran showmen.

J. W. Peck, of the Five Points Theatre, Birmingham, visited his father and mother at Sylacauga the past week.

Henry Hury, of the Frolic Theatre, has just returned from a fishing trip.

The new Forsyth Theatre, at Peyy City, Ala., which recently opened, is reported to be having excellent business, and Mr. Higginbotham, its builder and operator, is much gratified. He also operates the Majestic at Leeds, Ala.

Joe Steed, formerly of the Steed Amusement Company, visited Piedmont, Ala., the past week, as did C. E. Parnell and wife. Mr. Parnell conducts the Community Theatre at Piper, Ala.

Sound pictures made a brilliant debut at the palatial Saenger Theatre Mobile, August 24. A far-reaching and effective advance publicity campaign drew wide attention, making the innovation a great success.

Charlotte

C. A. Peeler has purchased the Imperial Theatre, Lenoir, N. C., from W. N. Sherrill, who also owns the Falls Theatre, Granite Falls, N. C.

W. A. Harmon announced the sale of the Stanley Theatre, Stanley, N. C., to Dr. J. U. Stanley this week

J. F. Miller, owner of Grand and Pastime Theatres, Hickory, N C., purchased the Rivoli Theatre there, formerly operated by C. A. Peeler, of that city.

The Majestic Theatre in Mebane, N. C., has been sold by the Eaves Theatres Corporation of Union, S. C., to A. F. Kelley. Mr. Kelley has been manager of the theatre for some time under the Eaves Theatres Corporation control.

M. A. Brown, booking manager for Paramount's office in Charlotte was transferred this week to sales representative in the eastern North Carolina territory, while E. H. Crowell was transferred back into the office as booking manager, which office he had previously held.

Glen Gryder, assistant booker for Paramount, is spending his vacation in Atlanta. He will return the latter part of the week bringing Mrs. R. B. Wilbanks and daughter back to Charlotte in their car. Mrs. Wilbanks has been in Atlanta visiting her mother.

Rufus Davis, Jr., son of R. A. Davis of National Theatre Supply Company, is improving rapidly after having his tonsils removed.

John McKenna, manager of the Imperial Theatre, Charlotte, has gone to his home in New Orleans for a short vacation. During his absence Dick Williams, assistant manager of the Carolina Theatre, is in charge.

Mr. and Mrs. Walter Griffith and baby, accompanied by Miss Ruth Hardin and Mrs. B. W. Hardin, have just returned from a vacation at Carolina Beach, Wilmington, N. C.

Mr. and Mrs. C. H. Arrington and sons, John and Charles, Jr., returned to Rocky Mount Monday from a two weeks' visit at the Breakers Hotel, Carolina Beach, Wilmington, N. C. Mr. Arrington is the owner of the Pastime, Lycir and Cameo Theatres, Rocky Mount, N. C.

The entire film industry in Charlotte was shocked and grieved to learn of the sudden death last Thursday morning of Jasper Gibson, of Laurinburg, N. C. Mr. Gibson was owner and manager of the Scotland Theatre in that city for years and was always prominent in the activities of the North Carolina Theatres Owners Association.

Florida

C. B. Ellis, manager F B O Jacksonville exchange, spent last week in his office.

Walter Morris, assistant manager of the Florida Theatre, is spending a two-weeks' vacation in Chattanooga, Tenn.

Lee Newsom, assistant manager of the Palace Theatre, has returned to his work, after an enjoyable vacation.

Jess Clark, Publix district manager, spent part of last week in down-state territory.

Charles Lester, manager Universal exchange, spent several days last week in the Jacksonville office.

The new neighborhood house in the Palma Ceia section of Tampa is nearly completed and will be ready for the opening by the last of September. The name selected for the house is "The Lisbon" it being located on Lisbon Avenue. B. E. Gore, who operates the Garden in the Tampa Heights section, has leased the new house.

Tampa's "Little Theatre" movement is going over fine. They have 150 members, with R. Wallace Davis, who is secretary to the Mayor, president, E. D. Lambright, editor of the Tampa Tribune, vice-president and Miss Dorothy Meadows director of the plays. Rehearsals are being held now for the first production, "The Show Off," which will be presented Oct. 2nd, in the musicale and federated clubs' building.

Arcadia also has a "Little Theatre" movement. Mrs. Cassie Orr is the president and Leslie Wilkins is vice-president and director of the plays. They have a plan in rehearsal but the date it will be presented has not been announced yet.

Report comes from Green Cove Springs that a fire in the building housing the theatre and a pharmacy did $25,000 damage and will necessitate the closing of the theatre until the building is repaired.

Kansas City

AN explosion, believed to have been caused by the throwing of a bomb, partly wrecked the Palace Theatre, Kansas City second-run house, Monday night. A guard with a rifle had been stationed on the roof of the theatre after four men in a motor car were reported to have driven past the theatre several times and aroused suspicion. The explosion occurred shortly after midnight when no patrons were in the house.

The Royal Theatre, once Kansas City's finest first-run house, and which has been dark for about one year, will reopen within sixty days, representatives of Publix Theatres, Inc., announced in Kansas City. The theatre has been dark since Publix holdings in Kansas City passed into the hands of the Loew interests when the Midland Theatre was opened. With the reversion of the Newman and Royal to Publix, both houses will be redecorated and rehabilitated.

Manhattan, Kan., is to have a new $125,000 theatre seating 1,700 persons, it has been announced by E. R. Jackson, who is to be assistant manager.

It is a novel manner in which C. F. McBride, cashier for the Warner Bros. branch in Kansas City, has elected to take his vacation. On Mondays, Tuesdays and Wednesdays "Mack" will take the afternoon off, thus extending his vacation over a period of about two months.

Morton Van Praag, former president of the M. P. T. O., Kansas-Missouri, and now divisional sales manager for Universal; R. L. Hickman, district exploitation man for Universal; Kenneth Harlan and his wife, Marie Prevost, were Kansas City visitors last week.

L. M. Carman, managing director for the Uptown Theatre, Kansas City, will remain at that post, according to the latest advices issued by the Universal Chain Theatrical Enterprises, Inc. Through an error it was reported that James Carrier, at present manager of the Capitol Theatre, Atlanta, Ga., was to be transferred to that post.

New York & New Jersey

AN important event in Brooklyn theatre circles occured last Friday evening, August 31, when the mammoth and ultra-expensive Fox theatre at Flatbush Avenue and Nevins Streets, Brooklyn, opened its doors for the first time to an eager and palpitating public.

The magnificent house, seating 5,000, is the third largest motion picture palace in New York and the largest in Brooklyn Borough. An indication of the changes wrought by the passing years is the fact that the theatre is only a few blocks away from the site of William Fox's first motion picture house—a nickleodeon which he operated in 1903.

There were thousands on hand to see the new house the night it made its debut to the public. The occasion was one requiring the presence of celebrities in private and official life. Borough President Byrne of Brooklyn voiced a welcome by means of the movietone and this little item on the program will be repeated during the week's program. "The Street Angel," the Fox special production, was the feature film for the premiere.

The Fox lobby is in verde and sienna marble. The columns are done in gilt and the interior is in Spanish baroque style. C. Howard Crane was the architect. Altogether, four floors of the theatre building are occupied by the amusement palace. The nearest rivals in the field of movie entertainment to the new Fox house in Brooklyn are the E. F. Albee, seating 3,241; Loew's Metropolitan, seating 3,570; and the Mark Strand, seating 3,500.

The kind of business every exhibitor wishes and hopes for is now being enjoyed by Fox Ridgewood Theatre, Ridgewood, Brooklyn, a talkie house. The programs are made up of Vitaphone and Movietone subjects and thriving crowds respond to them. The fact was strongly in evidence one night last week when police were called out to handle the eager crowds. Long lines of people in the evenings show their interest in the programs of the flourishing Fox house and ofttimes can be seen spread along the length of the neighboring block.

Harry J. Kusel, formerly assistant manager of Loew's Manor Theatre, has been appointed manager of the State Theatre in Ozone Park, Brooklyn, belonging to the Schmuckler Circuit.

Sally Siegel, of the Fox Films publicity force at the home office in New York City, last week captured the Fox 1928 women's tennis title, defeating Laura Deneau in straight sets, 7—5: 6—3. Sixteen girls in the New York office participated in the tournament, which was conducted under the auspices of the Fox Athletic Club.

Several units of the United Artists producing forces have moved to the fourth floor of 729 and are now housed there under the general company name of Art Cinema Corporation.

The Lincoln Theatre, Newark, closed during the summer months, opened Tuesday of this week.

The State Theatre, Elizabeth, opened on Labor Day after having been closed during the summer.

The Daytona Theatre, 165th Street and Amsterdam Avenue, opens on Wednesday, September 5th. It has been closed for the last six months.

Fanny Lightstone has re-opened her Apollo Theatre, 747 East 180th Street. The house opened last Friday, August 31.

E. J. Regan, manager of the Lincoln Theatre, West 135th Street, City, succeeds Mr. Murphy as manager of the house.

Harry Harris opened his West End Theatre on 125th Street, New York City, with a new policy on September 3rd. Tabloid musical revues and pictures, 2 changes per week constitute the new policy.

Loew's is changing the name of the Loew Universal Theatre to the Loew's 46th Street. The re-opening and change of name of this theatre are to take place the tenth of September. The Loew's 46th Street is located at New Utrecht in Brooklyn.

Edward Smith, of Sieder Molloy's Office along Film Row, was last week presented with a 7-pound baby boy. This happy event occurred on August 4 and, needless to say, Mr. Smith is now wearing his best smile. The newcomer has been named David Frederick.

Feld Han, manager of Loew's Cameo Theatre, Eastern Parkway, Brooklyn, is now back at his desk after a vacation.

Another erstwhile vacationer now back again on the grind is Julius Celler, general manager of the Schmuckler Circuit of Brooklyn houses.

A. H. Schwartz has opened his Albemarle Theatre, Brooklyn, which was closed for the summer.

The Avalon Theatre, managed by S. Wormser, is also re-opened for the season.

Frank Perrel, owner of the Livonia Theatre in Brooklyn, has resumed the full-week policy for his theatre.

Dan Leary has opened the Malboe Theatre, located in South Jamaica in Brooklyn, which is one of the three houses which this energetic showman has under his management. Dan's other two houses are the Yorkville Hippodrome, on First Avenue in New York City, and the South Ozone Theatre, situated at South Ozone Park, Long Island.

Milwaukee

MADISON is to have a new theatre according to recent announcement in that city. The securities division of the railroad commission has granted permission for the sale of $50,000 stock. Architects are now working on plans for the theatre which is to be of atmospheric type.

Ed. Wiesner is now traveling the southern Wisconsin territory for Fox.

N. J. Blumberg, formerly with Milwaukee theatre circuit, has opened new offices in the Commerce building under name of Parkway Amusement Corporation.

The Peerless theatre, under management of Ed. Olson, opened on the 1st. The house has been closed for some time undergoing re-decoration, the installation of new equipment, a new canopy, and a new coat of paint.

Peter Gottsacker plans to open his new theatre in Sheboygan on September 15th.

Jack Gross, manager of the Venetian at Racine, passed cigars at the Milwaukee Theatre circuit offices to announce his engagement to a young lady from St. Louis.

Construction of the picture house in Bay View which has been started and abandoned at intervals during the past year, is again under way and it now appears that the theatre will be completed.

Gordon Ames has been appointed new manager of the Venetian theatre to succeed Otto Lang who has been transferred to the Riviera. Mr. Lang succeeds Bob Gross who has resigned.

The Vander Vaart theatre at Sheboygan re-opens on the 1st. It was closed for several weeks for extensive remodeling.

Joe Kelly, formerly of Denver, is now traveling the Michigan territory for Celebrated.

Neil Duffy of the Elite theatre at Appleton and Francis Kadow of the Mikado at Manitowoc, were recent visitors to the exchanges.

Philadelphia

THE picnic of the Philadelphia Fraternity of Theatre Organists on Sunday, August 26th, which was spoiled by the rain, will be repeated on Sunday, September 9th. It will again be held at Kline's Farm, Fox Chase, and a number of new features have been arranged, including a fat man's race, a greased pig chase and a baseball game in which each player on the winning team will be presented with a live chicken. A parrot will be the prize in the fat man's race. Many prominent motion picture men with their families are expected to be present.

The Collingswood Theatre, Collingswood, N. J., formerly owned by the Lessy Amusement Company, was taken over on September 3rd by Handel & Rovner.

The State Theatre, Trenton, N. J., has been taken over by George B. Ten Eyck from the former owner, M. Hirshfeld.

It is announced that financing arrangements have been completed for the erection of a $2,000,000 theatre and store building by the Mercantile & Theatre Properties, Inc., on Frankford avenue, between Orthodox and Margaretta streets. The new house, which will be known as The Circle, has been leased for a period of twenty years by the Stanley Company of America. It will contain 3,050 seats.

Carl E. Hecht has purchased the New Theatre, Mifflinburg, Pa., from the former owners, Carlton Theatres, Inc.

Reports that Warner Brothers were negotiating for First National Pictures and that a merger, including the Stanley Company of America, Keith-Albee Circuit and FBO Pictures, caused Stanley stock to leap six points on the Stock Exchange. Lack of confirmation of the rumor, however, caused the gain to be lost.

Netoco Strengthening Position in New England Field

FOLLOWING its purchase of the theatres at Portland, Me., formerly owned by Leon P. Gorman, the New England Theatres Operating Corporation announces the appointment of Mr. Gorman as district manager of the theatres already owned and to be acquired in that state. Lester Davis, known from coast to coast, long associated with Publix and of late manager of the Fields Corner Theatre of the Publix chain, has been appointed manager of the new Maine Theatre at Portland.

Netoco, as the New England company's circuit is known, will rush the new State to completion. It will seat about 2500. Vitaphone and Movietone are being installed and there will be a large organ, orchestra and orchestra platform which may be raised or lowered. The stage is sufficiently large for presentations.

The theatre is in Spanish style architecture and the decorations will be under the personal direction of Netoco's president, Samuel Pinanski, the 32-year-old head of the $25,000,000 chain.

The theatre is marked by spacious lobby and foyer, mezzanine and balcony.

Arrangements have been made with the Portland newspapers to secure the news flashes direct from editorial rooms over a special wire.

The other Portland theatre which the company has acquired is the Maine, which seats 1,000.

Netoco has purchased the Elm Circuit from Julius Levenson, the four theatres having a total seating capacity of 3,700. They are the Milford Theatre, seating 1,000, the theatare at North Attleboro seating 900, the Marlboro, seating 1,000 and the house at East Boston seating 800. Movietone and Vitaphone are being installed at the North Attleboro and Milford theatres.

Construction is under way for the Netoco Egyptian Theatre in the Brighton district of Boston. This will be a 2,500 seat theatre, with Movietone and Vitaphone equipment. It is understood that it will be made a first-run theatre.

Netoco has completed a tie-up with the Boston American with direct wires from its news room to the theatres supplying news flashes.

The company has this week enlarged its offices at 19 Milk Street, Boston, to keep pace with its expansion. The entire top floor of the building has been remodelled and half of the floor below has also been acquired. A separate stairway has been constructed within the company's offices connecting the two floors.

Tampa Market Converted Into Novel Theatre

The latest in neighborhood theatres for Tampa is chuck full of novelty. The building itself was built for a market. It covers a large lot about 50 by 130 feet, facing on Nebraska Avenue, and the entire building is of metal. The market failed to click, so the owner, J. C. Wood, decided to make a theatre of it, and how.

He cleaned out the interior and started decorating. The roof was painted to represent the sky, with plenty of fleecy clouds and stars. The braces were all covered with cut-out metal representing tropical palms and vines. Big banana leaves droop from the stanchions which are painted to represent the trees. The effect is striking and gives a real "kick" as you enter.

Everything in the building, except the chairs, is of metal and concrete. There is a stage 12 feet deep and 38 feet wide. The sides can all be raised to permit the evening breeze to sweep through. The front is painted to make a whale of a flash, with the entrance and box office in the center made to represent a chariot, with wheels and everything. On each side of the entrance lobby is a small store.

The ballyhoo feature is a chariot made from a Ford chassis with the touring body turned around for the chariot effect and two large metal horses mounted on each side of the chassis.

Plans Materializing for Theatre at McGill, Nev.

Plans for the new McGill theatre, to be erected by H. A. Stone at McGill, Nevada, have been completed and contracts will probably be let in a few days, it is stated. The building, which will cost approximately $50,000, will be 40 by 110 feet, with a 25-foot ceiling and a seating capacity of 500.

Tapestry brick and stucco panels will be used in the Egyptian style front. The bleacher type of seating, which eliminates a balcony, will be used.

Brick will be used in the construction of the building, which will have a built-up asbestos roof. There will be four large fire escapes of reinforced concrete, and the projecting room will be equipped with the best equipment obtainable, according to announcement. The house will be equipped for the use of Vitaphone, also.

Under the sloping "bleachers" will be the foyer, vestibule, ladies' dressing room, office, paper room, generator room, workroom and store room. There will be a commodious stage, suitable for types of entertainment other than the movies.

Work Inaugurated on New Plattsburgh House

The Plattsburgh Realty Company, of which William Mayette is president, has begun work on a new and strictly modern theatre on the site of the old Plattsburgh Theatre, Plattsburgh, destroyed by fire on the morning of March 17. The new house promises to be one of the finest in northern New York and a worthy successor to the leading house in the training camp town.





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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick in Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost in the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1	4569 feet	
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Comoson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally in Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25		
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The			
Scarlet Lady, The	De Putti-Alvarado		Aug. 25
Submarine	Holt-Revier-Graves		

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 28
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat in Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat in Astronomeows	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cat in Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat in Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat in Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 28
Felix the Cat in Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix in In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat in Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat in Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix in Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix in Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat in Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix in Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat in the Olly Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix in the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Girlies Behave	Jerry Drew	Sept.	9	2 reels	
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 28
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	28	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	8	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wife Trouble	Robert Graves	Sept.	23	1 reel	
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	18	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Life's Crossroads	Hulette-Hamilton		
Manhattan Knights	Bedford-Miller		
Speed Classic, The	Lease-Harris		

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame in the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Drifti'n' Sands	Bob Steele	Jan.	1	4770 feet	
Fa ns of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blana	Feb.	12	5146 feet	Dec. 30
Hook and Ladder No 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6429 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4785 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April	24	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
Terror Mountain	Tom Tyler	Aug.	19	4884 feet	
Texas Tornado, The	Tyler-Darro	June	24	4793 feet	
Trail of Courage, The	Steele-Bonner	July	8	4758 feet	
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	Feb.	26	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie'e James	Vaughn-Cook			2 reels	
Joyful Day	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey'e Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey'e Movies	Mickey Yule			2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
My Wild Irish Rose				2 reels	
Oul Oul Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah! Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno	Jan. 6	
Avenging Rider, The	Tom Tylor	Oct. 7	
Captain Careless	Bob Steele	Aug. 26	
Charge of the Gauchos	F. X. Bushman	Sept. 16	
*†§Circus Kid, The	Darro-Costello-Brown	Oct. 7	
City of Shadows, The	Luden-Lynn		
Come and Get It	Bob Steele	Feb. 3	
Dog Law	Ranger (Dog)	Sept. 2	
Down Our Way	Valli-Caldwell-Darro		
Drums of Araby	Tom Mix		
Eagle'e Ta'ons, The	Tom Tylor		
Freckled Rascal, The	Buzz Barton	Mar. 31	
Fury of the Wild	Ranger (Dog)	Nov. 4	
*†§Gang War	Borden-Pickford	Nov. 18	6337 feet
Gun Law	Tom Tyler	Mar. 3	
Hoadin' for Danger	Steele-Mendoz	Dec. 16	
Hey Ruhe!	Olmstead-Trevor		
His Last Haul	T. Moore-Owen	Nov. 11	
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept. 23	6337 feet Aug. 4
Idaho Red	Tom Tylor	Mar. 3	
Orphan of the Sage	Buzz Barton	Dec. 23	
Rough Ridin' Red	Buzz Barton	Nov. 4	
Sally's Shoulders	Wilson-Hackathorne	Oct. 14	
Singapore Mutiny, The	Gardner James	Oct. 7	
Sinners in Love		Nov. 4	
Son of the Golden West	Tom Mix	Oct. 1	
Stocks and Blondes	Logan-Gallaghor	Sept. 9	
Stolen Love	M. Day-O. Moore-Lease	Dec. 2	
*†§Taxi 13	Conklin-Sloeper-Trevor	Sept. 2	
Tracked	Ranger (Dog)	Jan. 6	
Trail of the Horse Thievee, The	Tom Tyler	Jan. 13	

Title	Star	Rel.	Date	Length	Reviewed
Tyrant of Red Gulch	Tom Tyler	Nov. 25			
Vagabond Cub, The	Buzz Barton	Feb. 10			
Young Whirlwind, The	Buzz Barton	Sept. 16			

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Tye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
*†Barker, The	Silis-Compson-Mackaill	Sept.	30		July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Silis-Kenyon	Mar.	11	6500 feet	April 28
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
*†Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Silis-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	
Heart Trouble	Harry Langdon	July	29		
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	28		
Out of the Ruins	Barthelmess-Nixon	Aug.	19	6100 feet	Aug. 25
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Silis-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5	6225 feet	
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Butter and Egg Man, The	Mulhall-Nissen	Sept. 2	6467 feet
§Changeling	Dorothy Mackaill		
*†Divine Lady	Griffith-Varconi		
Do Your Duty	Charlie Murray		
Glorious Trail, The	Maynard-McConnell	Oct. 28	
*Hard Rock	Silis-Todd	Oct. 14	
*Haunted House, The	Kent-Todd		
*†§Lilac Time	Moore-Cooper		8967 feet Mar. 24
*Night Watch, The	Dove-Reed	Sept. 9	
*Outcast	Griffith-Lowe	Oct. 28	
Phantom City, The	Maynard-Gilbert		
*Scarlet Seas	Richard Barthelmess		
*Show Girl	White-Delaney	Sept. 23	
Waterfront		Sept. 16	
*Whip, The	Mackaill-Nissen-Forbes	Oct. 7	6058 feet

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July	8		
*Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	
*Four Sons	Mann-Hall-Bushman	Sept.	2	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Girl in Every Port, A	McLaglen-Armstrong	Feb.	28	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 26
Horsemen of the Plains	Mix-Blanc	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Grey	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 18
*Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
None But the Brave	Morton-Phipps-Lynn	Oct.	21	5713 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June	10	5071feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 toot	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec.	2	9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug.	26		
Road House	Barrymore-Albe	July	22	4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10,'27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
*†§Street Angel, The	Gaynor-Farrell	Aug.	19	9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov.	4	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May	20	5937 feet	May 28
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 18
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
Blue Grass and Blue Blood	Variety	Dec.	9	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Drifting Through Gascony	Variety	Oct.	28	1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Glories of the Evening	Variety	Nov.	11	1 reel	
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	Feb. 4
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T. Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Andes, The	Varsity	Aug.	5	1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love is Blonde	Rollens-Ellis	Feb.	26	2 reels	Mar. 17
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
Monument Valley	Variety	Nov.	25	1 reel	
Neapolitan Days	Variety	Sept.	2	1 reel	
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On e South Sea Shore	Variety	April	1	1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb.	19	1 reel	
Snowbound	Variety	Aug.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
Spanish Craftsmen	Variety	Sept.	30	1 reel	
Steeplechase	Variety	Oct.	14	1 reel	
Storied Palestine	Variety	Dec.	23	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Through Forest Aisles	Variety	Sept.	16	1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*§Air Circus, The	Carrol-Lake-Rollins	Sept.	30		
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	18		
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Oct.	14		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.	23		
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell				
Homesick	Sammy Cohen	Dec.	30		
Joy Street	Barrymore-Alba	Dec.	9		
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
Making the Grade	Moran-Lowe	Oct.	7		
Me, Gangster	Collyer-Terry	Oct.	8		
*†§Mother Knows Best	Bellamy-Dresser	Oct.	28		
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Sept.	23		
Prep and Pep	Rollens-Drexel	Nov.	11		
Riley the Cop	Macdonald-Drexel	Jan.	6 '29		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	16	5337 feet	
Woman, The	Astor-Boles				

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
In a Music Snoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30

GOTHAM
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	

Title	Star	Rel.	Date	Length	Reviewed
Cheer Leader, The	Graves-Olmstead	Nov.	1	8000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug.	12	6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug.	28	6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlen	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Ahle of the U. S. A	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
*§Girl From Argentine, The	Carmel Meyers				
Thru the Breakers	Livingston-Herbert				
Turn Back the Hours	Loy-Pidgeon	Mar.	1	8600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	8805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	8998 feet	July 14
Adventurer, The	McCoy-Sebast en	July	14	4709 feet	
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	8433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 18, '26
Big City, The	Chaney-M. Day-Compson	Feb.	18	6836 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Henson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar.	31	5601 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane Arthur	June	9	5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May	5		
Divine Woman The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	8408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	16		July 28
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Four Walls	Gilbert-Crawford	Aug.	4	6620 feet	Aug. 25
Garden of Allah	Terry-Petrovich	Nov.	5	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Negel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June	2		
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug.	11	7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Devles-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Baltour	May	12	5813 feet	
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4764 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	29	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
*†§White Shadows in the South Seas	Blue-Torres	July	7	7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept.	15	1 reel	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Boy Friend, The				2 reels	
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Uta Oddities	Feb.	11	1 reel	
Cleopatra		July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 26
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug.	18	1 reel	
*Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Fishing With a Microscope	Uta Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Happy Omen, A	Uta Oddities	July	14	1 reel	
Heavenly Bodies	Ufa Oddities			1 reel	
*Imagine My Embarrassment	Charley Chase			2 reels	July 28
Is Everybody Happy?	Charley Chase			2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	Mar. 3
Let George Do It	Laurel Hardy			2 reels	
Limousine Love	Charley Chase	April	14	2 reels	April 21
Lonely Lepland	Ufa Oddities	Nov.	10	1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept.	1	1 reel	
Murder	Uta Oddities	Sept.	29	1 reel	
Nature's Wizardry	Uta Oddities	July	28	1 reel	
*Ol' Gray Hoss, The	"Our Gang"			2 reels	July 28
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 26
Pathfinders, The	Ufa Oddities			1 reel	
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Uta Oddities	Jan.	14	1 reel	
Pets and Pests	Uta Oddities	Jan.	28	1 reel	Mar. 3

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Primitive Housekeeping	Ufa Oddities	April 21		1 reel	
Rainy Days	"Our Gang"	Feb. 11		2 reels	Feb. 25
Sanctuary	Ufa Oddities	May 5		1 reel	July 21
*School Begins	"Our Gang"			2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25		1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26		2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy			2 reels	July 28
Sleeping Death	Ufa Oddities	June 30		1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14		2 reels	Jan. 14
Telly-Ho	Ufa Oddities			1 reel	
Tell it to the Judge	Max Davidson	April 28		2 reels	
That Night	Max Davidson			2 reels	
Their Purple Moment	Laurel-Hardy	May 19		2 reels	May 28
Tokens of Manhood	Ufa Oddities	June 6		1 reel	May 28
Two Tars	Laurel-Hardy			2 reels	
Virgin Queen, The	Stanley-Dwan-Menning	May 12		2 reels	May 19
Wicked Kashmir, The	Ufa Oddities	April 7		1 reel	
Wives for Sale	Ufa Oddities	Oct. 27		1 reel	
Wonders of Blue Gulf Mexico	Ufa Oddities			1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13		1 reel	
Your Darn Tootin'	Laurel-Hardy	April 21		2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	Sept. 29	6037 feet Aug. 4
*Bellamy Trial, The	Joy-Bronson	Oct. 5	
Beyond the Sierras	Tim McCoy	Sept. 15	
Brotherly Love (tentative)	Dane-Arthur	Oct. 12	
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day	Sept. 22	
*Dancing Daughters	Crawford-Brown-Sebastian	Sept. 1	
Dealing Fire	Flash-Lorraine-Gray		
*Excess Baggage	Haines-Cortez	Sept. 8	
Gold Braid	Ramon Novarro	Nov. 30	
He Learned About Women	Haines-Page-Percy		
Her Cardboard Lover	Davies-Asther	Aug. 25	
Humming Wires	Tim McCoy		
Little Angel, The	Shearer-Asther	Nov. 2	
Loves of Casanova, The	Special Cast		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert	Nov. 16	
Napoleon	Special Cast		
*§Nize Baby			
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine	Oct. 26	
Show People	Davies-Haines	Nov. 9	
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes		11100 feet Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*While the City Sleeps	Chaney-Page	Sept. 15	
Wind, The	Gish-Hanson	Nov. 23	
Woman of Affairs, A	Gilbert-Gatbo	Oct. 19	

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davis	Mar 31		5897 feet	
Barbed Wire	Negri-Brook	Sept. 10		6591 feet	
Beau Sabreur	Brent-Cooper	Jan. 7		6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May 19		5808 feet	July 7
Chang	Jungle Film	Sept. 3		6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov. 12		5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb. 18		5665 feet	April 7
Drag Net, The	Bancroft-Brent	May 26		7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April 21		5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb. 25		5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct. 8		5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May 12		7720 feet	May 28
First Kiss, The	Wray-Cooper	Aug. 25		6134 feet	Aug. 25
Fools for Luck	Fields-Conklin	May 5		5758 feet	June 23
Forgotten Faces	Brian-Brook	Aug. 11			Aug. 11
Gay Defender, The	Dix-Todd	Dec. 10		6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct. 15		5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan. 28		6671 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec. 10		5998 feet	
Half a Bride	Ralston-Arlen	June 16		6263 feet	
His Tiger Lady	Menjou-Brent	June 9		5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec. 3		5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July 14			July 28
Jesse James	Thomson-Lane	Oct. 22		8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug 18			Aug. 18
Ladies of the Mob	Bow-Arlen	June 30		6792 feet	
Last Command, The	Jannings-Brent	Jan. 21		8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov. 28		6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar. 10		7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan. 14		5737 feet	Feb. 25
*Loves of An Actress, The	Negri-Cooper	Aug. 18		7459 feet	Aug. 4
Magnificent Flirt, The	Florence Vidor	June 2		6440 feet	June 30
Nevada	Cooper-Todd	Sept. 10		6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April 7		5741 feet	April 21
Now We're in the Air	Beery-Hatton	Oct. 22		5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar. 3		7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept. 24		4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov. 5		5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar. 17		6600 feet	May 5
Peaks of Destiny	Special Cast	Jan. 28		5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan. 21		6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June 30		7646 feet	July 14
Red Hair	Bow-Chandler	Mar. 10		6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct. 1		9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug. 25			
Secret Hour, The	Negri-Thomson	Feb. 4		7175 feet	Mar. 17
Serenade	Menjou-Carver-Besquette	Dec. 24		5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct. 15		5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov. 12		6015 feet	Dec. 9
Shootin' Irons	Luden-Blone	Oct. 8		5179 feet	
Show Down, The	Bancroft-Brent	Feb. 25		7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar. 24		4792 feet	May 28
Speedy	Lloyd-Christie	April 7		7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb. 11		5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov. 19		4934 feet	
Stark Love	Special Cast	Sept. 17		6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May 28		6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April 21		6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept. 17		6124 feet	Sept. 18
Tell It to Sweeney	Conklin-Bancroft	Sept. 24		6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April 14		7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar. 3		5733 feet	
Two Flaming Youths	Conklin-Fields	Dec. 17		5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb. 4		5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct. 29		7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blone	June 23		5834 feet	
*Warming Up	Richard Dix	Aug. 4		6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Haver	Oct. 1		8486 feet	July 8, '27
We're All Gamblers	Meighan-Milliner	Sept. 3		5935 feet	
Wife Savers	Beery-Hatton	Jan. 7		5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct. 29		5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb. 25		2 reels	
Alice in Movieland	Novelty	June 23		2 reels	
Baby Feud	Krazy Kat Cartoon	Aug. 18		1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct. 22		1 reel	
Behind the Counter	E. E. Horton	Mar. 3		2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April 21		2 reels	
Bum Steer, A	Krazy Ket Cartoon	April 21		1 reel	
Call Again	E. E. Horton	Oct. 20		2 reels	
Campus Cuties (Christie)	Billy Dooley	April 7		2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13		1 reel	
Dad's Choice	E. E. Horton	Jan. 7		2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27		2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug. 11		2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan. 21		2 reels	April 28
Frenzy	Novelty	Jan. 14		2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May 26		2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April 28		2 reels	
Halfback Hanneh (Christie)	Ann Cornwall	April 14		2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June 2		2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb. 11		2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec. 1		2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug. 18		2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb. 25		1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb. 11		1 reel	
Just the Type (Christie)	Neal Burns	Feb. 18		2 reels	
Knights of the Air	Aviation Film	Mar. 31		2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb. 18		1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8		1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23		1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25		1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22		1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11		1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20		1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28		1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14		1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb. 4		1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar. 31		1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June 9		1 reel	
Ko-Ko's Klnk	Inkwell Cartoon	Jan. 7		1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21		1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6		1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar. 3		1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar. 17		1 reel	
Long Hose (Christie)	Jack Duffy	Mar. 17		2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6		2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May 12		2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24		2 reels	
Love Sunk	Krazy Kat Cartoon	Mar. 24		1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4		1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29		2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June 2		1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29		1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13		2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14		1 reel	
Prancing Prune	Helen Heyes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June 30		1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan. 28		2 reels	
Say Uncle (Christie)	Jack Duffy	June 9		2 reels	
Scrambled Weddings	E. E. Horton	June 30		2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1		2 reels	
Shadow Theory	Krazy Kat Cartoon	Jan. 28		1 reel	
Show Vote	Krazy Kat Cartoon	Sept. 15		1 reel	
*Skating Home (Christie)	Frances Lee	Sept. 1		2 reels	
Slick Slickers (Christie)	Neal Burns	July 7		2 reels	
Slippery Heels (Christie)	Jimmie Adams	June 16		2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept. 22		2 reels	
Stage Coached	Krazy Kat Cartoon	June 16		1 reel	
*Stop Kidding	Bobby Vernon	Aug. 25		2 reels	
Sweeties (Christie)	Bobby Vernon	Mar. 10		2 reels	
Tong Tied	Krazy Ket Cartoon	April 7		1 reel	
Two Masters	Eaton-Post	Sept. 8		2 reels	
Vacation Waves	E. E. Horton	Sept. 15		2 reels	
Walls Tell Tales	Madge Kennedy	Aug. 4		2 reels	
Water Bugs (Christie)	Billy Dooley	Feb. 4		2 reels	
Wired and Fired	Krazy Ket Cartoon	Mar. 10		1 reel	

Coming Attractions

Title	Star	Length	Reviewe
*§Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*§Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20	
*Fleet's In, The	Bow-Hall	Oct. 13	
*†Four Feathers	Jungle Film		
His Private Life	Menjou-Carver		
Hunting Tower	Harry Lauder		
*§Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane		
Lottor, The	Evelyn Brent		
Manhattan Cocktail	Arlen-Carroll		
Mating Call, The	Meighan-Brent-Adoree		
Model from Montmartre	Naldi-Petrovitch	Sept. 22	
*Moran of the Marines	Dix-Elder	Oct. 27	
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
*Patriot, The	Jennings-Stone-Vidor	Sept. 1	9819 feet Aug. 18
Quick Lunch	Fields-Conklin		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
Sins of the Fathers	Emil Jannings		
*†Soul of France, The	Special Cast		
Take Me Home	Daniels-Hamilton	Oct. 20	
Three Week-Ends	Clara Bow		
*§Varsity	Rogers-Brian	Sept. 29	
Water Hole, The	Holt-Carroll	Aug. 25	
*Wedding March, The	Van Stroheln-Wrey	Oct. 6	
Wings	Bow-Rogers	Sept.	12 reels Aug. 26'27
Women From Moscow, The	Negri-Kerry		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3998 feet	
Almost Human	Vera Reynolds	Dec.	28	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 18
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr.	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 28
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekma Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 18
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
*†§King of Kings, The	Warner-Logan	Sept.	30	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr.	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Red Mark, The	von Seyffertitz-Quartaro	Aug.	26	7937 feet	
Ride 'Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr.	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	6423 feet	April 7
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr.	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marlon	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Animal Snaps	Rarebits	April	8	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan.	20	2 reels	
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bargain Hunt		Oct.	14	2 reels	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Burglar, The		Dec.	9	2 reels	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Calling Hubby's Bluff		Feb.	3	2 reels	
Campus Carmen, The	Sennett Girls	Sept.	23	2 reels	
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Catalina Rowboat Races	Jackson-Hiatt-McKee	Oct.	21	2 reels	
Caught in the Kitchen	Billy Bevan	Sept.	9	2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	Aug. 18
Crowned Heads	Sportlight	Feb.	19	1 reel	
Defensive Ends, The	Football Sense	Nov.	28	1 reel	
Defensive Half Backs	Football Sense	Nov.	7	1 reel	
Defensive Line, The	Football Sense	Nov.	21	1 reel	
Deferred Catch	Football Sense	Nov.	14	1 reel	
*†Dinner Time	"Aesop Fable"			1 reel	
Don't Get Jeaous		May	19	2 reels	
Dumb Waiter, A	Johnny Burke	Sept.	16	2 reels	
Eagle of the Night (Serial)	Frank Clarke	Oct.	14	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Foolish Husbands		Mar.	17	2 reels	
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Hubby's Week-End Trip		Dec.	2	2 reels	
Huntsmen, The	"Aesop Fables"	July	8	1 reel	July 14
In the Bag	"Aesop Fables"	Aug.	26	1 reel	
Jungle Daye	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triongle, A	"Aesop Fables"	Mey	8	1 reel	May 19
Kasmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savore	Rorebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollerd-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Man Without a Face (Serial)	A. Ray-W. Miller	Jen.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mer. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Motor Boat Mamos		Sept.	30	2 reels	
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
New Aunt		May	12	2 reels	
No Picnic		Oct.	7	2 reels	
On the Ice	"Aesop Fables"	Mer.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbdered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Rodeo, The		Mar.	24	2 reels	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	28	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon	Sept.	30	3 reels	
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Static	"Aesop Fable"	Sept.	2	1 reel	
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supple Sex, The	Sportlight	Aug.	5	1 reel	
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Taxi for Two	Jack Cooper	Sept.	2	2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
UncleTom		Jan.	27	2 reels	
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
*†Annapolis	Loff-Brown	Dec. 2	
Black Ace, The	Don Coleman	Sept. 2	5722 feet
Border Patrol	Harry Carey	Dec. 23	
Burning Bridges	Harry Carey	Sept. 30	
Captain Swagger	La Rocque-Carol	Nov. 11	6312 feet
Celebrity	Armstrong-Basquette	Oct. 7	Aug. 11
Craig's Wife	Irene Rich	Sept. 23	
Flying Buckaroo, The	Wally Wales	Nov. 25	6670 feet
Flying Fool, The	Monty Banks	Nov. 25	
Forbidden Love	Lili Damita	Nov. 4	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Geraldine	Quillan-Loff	Dec. 30	
*†Godless Girl, The	Basquette-Prevost	10720 feet	
Hawk of the Hills	Allene Ray	Mar. 17	
Love Over Night	La Rocque-Loff	Sept. 16	
Marked Money	Junior Coghlan	Nov. 18	
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet
*†Ned McCobb's Daughter	Irene Rich	Jan. 13	
Office Scandal	Phyllis Haver	Dec. 16	
Power	Boyd-Logan	Oct. 21	
Sal of Singapore	Phyllis Haver	Oct. 14	
*†Show Folks	Quillan-Loff	Oct. 28	
Sin Town	Allen-Fair	Jan. 20	
*†Spieler, The	Hale-Logan	Jan. 6	
Yellow Contraband	Leo Maloney	Oct. 28	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	O'Malley-L. Rich	Sept.	28	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Dimstead	Aug.	15		
Trail Riders	Buddy Roosevelt	April		4627 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Trallin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
City of Purple Dreams, The	Bedford-Frazer				
Sister of Eve	Anita Stewart	Sept.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	
Undressed	Bryant Washburn	July	15	5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
*†Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Amerangio	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 18
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers			6100 feet	
Gay Adventurer, The	Charles Aiden	A B A			6400 feet	
Hands of Orlac	Conrad Veidt	Aywon			6500 feet	
Hell Ship	Special Cast	Collwyn			5800 feet	
Into the Night	Agnes Ayres	Raleigh			5712 feet	
House of Shame, The	Faire-Hale	Chesterfield	Aug.		5300 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 18
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Marla Corda	Brill	June	1	7000 feet	
No Babies Wanted	Devore-Mong	Plaza			5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist.	Aug.			
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	Aorll		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4562 feet	
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Ufa Eastern			6300 feet	
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Amerangio			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 18
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
No Place to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Washker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Apaches of Paris, The	Special Cast	Ufa Eastern			
Arizona Days	Bob Custer	Syndicate	Sept.	15	4345 feet
Bachelor Club, The	Talmadge-Worth	Gonoral Pict.			
Bondage	Special Cast	Ufa-Eastern			
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet
Guilty	Fritsch-Vernon	Ufa-Eastern			
Lookout Girl, The	Jacquolino Logan	Quality Dist.	Sept.		
House of Shame, The		Chesterfield			
Mechanics of the Brain	Educational	Amkino			6000 feet
Milak of the Snowlands	Special Cast	Ufa-Eastern			
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet
Poet and Czar	Special Cast	Amkino			8775 feet

Title	Star	Rel.	Date	Length	Reviewed
Thunder God	Cornelius Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino		6500 feet	
Water, The	M. Chekhov	Amkino		7000 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet
When Duty Calls	Special Cast	Ufa-Eastern			
Yellow Ticket, The	Anna Sten	Amkino		7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1		
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 28
Domestic Relations	Claire Windsor	Aug.	15		
George Washington Cohen	Jessel-Palmer	Oct.	20		
Ghetto, The	George Jessel	Feb.	1		
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Sept.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Sept.	20		
Prowlers of the Sea	Cortez-Myers	June	20		
Scarlet Dove, The	Frazer-Borio	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
*†In a Persian Market	Color Classic	Oct.	1	1 reel	
*†In a Chinese Temple Garden	Color Classic	Feb.	15	1 reel	
*†Love Charm, The	Color Classic			1 reel	
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†Cavalier, The	Bedford-R. Talmadge	Oct.	1		
Devil's Apple Tree, The	Dorothy Sebastine	Dec.	20		
Family Row, The	Windsor-Gray				
Floating College, The	O'Neill-Collier, Jr.	Oct.	10		
Gun Runner, The	Cortez-Lane	Nov.	10		
*†Hawaiian Love Call, The	Color Classic	Dec.	15	1 reel	
*†Japanese Carnival, A	Color Classic	Jan.	1	1 reel	
Rainbow, The	Dorothy Sebastine	Dec.	1		
*†Toilers, The	Ralston-Fairbanks, Jr.	Sept.	1		
Tomorrow	Miller-Gray	Nov.	1		
*†Toy Shop, The	Color Classic	Nov.	1	1 reel	

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	23	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rend	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Nov.	25	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	16		
Hot Heels	Tryon-Miller	May	13	5874 feet	
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 18
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 18
*†Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	May 12
*†Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Length	Reviewed
Michigan Kid, The	Nagel-Adoree	Oct. 21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb. 28	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept. 18		
One Glorious Scrap	Fred Humes	Nov. 20	4172 feet	
On Your Toes	Denny-Worth	Nov. 27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept. 4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept. 25	5418 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June 2		
Phantom Flyer, The	Al Wilson	Feb. 28	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov. 11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4		
Put 'Em Up	Fred Humes	Mar. 11	4200 feet	
Quick Triggers	Fred Humes	July 15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan. 29	5382 feet	
Riding for Fame	Hoot Gibson	Aug. 19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb. 19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct. 2	6166 feet	Aug. 28
Sky Hand Saunders	Al Wilson	Nov. 8	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov. 8	6218 feet	
Stop That Man	Lake-Kent	Mar. 11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct. 18	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar. 4	8249 feet	Mar. 10
Thanka For Buggy Ride	La Plante-Tryon	April 1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb. 5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov. 13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April 8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept. 4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April 8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar. 18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18	4616 feet	
*†Uncle Tom's Cabin	Special Cast	Sept. 2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May 6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov. 27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May 20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct. 2	4167 feet	
Won in the Clouds	Al Wilson	April 22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb. 20	1 reel	April 7
All Balled Up	Charles Puffy	Feb. 27	2 reels	Feb. 4
All For Geraldene	Sid Saylor		2 reels	
Ambuscade, The	Fred Gilman	June 16	2 reels	May 19
Any Old Count	"The Gumps"	Jan. 23	2 reels	
Back to Nature	Arthur Lake	Feb. 27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan. 14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar. 24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May 2	2 reels	April 7
Big Game George	Sid Saylor	July 18	2 reels	
Boss of the Rancho	Bob Curwood	Jan. 7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb. 4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar. 19	1 reel	April 7
Broke Out		Aug. 1	2 reels	
Buckskin Days	Newton House	Feb. 18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June 27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan. 11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar. 14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb. 8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog		2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May 23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug. 15	2 reels	
By Correspondence	Arthur Lake	Jan. 30	1 reel	Jan. 14
Colford vs. Redskins	Lewis-Gulliver-Phillips	Sept. 17	2 reels	
Card of Destiny, The	Fred Gilman	July 14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan. 9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July 11	2 reels	
Cloud Buster, The	"The Gumps"	Feb. 6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May 5	2 reels	April 7
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	
Crushed Hats	Sid Saylor	Jan. 30 '29	2 reels	
Danger Line, The	Edmund Cobb		2 reels	
Danger Trail, The	Newton House	Sept. 1	2 reels	
Dangerous Trail, The	Jack Perrin	June 2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan. 18	2 reels	Dec. 31
Diamond Master, The		April 8, '29	10 episodes	
*East Side			2 reels	
Fighting Destiny	Fred Gilman	May 19	2 reels	April 21
Fighting Kid, The	Newton House	June 9	2 reels	May 19
Fish Stories	Young-La Salle	Nov. 21	2 rels	
Fox Chase, The	Oswald Cartoon	June 25	1 reel	May 26
Framed	Bob Curwood	May 26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhaill	June 13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept. 22	2 reels	
Gauge of Battle, The	Fred Gilman	April 21	2 reels	Mar. 24
George Meets George	Sid Saylor	June 20	2 reels	May 19
George's False Alarm	Sid Saylor	Feb. 29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May 30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug. 18	2 reels	
Gold Claim, The	Bob Curwood	July 21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July 25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 17	2 reels	
Handicapped	Laemmle Novelty	Sept. 24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar. 26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9	1 reel	
Her Haunted Heritage	Ben Hall	July 2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April 4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April 26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25	2 reels	
High Up	Oswald Cartoon	Aug. 6	1 reel	
His In Laws	Charles Puffy	Mar. 12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept. 10	1 reel	
Horace in the Army	Arthur Lake		1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan. 29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan. 4	2 reels	Dec. 18
Hot Dogs	Oswald Cartoon	Aug. 20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May 14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug. 27	1 reel	
Husbands Won't Tell		Aug. 29	2 reels	
Indoor Golf	Long-Adams-Layman-McPhaill	Mar. 7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June 30	2 reels	May 26
Jackson Comes Home	Bob Curwood		2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept. 3	2 reels	
Just in Time	Edmund Cobb		2 reels	
Just Wait	Young-La Salle	Sept. 26	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
King of Siwash	Arthur Lake	Aug. 13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9 '29	2 reels	
Look Pleasant	Sid Saylor	Nov. 10	2 reels	
Looters, The	Bob Curwood	Mar. 3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April 9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhaill	Aug. 8	2 reels	
Mississippi Mud	Oswald Cartoon	Sept. 17	1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May 7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue		10 episodes	
Neck n' Neck	Oswald Cartoon	Jan. 23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2	2 reels	Dec. 18
Newlyweds' Anniversary	Snookums	Aug. 8	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April 2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June 4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5	2 reels	Aug. 18
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May 7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 28	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb. 8	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar. 5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	May 28	1 reel	May 5
Ole Swimmin' 'Ole, The	Oawald Cartoon	Feb. 6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30	1 reel	April 7
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	
Payroll Roundup, The	Bob Curwood	Mar. 31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July 4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18	1 reel	Mar. 24
Ride For Help, The	Newton House	July 7	2 reels	
Riders of the Sierras	Edmund Cobb		2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15	2 reels	
Riding Gold	Newton House	Jan. 21	2 reels	
Ring Leader, The	Jack Perrin	April 7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 28	1 reel	Mar. 10
Rival Romeos	Oswald Cartoon	Mar. 5	1 reel	April 7
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Ropin' Romance	Newton House	Aug. 4	2 reels	
Rubber Necks	Sid Saylor	Sept. 12	2 reels	
Ruse, The	Jack Perrin	Aug. 25	2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April 2	1 reel	May 5
Sailor George	Sid Saylor	May 9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16	1 reel	June 18
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr.	June 3	10 episodes	
Sealed Orders	Jack Perrin	Feb. 11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
Sky Scrappers	Oswald Cartoon	Sept. 3	1 reel	Aug. 18
Sleigh Bells	Oswald Cartoon	July 23	1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan. 18	2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12	1 reel	Feb. 18
Some Babies	Charles Puffy	Mar. 28	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2	1 reel	Dec. 18
Son of the Frontier, A	Newton House	April 14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan. 16	1 reel	Dec. 30
Special Edition	Ben Hall	April 9	1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8	2 reels	
Speed Sheik, The	Arthur Lake	June 18	1 reel	May 26
Start Something	Long-Adams-Laymon-McPhaill	Feb. 1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	
That's That	Trimble-Turner and Dog	April 11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
Trackless Trolley, The	Ben Hall	July 30	1 reel	
Tricky Trickster, The	Ben Hall	June 4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25	2 reels	Jan. 28
Untamed, The	Newton House	May 12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16	10 episodes	
Watch George	Sid Saylor	Mar. 28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	
What a Party	C. King-C. Doherty	Feb. 22	2 reels	Feb. 4
When George Hops	Sid Saylor	April 25	2 reels	Mar. 31
Whose Wife	King-Doherty	June 6	2 reels	May 12
Winged Hoofs	Newton House	Mar. 17	2 reels	Feb. 25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2	2 reels	
Wolves of the Range	Fred Gilman	Jan. 28	2 reels	
Woman Chasers	C. King-C. Doherty	May 16	2 reels	Mar. 21
Yukon Gold	Jack Perrin	July 28	2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9	6243 feet	
Beauty and Bullets	Ted Wells	Oct. 14		
Brides Will Be Brides	Laura La Plante			
Born to the Saddle	Ted Wells			
§Broadway				
Clear the Decks	Reginald Denny	Dec. 23		
Clearning the Trail	Gibson-Culliver	Oct. 7		
Cloud Dodger, The	Al Wilson	Sept. 30	4322 feet	
§Cohens and Kellys in Atlantic City	George Sidney			
Crimson Canyon, The	Ted Wells	Dec. 16		
Crimson Hour, Th3	De Putti-Mosjukine			
Danger Rider, The	Hoot Gibson	Nov. 18		
Doubling For Trouble	Gibson-Gilbert			
Eyes of the Underworld	William Cody			
Fallen Angels	Kerry-Starke			
Gate Crasher, The	Glenn Tryon			
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor			
*†Give and Take	Sidney-Hersholt	Dec. 2		
Grit Wins	Wells-Collins			
Hero of the Circus	Special Cast	Feb. 24		
Home, James	La Plante-Delaney	Sept. 2	6307 feet	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet	
It Can Be Done	Tryon-Carol			
Kid's Clever, The	Glenn Tryon			
King of the Rodeo, The	Hoot Gibson			
*†Last Warning, The	Laura LaPlante			
*†§Lonesome	Tryon-Kent			June 30
Man Disturber, The	Reginald Denny			
Navy Blues	Arthur Lake			
One Rainy Night	Laura La Plante	Dec. 9		
Play Goes On	Veidt-Philbin			
Port of Dreams, The	Mary Philbin			
§Red Hot Speed	Denny-Day			
Red Lips	Nixon-Rogers		6947 feet	
Shakedown, The	Murray-Kent			
§Show Boat	Rubens-La Plante-J. Schildkraut			
Silks and Saddles	Nixon-Walling-Nolan			
Sky Skidder, The	Al Wilson	Jan. 13		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Taranga	Special Cast				
Watch My Speed	Reginald Denny				
Wild Blood	Rex (horse)-Perrin	Feb.	10		
Wolves of the City		Dec.	2		

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove, The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec.	2	6460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr.	Keaton-Torrence	April		7700 feet	May 19
*†Tempest	J. Barrymore-Horn	Aug.	25	9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
*† Two Lovers	Colman-Banky	Sept.	7	8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron				
*†Battle of the Sexes, The	Bennett-Hersholt-O'Neill	Oct.	13		
Conquest	John Barrymore				
†Hell's Angels	Lyon-Hall-Nissen				
*§Love Song, The	Boyd-Velez-Goudal				
*↓ Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damita				
*†Revenge	Dolores Del Rio	Nov.	3		
She Goes to War					
Three Passions	Terry-Petrovitch				
*†Woman Disputed, The	Talmadge-Roland	Oct.	20		

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr.	Oct.	15	6616 feet	Nov. 25
*Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
*Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
*First Auto, The	Miller-Didfield	Sept.	18	6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
*Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
*Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
*Hem and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
*Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
*Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
*Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
*Race For Life, A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
*Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*Beware of Bachelors	Ferris-Collier, Jr.				
*Caught in the Fog	McAvoy-Nagle	Sept.	22		
*†§Conquest	Blue-Warner-Wilson				
*Fancy Baggage	Audrey Ferris				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*Hard-Boiled Rose	Loy-Collier, Jr				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*† and of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*Little Wild Cat, The	Ferris-Hall-Dawson				
*Midnight Taxi, The	Moreno-Costello	Oct.	6		
Million Dollar Collar, The	Rin-Tin-Tin				
*† My Man	Fenny Brice				
*†Noah's Ark	D. Costello-D'Brien				
*No Questions Asked	Ferris-Collier, Jr.				
*One Stolen Night	Bronson, Collier, Jr.				
*†§On Trial	Fredericks-Lytell-Wilson				
*Outlaw Dog, The	Rin-Tin-Tin				
*†§Queen of the Night Clubs	Texas Guinan				
*§Redeeming Sin, The	D. Costello-Nagel				
*§Singing Fool, The	Jolson-Bronson				
§*Stark Mad	H. B. Warner-Logan-Walthall				
*State Street Sadie	Loy-Nagle	Aug.	25		
*Stolen Kisses	May McAvoy				
*†§Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†§Terror, The	McAvoy-Horton	Oct.	20		Aug. 25
*Women They Talk About	I. Rich-Ferris-Collier, Jr.	Sept.	8		

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band				Aug. 25
Book Worm, The	Harry J. Conley				July 7
Bright Moments	Benny-Marlo				Aug. 25
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Cougat & Company	Violin, Songs & Dances				June 16
Death Ship, The	Mitchell Lewis				Aug. 25
Dixie Days	Plantation Songs				Aug. 25
Florence Moore	Song Program				June 23
Friend of Father's	Lydell-Higins-Leah				Aug. 25
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Indian Baritone, The	Chief Caupolican				Aug. 25
Ingenues, The	Jazz Band				June 23
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Miss Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Question of Today, The	Audrey Ferris				Aug. 25
Realization	Herbert-Pam				June 16
Terry and Jerry	Songs and Gags				Aug. 25
Three Brox Sisters	Song Program				June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli				June 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Hollywood—*Continued*

Paul Kohner in Paris

Word is received that Paul Kohner, who was appointed to represent Carl Laemmle abroad, has arrived in Paris and has established headquarters. Within the next two weeks Kohner will be on his way to Germany, thence to Russia to confer with various authorities in the interests of the Laemmle products, according to a cablegram received.

Adaptation

Eve Unsell and Elmer Harris are adapting Booth Tarkington's story—"Ramsey Millholland"—for Tiffany-Stahl. The production will be a late fall release.

Shumate Promoted

Harold Shumate has been named associate producer by Sam Sax in connection with Gotham productions and will assume general producing chieftainship not only of Gotham productions, with a generous appropriation to be expended the coming season, but also of Bristolphone, the sound-arm of the Gotham program of the year. Bristolphone has its laboratories in Waterbury, Conn., and operates in association with the Sonora Phonograph Company.

"Mating Call" Premiere

"The Mating Call," the second Thomas Meighan presentation of Howard Hughes, will have its Los Angeles premiere at the Metropolitan Theatre on Sept. 28.

Von Sternberg Signed

Josef von Sternberg is engaged in the direction of "The Case of Lena Smith," with Esther Ralston as "Lena," at the Paramount Studios.

Chas. Delaney Cast

Charles Delaney, who has been making rapid strides to the front of juvenile ranks, has been signed for the heroing part in "Stool Pigeon."

Conrad Nagel in Chief Role

Conrad Nagel will be seen in the leading masculine role of a new Fox production from an original story by Raymond Cannon originally entitled "A Slice of Life," but now changed to "Husbands Are Liars."

The Elder Schildkraut Signed

Rudolph Schildkraut, character actor, has been signed by Fox to portray the role of the blind father of Janet Gaynor in her forthcoming starring production.

Vacationing

Joseph Franklin Poland is taking his first vacation in two years. The supervisor has gone to Catalina for a rest.

"Mammy" Role

Another Jewish "mammy" role awaits Vera Gordon at the Metro-Goldwyn-Mayer studios, where Hobart Henley is preparing to film "Nize Baby."

Columbia Begins Another

With three of their contemplated ten special productions already completed, Columbia will immediately begin preparations on the fourth, "Redemption."

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Pathé

September 19, 1926

Motion Picture News

Reg. U. S. Patent Office



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LON CHANEY
LAUGH CLOWN LAUGH

JOHN GILBERT
FOUR WALLS

MARION DAVIES
CARDBOARD LOVER

etc., etc.

Vol. XXXVIII No. 11

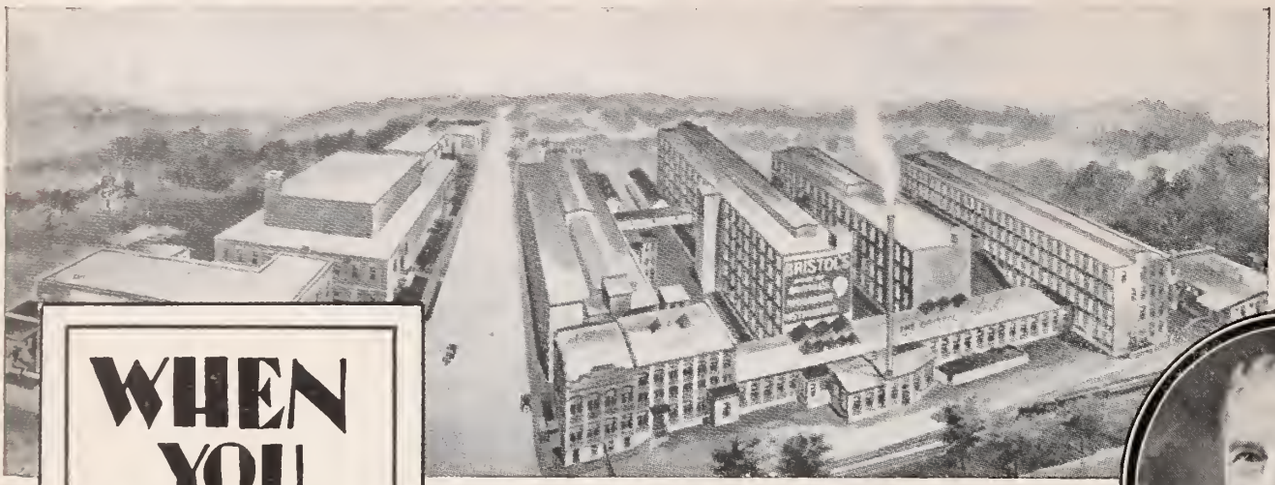
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PRICE 20 CENTS

Published Weekly—$3.00 a Year

Los Angeles *New York* *Chicago*

WHERE GOTHAM PICTURES ARE SYNCHRONIZED.



Bird's eye view of Bristolphone studio, factories and laboratory. Founded 1889



Wm. H. Bristol M. E., Inventor of Bristolphone, and formerly of the faculty of the Stevens Institute of Technology.

WHEN YOU HEAR BRISTOLPHONE YOU'RE SEEING GOTHAM PRODUCTIONS

EXHIBITORS ATTENTION!

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BRISTOLPHONE

The World's Foremost Synchronizing Disc Device

is available immediately and will be marketed nationally by

GOTHAM-BRISTOLPHONE SERVICE CORPORATION

EXHIBITORS—here is your best news of the year! Fourteen years of constant perfecting, and the experience of operating since 1889 one of the world's largest recording-instrument plants, has resulted in the Bristolphone synchronizing device now ready for you! While others are talking of installations somewhere in the dim future, here is a superb, perfected system, at a price within reach of ALL exhibitors, available IMMEDIATELY.

SHORT SUBJECTS, entertaining acts, the most novel innovations in sound effects, the tried and proved box-office calibre of Gotham Productions, plus the product of other leading producers, will make your house the talk of the community! Bristolphone is ready for you. Write, wire or phone to

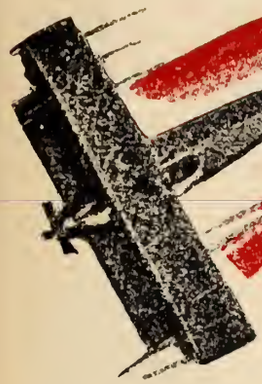
Congratulations! Mr. A. Julian Brylawski. By acquiring Bristolphone for your Academy Theatre at Hagerstown, Md., you've insured your patrons a foolproof presentation of all synchronized films.

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SOUND

GOTHAM PRODUCTIONS

DIALOGUE



second capacity year





a motion picture about which it is necessary only to state the facts

THE FACTS

¶ "WINGS" opened at the Criterion Theatre, New York, on August 12, 1927, and it is still doing capacity business at $2 admission. Over 11,000 people have bought standing room to see it.

¶ "WINGS" has broken all road show records in the principal cities of the world.

¶ "WINGS" has a marvelous SOUND accompaniment, including symphonic score and spectacular effects of whirring of planes, machine gun duels in the air, etc., etc.

¶ "WINGS" has a cast of stars. Clara Bow, Charles Rogers, Richard Arlen, etc.

¶ PARAMOUNT is cancelling bookings of ten road show companies of "WINGS" lasting through the summer of 1929 to release the production, with SOUND, to motion picture theatres in SEPTEMBER, 1928, when you need it most.

¶ "WINGS" is unquestionably THE GREATEST ATTRACTION IN THE HISTORY OF PICTURES.

"WINGS"

A Lucien Hubbard Production. Directed by William Wellman. Story by John Monk Saunders. With Clara Bow, Charles Rogers, Richard Arlen, Gary Cooper.

A PARAMOUNT PICTURE

MORE FACTS!

Wire from George Zeppos, Wheeling, W. Va.:

S. R. KENT
PARAMOUNT

I never knew before the capacity of my theatre stop never thought such a gross could be made in a single day stop I cannot remember of another case where so many people turned out for the opening day of any show stop It took Wings to bring forth the above statements and to break all past records of the biggest box-office successes shown up to the present day in my city stop I dare to make the following suggestions to all the de luxe managers of America stop By all means to cancel all presentation acts during the showing of Wings and double their playing time stop And I advise the theatres where Wings has not yet been shown as a road show not to make the terrible mistake of failing to raise their price of admission stop If any manager is skeptical of the above statements I shall be only too glad to assume the risk stop Wings silent or sound will establish unbelievable records congratulations Wings will be held over for another week at my theatre.

GEORGE ZEPPOS

All-time records smashed!

CHICAGO
HYANNIS, MASS.
ONSET, MASS.
WAREHAM, MASS.
BAY SHORE, N. Y.
PATCHOGUE, N. Y.

Just the start!

"WINGS"

A Lucien Hubbard Production. Directed by William Wellman. Story by John Monk Saunders. With Clara Bow, Charles Rogers, Richard Arlen, Gary Cooper

A PARAMOUNT PICTURE



GREET 'em

grab 'em, goal 'em and go!

San Francisco, Sept. 4.

Clara Bow in "The Fleet's In" broke the hoodo at the Granada when shattering the week-end house record. Labor Day week-end grossed $18,000, more than many full week grosses at this house.

—Variety

¶ George Marion, Jr., ace of title writers, contributed the headline for this ad. It's just one of his hundred sizzling sayings that help make "THE FLEET'S IN!" the riot that it is. ¶ Clara Bow's best picture, bar none. Worth ten "It's"! Clara's the most popular female star on the screen today. 35,000 fan letters a month, the Hollywood record, proves that—if you need any more proof than your box-office.



¶ First run exhibitors all over the country are booking "THE FLEET'S IN!" for extended runs. Anything else would be a crime to their pocketbooks. It's one of those heaven-sent naturals that mop up a town. ¶ Malcolm St. Clair produced it. James Hall is Clara's sea-going sheik. ¶ Just one more reason the trade is saying that if you haven't got PARAMOUNT you're out in the cold this season!

CLARA BOW "THE Fleet's In"

¶ "The Fleet's In!", "Wings", "The Patriot", "The Wedding March", Anne Nichols' "Abie's Irish Rose", "Docks of New York", "Warming Up", "The First Kiss", "Forgotten Faces"—not four or five big pictures and the rest a blank, but great product week after week makes

PARAMOUNT—Motion Picture Headquarters

COLUMBIA IS DELIVERING THE BIGGEST PICTURES OF THE YEAR!

If You're a Smart Showman, You're Cashing In With Other Smart Showmen Who Are Playing "The Perfect 36" for Plenty of Profits— *Right Now!*



HERE'S ONE THAT'S BOX-OFFICE ALL THE WAY THROUGH—

"The Scarlet Lady"

FEATURING
LYA de PUTTI DON ALVARADO
WARNER OLAND
An ALAN CROSLAND Production

Here's Another!

"Court-Martial"

FEATURING
JACK HOLT *with* BETTY COMPSON
A GEORGE B. SEITZ Production



THE HIT OF THE YEAR—

ACCLAIMED BY PRESS AND PUBLIC THE MOST SENSATIONAL PICTURE EVER FILMED!

Now Playing to S.R.O. at the EMBASSY THEATRE N.Y. AT $2 TOP

A COLUMBIA DE LUXE PRODUCTION
with JACK HOLT DOROTHY REVIER and RALPH GRAVES

"SUBMARINE"

PROFIT WITH COLUMBIA'S "PERFECT THIRTY SIX"~ THE BEST BOX-OFFICE VALUE IN THE INDUSTRY!

COLUMBIA PICTURES

Jill



FRONT PAGE SENSATION SWEEPING THE NATION LIKE WILDFIRE!

White Hot Public Interest Converted Into Red-Hot Box-Office Draw!

Opening Smashes at United Artists' Theatre, Detroit: Majestic, New Haven, rocks these cities with new Underworld thrills in SILENT!

Coming in SOUND with Smashing Dialogue and Sound Effects in Special De Luxe Prologue and Epilogue!

SOUND OR SILENT..... THIS COLOSSAL UNDERWORLD LOVE THRILLER TOPS THE FIELD!

FBO PICTURES CORPORATION

Liq!



William Le Baron
presents

GANG WAR

OLIVE **BORDEN** JACK **PICKFORD**

EDDIE GRIBBON **WALTER LONG**

Story by **J. A. CREELMAN** *Directed by* **BERT GLENNON**

Warner Bros. Tremendous NEWSPAPER *Will Bring Thea*



$1,000,000 Appropriated to Advertise Warner Bros. Pictures and Vitaphone—a Million to Start the Parade of Warner Box-Office Winners!

Full-Page Ads in 125 Leading Dailies to Blanket the Country!

TUNE IN O
CASH IN NOW O
OPPORT
PLAY WARNER
TO



National Campaign . . .

RS-RADIO

Millions to

'res

COAST to Coast Radio Coverage through all Stations of the Columbia Broadcasting System!

Warner Stars and Guest Stars for the 26 Warner Programs!

N PROFITS!
N THIS GOLDEN
UNITY!
ROS. WINNERS
VIN!

Warner Bros. Vitaphone
JUBILEE HOUR

Columbia Broadcasting System

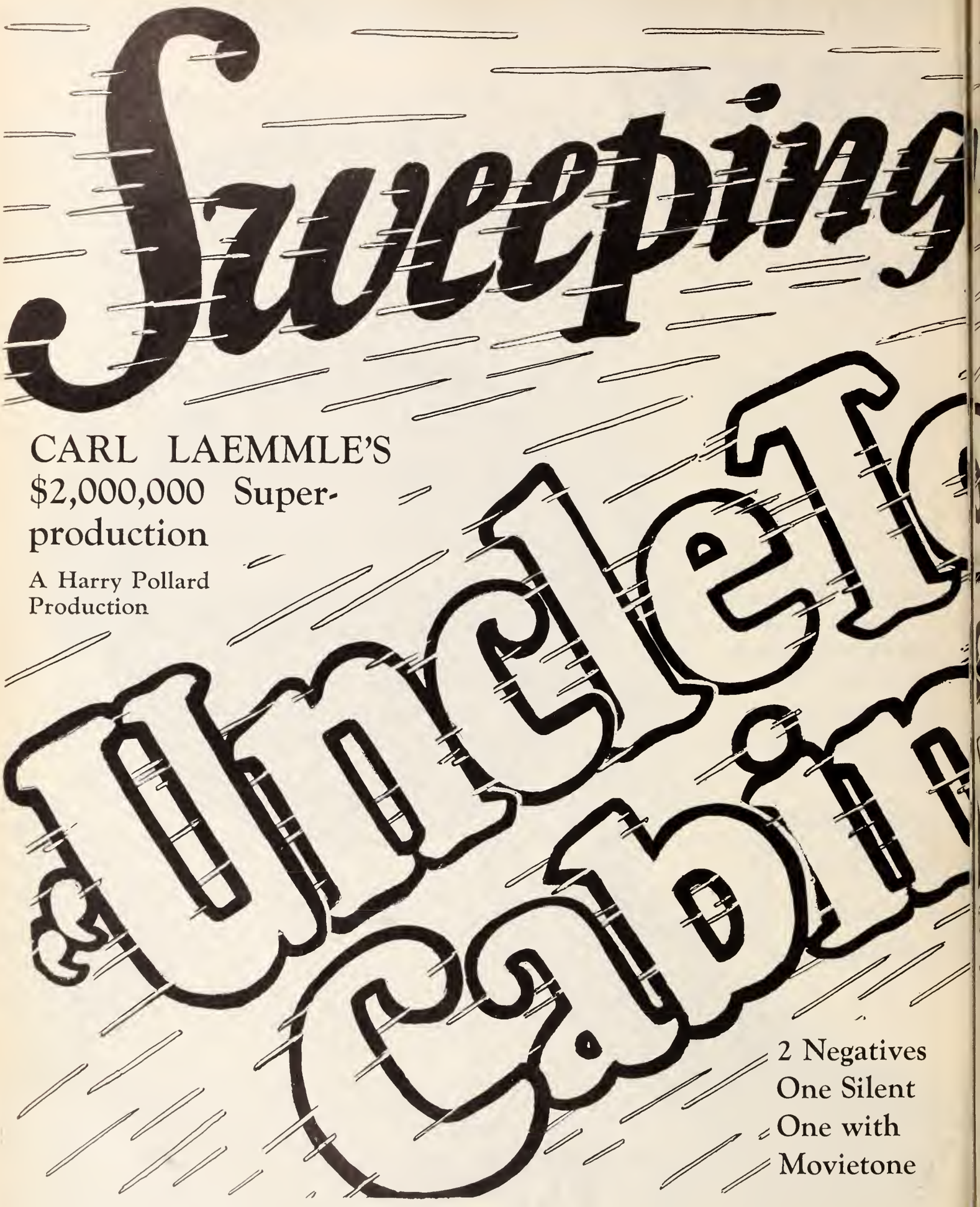
EVERY MONDAY
Beginning Sept. 17th
9:30 to 10 P.M. EASTERN DAYLIGHT SAVING TIME

26 Consecutive Weeks
WARNER BROS.
present
A Brilliant Program Featuring
Famous Guest Stars
THE INITIAL PROGRAM OFFERS
AL JOLSON
WORLD'S GREATEST ENTERTAINER

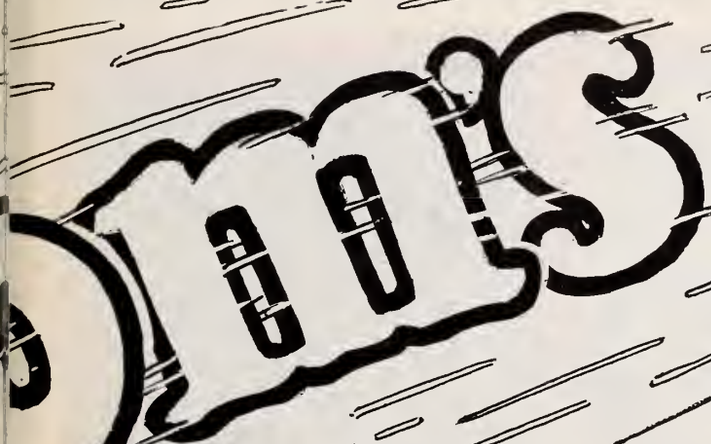


ADVERTISED
IN RADIO SECTIONS OF PRINCIPAL
NEWSPAPERS ACROSS
THE COUNTRY

WARNER BROS. VITAPHONE PICTURES


Sweeping
CARL LAEMMLE'S
$2,000,000 Super-
production
A Harry Pollard
Production
Uncle
Cabin
2 Negatives
One Silent
One with
Movietone

the Country!



Just a few of many telegrams pouring in.

San Francisco, Calif. Sept. 9th 1928
Uncle Tom doing great at Pantages Today's receipts forty four forty three. Standing all day long. Second week assured. Monday holiday California admission day presentation. Splendid comment, entire show. Turned hundreds away.

W. J. Heineman

"Uncle Tom's Cabin broke all house records topping by several hundred dollars Ben Hur and Big Parade."

Capitol Theatre, Vogel Gettier.
GRAND ISLAND, NEBRASKA.

"Uncle Tom's Cabin very enthusiastically received. Everybody talking about it."

Globe Theatre, Flynn Bros.
KANSAS CITY, MO.

"Uncle Tom's Cabin has biggest lineup in World Theatre history. Attracting biggest crowds Omaha's theatrical history."

C. M. Davie.
OMAHA, NEBRASKA.

"Uncle Tom's Cabin record breaking business at Chase Street Theatre, Kane, Pa., in spite of heavy opposition."

Harry Milstein.
PITTSBURGH, PA.

"Since counting returns Uncle Tom's Cabin never happier in my life. I made wonderful investment this picture."

Oriental Theatre, W. E. Tebbetts.
PORTLAND, ORE.

SURE-FIRE FACTORS
MACK SENNETT



IN *NEW* COMEDY SERIES

Direct from the New Sennett Studios, embodying NEW IDEAS—NEW PERSONALITIES—backed by a superior brand of high-powered advertising-aimed right at the box-office.

DAN THE TAXI MAN Series

First Releases:
"TAXI FOR TWO"
"A TAXI SCANDAL"

Featuring **JACK COOPER**

Otto Fries, Elsie Tarron, Blanche Payson, Glen Cavender. *Directed by* Del Lord.

THE TIRED BUSINESS MAN Series

First Releases:
CAUGHT IN THE KITCHEN
HUBBY'S LATEST ALIBI

With **BILLY BEVAN**

Natalie Joyce. Otto Fries, Alice Ward, Virginia Vance, Irving Bacon. *Directed by* Phil Whitman.

HANDY ANDY Series

First Releases:
A DUMB WAITER
A JIM JAM JANITOR

Featuring **JOHNNY BURKE**

Carmelita Geraghty, Vernon Dent, Glen Cavender. *Directed by* Harry Edwards.

Setting New Standards in Short Comedies

Pathé Comedy

TRADE MARK

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

Recognizing the fact that changes in method come in the splendid advancement of the motion picture industry, the Eastman Kodak Company continues its own forward march and maintains its supremacy in presenting to the trade

Eastman Panchromatic Negative

Type 2

—a perfected, proven product for the cinematographer

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

Our Hat's Off!
to JERRY DREW



Educational's
newest comedy
star—who

Crashes
New York's
Broadway
in a $2 Show!

in JACK WHITE'S
newest series of
two-reel laugh hits

IDEAL COMEDIES

He's at the EMBASSY
Theatre now for a long run

"With the praiseworthy standard that these Ideal Comedies give evidence of, it is a sure thing that this new Educational series will increase in popularity with each new release."
M. P. NEWS

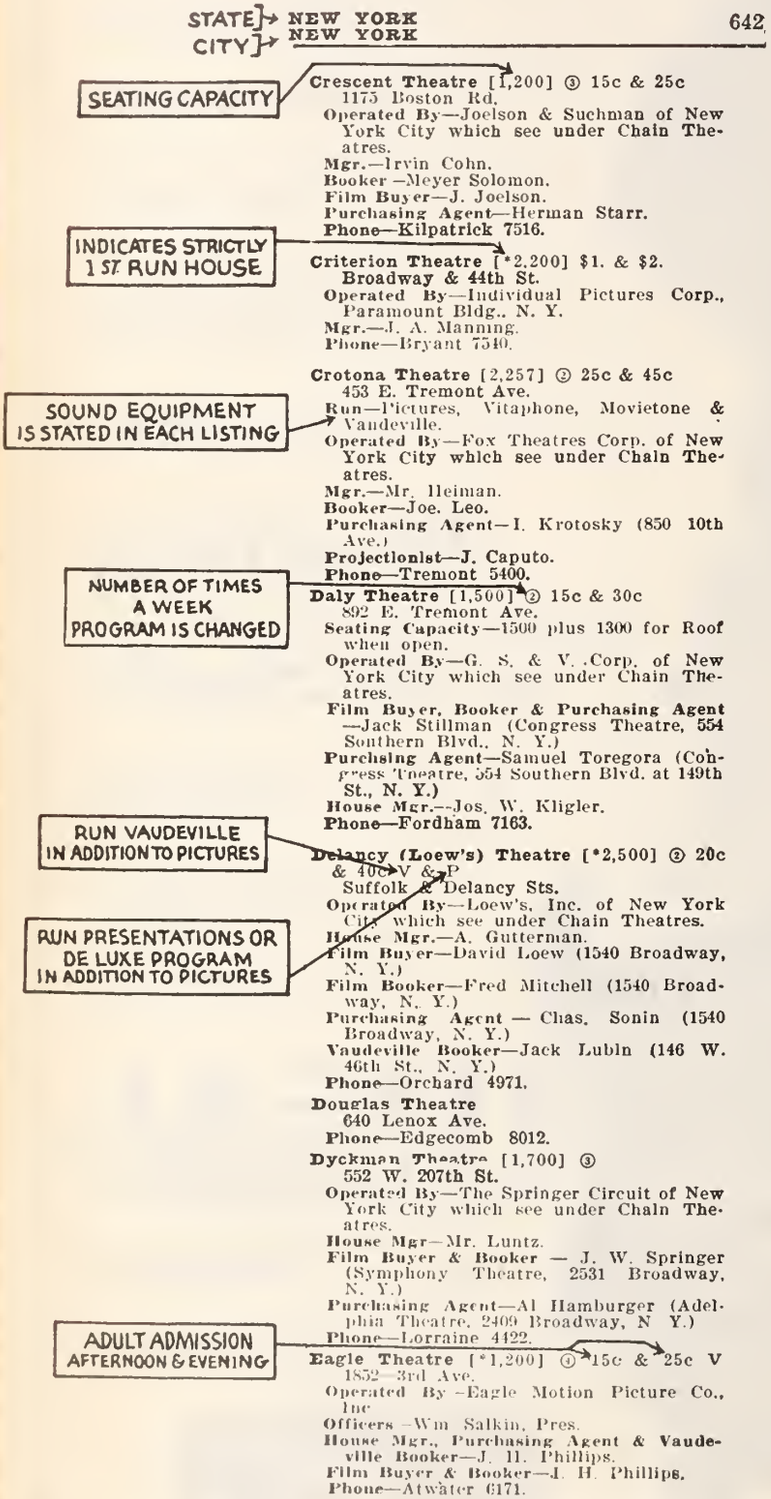
EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons
President

Educational Pictures
"THE SPICE OF THE PROGRAM"

Member, Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President

Needed Every Day!

An exact reproduction of a column of a page from the Theatre Section of the Current Edition



MOTION PICTURE TRADE DIRECTORY

A directory of the Industry presented in the most convenient form for ready reference by every Producer, Distributor, Theatre Owner or Equipment Manufacturer. 1,000 pages of Trade Facts that every progressive person in the Motion Picture Industry will want at his elbow.

HERBERT D. SEIBERT & CO.
Incorporated
126 Front St. *near Wall*
New York City
Telephones—John 4857-8-9

Gentlemen:

We attach our $10. check for a subscription to the Motion Picture Trade Directory. Please send us a copy of the 1st 1928 edition by return mail.

Name .....

Address & City .....

By .....

Date .....

It LOOKS great—



"'Lilac Time', **WITHOUT SOUND**, shattering house records with temperature hundred degrees. Lines half block long waited hour in heat for opening. Unable accommodate crowds. Had to close box-office. House packed—people standing at ten-thirty."—*Tom H. Boland, Mgr. Empress, Okla. City.*

"Rained here all day yesterday. 'Lilac Time' on second day grossed more than first and grossed more than second day 'Patent Leather Kid'. **WITHOUT SYNCHRONIZATION** this picture has proven tremendous hit. 'Lilac Time' is the talk of town. Everyone singing and whistling 'Jeannine, I Dream of Lilac Time'." —*A. F. Sams, Jr., Mgr. Auditorium, Winston-Salem, N. C.*

It SOUNDS great—

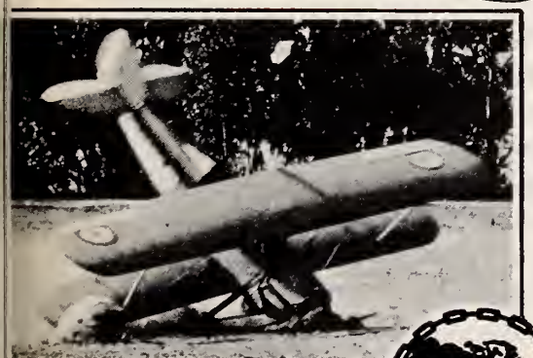


"'Lilac Time', **WITH SOUND**, exceeded our fondest expectations. When doors opened at noon four thousand people were waiting to get in, and from that moment to this it has been capacity. As this wire is written the crowd is packed to the back wall of foyer and you know the space that occupies. Accept our congratulations and opinion that this is best picture First National ever made and as a box-office attraction is a big money getter."—*Wm. Epstein, Mgr. Aztec Theatre, San Antonio.*

Run of "Lilac Time", **WITH SOUND**, extended to fourth week at the Stillman, Cleveland, after breaking all records for past 12 years!

Fourth week of "Lilac Time", **WITH SOUND**, at Roosevelt, Chicago, bigger than third week. Held over for FIFTH WEEK.

It IS great!



Records fall in shattered heaps as "Lilac Time" panics nation!

Twenty-four new high-marks in first 7 weeks...

Two or more records in every key-house run!

Now in eighth week in Los Angeles—sixth week in New York—both $2.00 road shows...

Booked for SECOND FIRST-RUN ENGAGEMENT in Baltimore at the Parkway, after smashing all records at the Stanley!

And everywhere extended runs—midnight shows—10 A. M. openings—forced by insatiable public clamor!

By every right, THE BIGGEST THING IN SIGHT—*or Sound!*

Whether your theatre is wired or not—

FIRST NATIONAL PICTURES

are a *Sound* Investment!

First National Pictures

LILAC TIME RECORDS TO DATE 26 WATCH 'EM GROW

LILAC TIME

STARRING

COLLEEN MOORE

a **GEORGE FITZMAURICE** Production

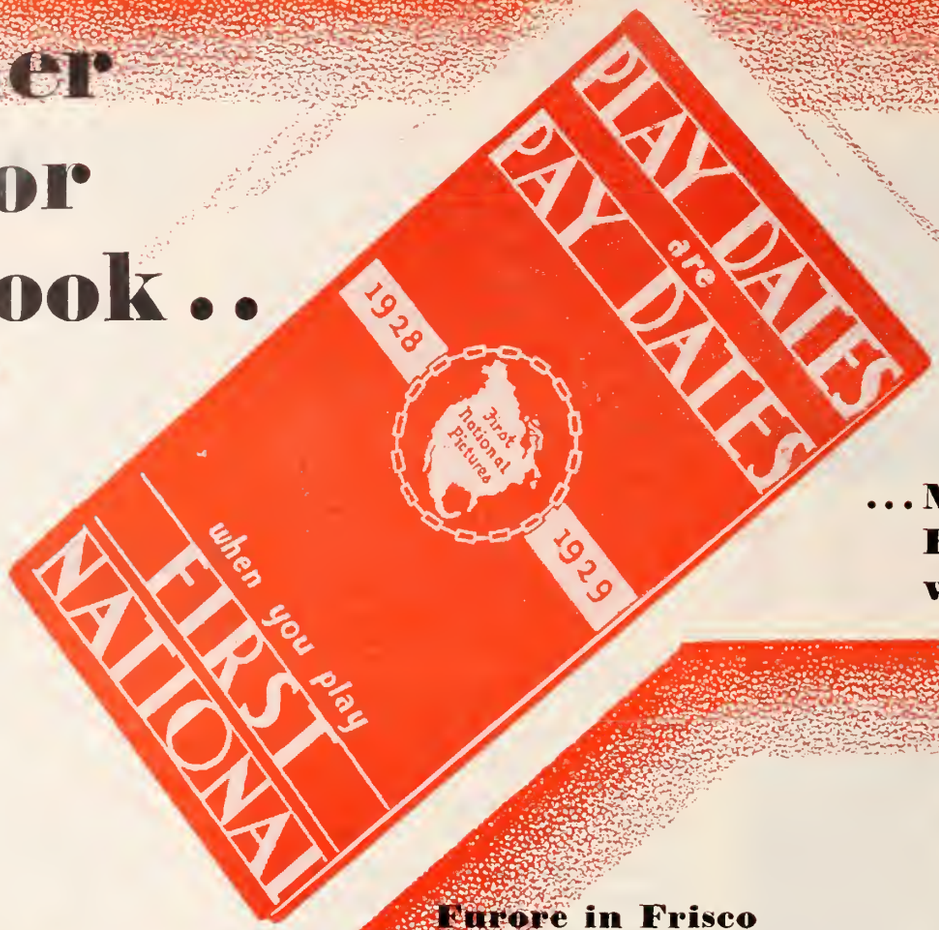
presented by **JOHN McCORMICK**

with **GARY COOPER**

Scenario by Carey Wilson • From the Play by Jane Cowl and Jane Murfin • Adaptation by Willis Goldbeck • Titles by George Marion, Jr.

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays, President

Another One for the Book..



...No Play-date Book Complete without It!



JOHN McCORMICK
presents
COLLEEN MOORE
in
"OH KAY!"

With Lawrence Gray, Alan Hale, Ford Sterling, Claude Gillingwater.
Adaptation by Elsie Janis.
Directed by Mervyn LeRoy.
Scenario by CAREY WILSON

Furore in Frisco
Oh Kay! boosted gross at Granada, San Francisco, way over average figures.

Tacoma Triumph
"Liked Colleen Moore and biz better" at the Colonial. —*Variety*

Panics Portland
"Registered big and drew well" at the Portland.—*Variety*

Smash in Seattle
Great week at the Seattle, biggest house in town. "Colleen Moore always gets her share in this town."—*Variety*

Aces Los Angeles
"Colleen Moore great downtown bet" at Loew's State. —*Variety*

And Critics Care For It in a Big Way
"Thoroughly mad and enjoyable."—*N. Y. Sun*

"Went over with a loud and gusty roar."—*N. Y. Telegram*

"You laugh loud and long and heartily."—*N. Y. Daily News*

"Amazing."—*N. Y. Tribune*

"Blithe and engaging."—*N. Y. Evening Post*

First National Pictures

Let's go!—with FIRST NATIONAL!

Motion Picture News

Volume XXXVIII NEW YORK CITY, SEPTEMBER 15, 1928 No. 11

The Week's Highlights

Franklin's Guide on Selling Sound to the Public

By William A. Johnston

HAROLD FRANKLIN steps forward with another fine piece of constructive work. . .Such as the industry has come to expect from this exhibition leader. . . His West Coast Theatres have a complete guide on how to sell sound pictures to the public. . . .While a good many people have been running around in circles because of the sound revolution, Franklin keeps his feet on the ground, as usual. . . .And goes right ahead with the main job. . .Selling sound pictures to the people who pay cash money to see them and thus make the whole industry possible. . . .We print in this issue a few highlights of the Franklin 52-page selling guide. . . . .But what we want to point out specifically here is the all-important point of not giving away technical secrets. . . .In his instructions to his West Coast managers, Mr. Franklin says: "People are not interested in knowing why they hear but only in knowing what they hear. . . .There is an illusion and a glamour about talking and synchronization on the screen. . . .Don't take a chance on spoiling it by writing or publishing some technical copy which to many people will merely make synchronization look like another kind of canned music or photographic trick". . . And more, along the same line. . . . .Eminently sane and sensible advice, which the whole industry will do well to heed.

* * * *

There is another important point, among others, which Mr. Franklin brings out. . . . He warns the managers to be careful in their advertising and publicity on the different kinds of sound pictures. . .Improper definition to the public "will cost us money". . .In other words, don't mislead the public into thinking you are going to show a talking picture when you are not. . . .The Franklin Guide on Sound Pictures is, throughout, an excellent and timely work. . . .The sort of thing that truly deserves to be called "constructive". . .

* * * *

The film stocks are, at this writing, the feature of Wall Street trading. . .Several issues have skyrocketed. . .How long they will stay up, there's no telling. . .The sensational gains shown by Warner have been attributed to that company's premier position in the talkie field plus the Stanley deal, now a reality. . . . There has also been a decided movement in Paramount, Fox, Universal and others, including Stanley. . . .

* * * *

The progressive spirit is a big asset in any industry. . . . .In fact, it is the priceless ingredient. . . .Knowing how to meet the new thing when it comes is indispensable. . . .Life is change. . .There is no standing still. . . We have hitherto spoken of the colossal job confronting Hollywood because of the sound upheaval. . . .Quite a few Hollywood folk are still living in the past. . . ."It will only last a few months", they say. . . . .Which is one of those predictions meaning little or nothing, because nobody knows. . .What everybody should know, however, is that the public is demanding sound pictures. . .Well. then, the job is to supply them, in quality. . . The sooner the better . . . but make them good. . . .Or there will be a terrific kick-back. . . The progressives will lead the way. . . .The others will be dragged along. . .Or pass out of the picture. . .

THE BLUE BOO

THE REASON WHY

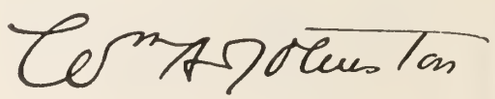
THE picture going public, the world over, wants to know the human facts about the people of the screen. When a motion picture celebrity is mobbed in public, it is simply the expression of a great desire to see in the flesh, to question, and hear the voice of one who has existed only as a silent illusion. The quest for this ultimate information is insatiable, as the question and answer man of any photoplay magazine or newspaper department will readily witness. Probably ninety percent of all the printed and word of mouth publicity about the picture world consists of themes and stories about the live personalities of picture people, the people who are in the pictures and the people who make them.

It is the purpose of the Blue Book of Filmdom to give just such information; to place it, in compact reference form, in the hands of photoplay editors and the publicity writers for the picture theatres and producers here and abroad.

The biographies aim to give the most usable information from the newspaperman's knowledge of what his public wants. They are restricted to the personalities of prominence, those about whom the public is inquiring, so that the volume, automatically, is a "Who's Who" of the screen world.

The Book serves also, as did its predecessor, the Studio Directory, as a standard reference book for the casting director. And the latter's interest will be greatly increased because we have added this year a section devoted to those new people of the screen who will be seen and heard in the talking pictures, that new and momentous development which will bring forth new public favorites.

We have also added the prominent producing executives, and the well-known theatre owners of the country; in whose personalities, as the photoplay editor knows, the public is also keenly interested.



PUBLISHED

IN CONNEC

THE FIFTEENTH ANNIVERSAR

K OF FILMDOM

A PUBLICITY WHO'S WHO

Biographical Sketch

HAD Colleen Moore followed her family's wishes she might today be a widely famous concert pianist instead of the tremendously popular movie star that she is. Even a course at a musical conservatory failed to alter her decision to become an actress, dating from the age of ten, when she began organizing amateur theatricals among the children of the neighborhood in which she was everything from producer to property "man."

She made her first assault on the film citadel at the old Essanay studio in Chicago, visiting the casting office daily for six months without results. Her uncle, a prominent newspaper editor, offered to use his influence to help her, but she refused, preferring to stand or fall by her own unaided efforts. Then came three days' work at $3.50 a day—$10.50 for the six months—and she began to receive bits.

D. W. Griffith saw her at her uncle's home, and persuaded the family that she had talent, and should be permitted to go to California where her opportunities would be greater.

True to his promise, D. W. Griffith gave her a part, and soon she was appearing in small and featured roles for Vitagraph, Universal, Cosmopolitan, First National, Hodkinson, Goldwyn and other companies—much of it hard, thankless work, but splendid training for the stardom that was to come.

Her consistently, brilliant work brought a contract with First National and the chance to play in "Flaming Youth," which literally "made" her overnight. In a short time she was one of America's leading feminine stars, and established in a distinctive type of role in such outstanding pictures as "The Perfect Flapper," "Flirting With Love," "Sally," the more serious "So Big," "We Moderns," "Irene," and "Ella Cinders." Her most recent productions are "It Must Be Love," "Twinkletoes," "Orchids and Ermine," "Naughty, But Nice, "Her Wild Oat," "Lilac Time," and "Oh!. Kay." Her coming productions include "Synthetic Sin" and "The Richest Girl on Earth."

Miss Moore was born in Port Huron, Mich., but was educated at the Convent of the Holy Name at Tampa, Fla. She has brown hair, and is unique among screen players in that one eye is brown and the other blue. She is five feet and three inches in height. Her husband, John McCormick, is the highly successful producer of her pictures.



John McCormick

Presents

Colleen Moore

in

"HER WILD OAT"

"LILAC TIME"

"OH KAY"

"SYNTHETIC SIN"

Released By

FIRST NATIONAL

(Specimen Page)

N OCTOBER

TION WITH

OF MOTION PICTURE NEWS



William R. Frazer, general manager of the Harold Lloyd Corp., who is in New York conferring with the eastern officials of the organization



A dramatic scene from Cecil B. De Mille's special, "The Godless Girl," for Pathe



Howard Hughes, president of Caddo, and one of the youngest executives in the industry. He is producer-director of "Hell's Angels" for United Artists.



Sid Grauman, Carl Laemmle, Jr., and D. W. Griffith hover around the Movietone microphone, which device Universal is using under the trade name of Unitone.



Lt. Earl Robinson, technical director, Reed Howes, star, and Thomas Burtis, author, who are now making the Russell Farrell airplane stories for Educational



Renee Adoree, star of M-G-M's "Tide of Empire," looks roguish and coy for the cameraman.



Nat Levine's imposing aggregation of cowboy stars for his serial, "The Vanishing West." Left to right, Yakima Canute, Jack Dougherty, Leo Maloney, William Fairbanks and Jack Perrin



Dolores Costello, star of Warners' "Noah's Ark," looking sweet and winsome in her newest portrait.



These three views of the interior of the Motion Picture Club in New York City adequately express its ornateness and restful atmosphere. The first scene is of the main lounge, the second shows the main dining room and the third the main entrance hall.

Warners Acquire Stanley Co. In $100,000,000 Deal

Official Announcement of Big Merger is Made After Repeated Denials; First National's Identity Not Affected

WARNER BROTHERS this week acquired control of the Stanley Company of America, and are reported negotiating to take over Keith-Albee-Orpheum. Official announcement of the Warner-Stanley deal was made September 12 after repeated denials.

Despite the general understanding that Stanley controls First National, the status of the latter company will not be affected. The pooling arrangement made early in June to block Fox' attempt to take over First National still stands. At that time it was agreed that the identity of First National would be preserved regardless of any theatre deals that might be made by franchise holders.

Warners, at one stroke, become one of the biggest producer-distributor-exhibitors in the industry. Stanley has a chain of 270 theatres, located in the principal cities of the Eastern seaboard.

Assets of the pooled Warner-Stanley interests will amount, it is said, to $100,000,000.

It is also reported that the Warners are seeking a working arrangement with the Shuberts.

Harry M. Warner announced that Class "A" stock of Warners is called for redemption on Dec. 1, 1928.

Prior or upon this date, all holders of Class A stock must turn the same over for redemption or conversion into one share of the common.

H. M. Warner, president of Warners, and Irving D. Rossheim, president of Stanley, state that at the board meetings held Sept. 12 by the Warners and by the Stanley Co. of America, it was agreed that Warners would make the following offer to the stockholders of Stanley:

Warner Bros. to offer to each holder of the common stock of Stanley Co. for 80 per cent of his holdings, one share of a new preferred stock, convertible for two years into Warners common stock, in the ratio of $55 per share for the Stanley stock and $125 per share for the Warner common stock, plus 1/10 of a share of Warner Bros. common. For the remaining 20 per cent of the holdings of each stockholder of Stanley, Warners to pay $57.50 per share in cash. The offer of Warner Bros. is subject to appropriate action of a meeting of Warner stockholders to be called later.

The large stockholders of the Stanley Co. have already agreed to the change on that basis and the offer is being transmitted to all other stockholders with recommendation of the Stanley board that it be accepted The date of acceptance will be announced later.

Negotiations by Warners to take over Keith-Albee-Orpheum are reported in the New York papers. Joseph P. Kennedy, J. J. Murdock and Pat Casey are, however, in Europe.

"Sound" Kills Summer Slump

Key City Reports Show Great Stimulation Among First Run Theatres With Sound Pictures Leading

THE so-called summer slump in attendance among Key City theatres has not by any means been felt as much this season as compared with those past, and this fact must go to the credit of the Sound Pictures. It has not only made money for the theatre fortunate enough to have sound picture equipment but through the public's response has stimulated the box-office of other houses.

After a survey of summer attendance in theatres of the larger cities, as indicated by MOTION PICTURE NEWS' Key City Report department, it becomes strongly evident that Sound Pictures have walked away with the honors for this season. Only those theatres showing pictures with synchronized musical scores, sound effects or talking sequences, made anything really sensational in the way of box office returns with the exception of houses with a few outstanding silent films.

Back in the latter part of May and in June, as stated in the theatre attendance analysis in "The Showman," the monthly section of the NEWS, it was obvious that sound films were getting the breaks. "Tenderloin," "Glorious Betsy" and "The Lion and the Mouse" were mentioned as the important money getters. The Strand theatre, New York City, inaugurating a sound policy in an effort to break a losing streak through being wedged between two of the strongest pulling theatres in town, did the best week in months with "Tenderloin." In Buffalo, the Lafayette also did record business with a two weeks' showing of the same picture for an initial sound program. During the same period the Madison, in Detroit, ran the same picture for six weeks while, the State, in this city, staged a real come-back with an all-talkie program. Marked strength of sound film at this time was also shown at Philadelphia, Tampa, Dallas, Seattle, Albany, Cincinnati, Baltimore, Atlanta and other points.

During the latter part of June and in July, Sound Pictures also stole the box office show, according to "The Showman's" analysis, although in fairness it must be stated that "The Cossacks," a silent film, made just as strong a showing as the best of the sound pictures. "Tenderloin," at the Garden, Milwaukee, was the only picture to get real business the first of the month, while "The Lion and the Mouse" went big at the Metropolitan, Boston, during a week generally bad. This picture also went close to the house record at the Blue Mouse, Portland, Ore., on its opening day, and did capacity during 90 degree weather at the Mark Strand, Albany, N. Y.

The month of August among New York City theatres was one of the best in the history of the industry. House records were shattered in a number of instances, and again it was the sound picture that did the trick. The Roxy, with "Street Angel" for a four weeks' run, took in the almost unbelievable sum of a half million dollars, and with a subsequent three weeks' showing of "Four Sons" stretched the figures up to over three-quarters of a million—unprecedented returns from two motion picture bookings. First National's "Lilac Time" also broke records at the Central, while the combination of Jannings and "The Patriot," with sound, was enough to shatter any previous marks made at the New York Rialto. M-G-M's "White Shadows" was also up among the big money makers.

"Lights of New York" played to three weeks of splendid business at the New York Strand, and "The Lion and the Mouse" set a new high mark for the Blue Mouse, Portland, Ore.; "Glorious Betsy" made them gasp in New Orleans by playing a four weeks' stand at the Tudor, and, in Baltimore, the Rivoli closed after a sustained stretch of poor business, immediately jumped into the limelight by reopening with "State Street Sadie," and has since become classed as one of the town's big money getters. During a hot week in Dallas, "Glorious Betsy" brought the Melba one of its best weeks of the year and receipts have been on the gain ever since the start of the sound program. In the Showman's line-up of the ten best in the period covered by the September report, a sound picture, "Lights of New York," takes first place. The second on the list was Paramount's first sound picture "Warming Up."

A late report from Cleveland states that "if things keep up this will be a record year among local first-run motion picture theatres. The new Sound Pictures are making nothing less than a clean-up. They are setting new records in almost every house."

"The Cameraman"

Reviewed by Edwin Schallert

Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News

LOS ANGELES, Sept. 9.—Buster Keaton has "arrived" with a first-class comedy. It's "The Cameraman," marking his return to Metro-Goldwyn-Mayer. If his stock isn't quite as high as it used to be, this will bring him back with a flourish at the box-office. The film is by far one of the most human he has ever made,—and funnier than anything since "The Navigator," even if not as original, perhaps, in its basic idea as that feature.

The gags are amazingly good. There is cleverness unlimited in some scenes laid in a public swimming pool. These will have audiences laughing from start to finish. One bit that has rare spontaneity is where Buster attempts to disrobe in the same dressing room with another man, the two crowded into a two-by-four compartment trying to remove their clothes simultaneously, and fighting what is virtually a pitched battle while doing it. Buster emerges with the other man's suit on, about ten sizes too large for him. Attempting to make a dive into the plunge later on he loses the suit, and then has to steal the under portion of a stout lady's bathing outfit, to serve as a garment until he can get back to the dressing room.

Not so much reliance is placed on mechanical devices in "The Cameraman" as in the usual Keaton picture. There is good suspense built up out of sympathy for the hero. Buster is an amateur cameraman trying to make his way as a newsreel photographer. He has to battle all sorts of obstacles, and it looks as if he would lose out to the very last minute.

The most thrilling effects are during a Chinatown tong war. This Buster photographs close-up with bullets, hatchets and knives flying. He gets into many a tight place during the conflict, but emerges each time to a burst of laughter. Too, he manages to circumvent the villain of the plot in subsequent scenes, through the aid of a little pet donkey, who is a mighty good actor and who grinds the movie camera while Buster is rescuing the heroine from drowning. The villain claims the honor of saving the girl, but the newsreel shows up his fraud in a pat finish.

"The Cameraman" exploits Buster to great advantage as a comedian, and will undoubtedly add much to his popularity. The girl is played by Marceline Day, and the rather important part of the heavy by Harold Goodwin. Edward Sedgwick directed the picture.

Sunday Show Arguments

Middle West Communities Continue the Debate; Some For, Some Against

THE question whether motion picture theatres shall operate on Sundays is still a much discussed subject in sections of the middle west. A clamping down of the lid has generally followed the expression of strong, public sentiment against Sunday showings in some communities while in others, where the Sunday law has been in effect, exhibitors are again enjoying motion pictures on the Sabbath.

On August 28 the voters of Champaign, Ill., decided that the town shall have Sunday motion picture shows, routing the blue nose element by a large margin.

At a very early date the residents of Champaign will have an opportunity of spending their Sabbath afternoon and evening in a picture theatre if they so desire.

At the election a total of 6,878 votes were cast and 4207 favored Sunday shows and 2404 were against. The vote was almost two to one for Sunday movies. About sixty ballots were thrown out because they were not marked properly.

The movement for Sunday shows was started by the Champaign Chamber of Commerce and also the Fathers Club of the University of Illinois. The Sunday show issue has been defeated in Urbana twice in recent years but the action of Champaign on August 28 probably will lead to another election in Urbana at an early date.

"Ohio Blues" still is the theme song among exhibitors in various sections of the state in connection with the Sunday closing question.

Exhibitors at Ashland, Ohio, through the Ashland Theatre Owners' Association, led by Fred Edwards and Harry Carl, chairman and secretary, respectively, forced a referendum at the recent primary election in an effort to repeal the ordinance which places a ban on Sunday performances. The vote stood 1,539 for, and 2,059 against. Exhibitors thereupon issued an ultimatum that they would cause arrest and prosecution of operators of any business whatsoever which was conducted on Sunday, and definitely notified local merchants to that effect. After several business men advertised that they would remain closed in accordance with the theatre men's edict, the exhibitors made a belated announcement that they would defer their proposed legal action until later.

At Martin's Ferry, Ohio, where the Sunday lid was clamped down on movies, the Mayor has ordered that all other business places must discontinue operation on Sundays, and the order is being obeyed.

Hallock, Minn., a town of about 1,200, is again enjoying motion pictures after being without them for about four months. The new lessee, D. J. Duffy, a former owner of the theatre, seems to be getting a better break with the businessmen than the former owners and has hopes of doing good business.

Something new in legal questions regarding the right to operate motion pictures houses in Iowa territory has been brought up in the controversy in which the theatres of the Ames Amusement Company at Ames, Iowa is engaged. These houses are operated under the management of Joe Benjamin Gerbracht, who has an interest in the houses under the Commonwealth Theatres chain which has its headquarters in Des Moines with Harry Weinberg as manager.

Whether the city council has the right to appoint a new member for the council, after the resignation of one member, has caused much legal discussion. No ordinance has been found which forbids such an action on the part of the council while an ordinance has been found which allows councils in cities to act in such manner. The effort is directed toward establishing that a council in a town of smaller population may act under this same ordinance.

3 "Talkie" Firms Among Albany Incorporations

Companies incorporating in the motion picture business, in its various branches, in New York State, at Albany, during the past week, included the following: Primus Film Corporation, $17,500, Daniel Pompilio, Angelo Salerno, Nicholas Foca, Mt. Vernon; Biophone Disc Pictures Corporation, capitalization not stated, Leo Guzik, Irving Saltsman, Anna Jassy, Brooklyn; General Talking Pictures Corporation, capitalization not stated, Anna Jassy, Brooklyn; Anna E. Lubbe, Ridgewood, L. I.; Louis Zimmerman, New York City; American Sound Film Productions, Inc., capitalization not stated, with these same incorporations as above; Affiliated European Producers, Inc., $5,000, Samuel H. Solomon, Isidor Streicher, Margaret Beyersdorfer, New York City.

Jack Pegler Associated With Hanff-Metzger

A connection with the Hanff-Metzger agency in New York has been accepted by Jack Pegler, advertising and publicity man, who, until recently, was in command over that department for the Poli circuit. He will devote his time to the theatrical division of the advertising agency, which handles the national Paramount advertising schedules as well as the Publix New York theatres schedules.

Franklin's Guide for Selling Sound Pictures To Public

52 Page Bulletin Issued by West Coast Theatres, Inc. Contains Many Advertising Hints and Some Important Don'ts

IN a 52-page bulletin embracing an exhaustive treatise on how to sell sound pictures to the public, West Coast Theatres, Inc., warns managers of that circuit that, of the many different kinds of synchronization, some mean money at the box office and some do not, and that improper definition of the particular type of picture being exploited "will cost us money."

The selling guide, designated as Publicity Bulletin No. 108, was prepared by Jeff Lazarus, advertising and publicity director, under the supervision of Harold B. Franklin, president of the organization.

As a guide to the manager the bulletin divides synchronization into five groups, with the following definitions and recommendations for advertising for each:

Classification of Sound

"TALKING FEATURE PICTURES—This means a feature picture with dialogue; that is a feature in which persons speak and are heard speaking by the audience. Included in this category are such attractions as 'Lights of New York,' 'The Air Circus,' 'The Lion and the Mouse' and 'The Jazz Singer.' Pictures like 'Lights of New York' will have added significance for at least the next six months because they are entirely in dialogue and must be advertised accordingly . . . the best line being: 'A 100 per cent All-Talking Picture.' Pictures like 'The Jazz Singer' have different significance and our advertising must lift out the particular performance or expressions, stressing the fact that the song or the famous dialogue or whatever it is, can 'be seen and heard.'

"2. SOUND PICTURES WITHOUT DIALOGUE, BUT WITH VOICES OF SOME SORT, AND EFFECTS—This includes 'Fazil,' 'Street Angel,' 'Wings' and 'Warming Up.' These include effects such as the machine guns and motors roaring in 'Wings' and the synchronization with voices singing in 'Street Angel.' We must, in all cases like the above, emphasize the sound element but must not advertise them as 'talking pictures'—which is deceptive.

"3. TALKING NEWS—This at present refers only to the Fox Movietone Talking News Weekly, the one News Weekly in which current events can be seen and heard. Advertise it by its full title, getting the two words 'Talking News' most prominent, and the important personalities or events in each reel must be billed heavily with a 'See and Hear' line. The Talking feature gives the news reel a box office importance undreamed of in other days.

"4. TALKING AND SINGING SHORTS—This includes Vitaphone and Movietone subjects such as Raquel Meller singing or Robert Benchley in 'The Treasurer's Report.' Sell them as though you have them in person and never forget that your audience will 'see and hear' the attractions you are talking about.

"5. MUSICAL SYNCHRONIZATION—This is the least important of all categories. It refers merely to those pictures which have a musical score, with music and nothing else. In this case advertising must not claim anything which does not exist in the picture. Over-advertising a mere synchronized musical accompaniment will result in suspicion on the part of the patrons when you have a real talking and singing attraction."

Don't Tell Technical Secrets

The bulletin urges managers to refrain from the selling of the equipment and the

(*Continued on page* 849)

Chicago Musician War Settled

Compromise Agreement Also Reached in St. Louis, Boston and Detroit; Other Points Still in Doubt

AFTER a session which lasted most of a night during the past week a compromise effected between Chicago musicians and motion picture theatre men ended a deadlock which threatened to reach the proportions of a general walkout in all Chicago theatres, stage hands and operators signifying their intention of joining the movement made by the musicians. St. Louis, Boston and Detroit labor troubles are also reported settled.

The terms of the Chicago agreement, as regards houses which have installed sound equipment, call for the employment of four instead of six as had previously been demanded and musicians have also agreed to less than the 36 to 40 weeks employment period, the number of weeks depending upon the individual theatre's requirements.

In St. Louis, Skouras Bros. controlling the Ambassador, Missouri, Grand Central and twenty-seven neighborhood theatres of St. Louis, signed a new agreement with the Musicians Mutual Benefit Association on Sept. 4, settling a controversy over sound installations in a satisfactory manner; effective Sept. 15, the Ambassador and Missouri will increase their top admission charge from 65 cents to 75 cents. Explanation of this is the increased wage scale to practically all concerned with the operation of motion picture theatres and the cost of sound equipment installation.

Steve Butler, business agent for the musicians union, made public announcement of the scale of settlement and praised Charles Skouras, one of the largest employers of organized labor in the district.

The wage controversy between the Motion Picture Theatre Owners of Michigan, Inc., and the Detroit Motion Picture Machine Operators' Union has been settled, although the operators recently demanded a 10 per cent increase this year and 20 per cent increase next year. The previous scale ran from $44 to $90 a week. Whether the demand was granted without compromise is not generally known, but the dispute has been settled peacefully.

Their demand for a six-day week refused, musicians in San Francisco neighborhood theatres are considering what action to take to enforce their request. The annual agreement between the owners and players expired August 31. However, W. A. Weber, president of the musicians local, announced that the orchestras will continue temporarily under the old terms and that a meeting will be held in the near future to make a final decision upon the demands. A 10 per cent increase in wages, to $53 a week, has been granted by the neighborhood houses to the musicians, but a deadlock remains over the working week. Downtown theatres have the six-day week.

Musicians, stage hands and motion picture operators seeking new contracts have not yet reached any agreement with the Salt Lake Theatres. Increases in pay, shorter hours, more men and a minimum number of men in theatre orchestras are the bones of contention. A walkout Sept. 1 was averted by the theatre managers giving their employees a memorandum to the effect that whatever agreement was ultimately arrived at that it would be retroactive from Sept. 1. To date it has been a case of give and take at the various meetings of the managers and unions with the managers offering a five per cent advance and standing pat.

Latest word from the A. H. Blank offices at Davenport, Iowa, report that labor difficulties are being amicably settled although musicians in the five Blank-Publix houses in Davenport, Rock Island and Moline have been on strike following refusal of the theatre owners to operate a six piece orchestra in one theatre where the Vitaphone has been in us for several weeks.

Laemmle Talks About "Our Industry"

"Good Thing to Squint Eye and Get Truer Perspective On What It's All About," He Says

IN a recent statement concerning the status of the motion picture industry, Carl Laemmle, president of Universal Pictures Corporation, made the following observations:

"Now and then it's a good thing to take stock of ourselves and of the industry. Instead of trying to judge our work by jamming our nose into it, it is better once in a while to stand back, squint an eye and get a truer perspective of what it's all about.

"We hear now and then of someone who is 'sick of the blankety blank movie business'—someone who 'would like to get into a decent line for a change.'

"Well, I know of no other line of business where an equal amount of work and brains will bring better returns.

"Of course, it's hard. It is an industry demanding constant application and a complete disregard of working hours.

"Someone who gets fat on statistics has dug up the fact that the percentage of failures in the moving picture business is less than the length of a gnat's eyelash when compared with that of any other big line of business. Well, how many failures do you know about? Think back.

"Great complaint is made because foreign countries are passing special laws against American pictures. I have never been seriously afraid of such artificial barriers to trade. I am sure the only thing that can give us a severe trouncing in the film markets in the world is better pictures.

"Of course, good stories are hard to find. Nearly everything that goes to make a good picture is hard to find. If they were easy to find everyone could take our jobs away from us in a flash. The best stories are still to be written. The best pictures are still to come.

"Is Public Interest Dying?

"This is one of the pet pieces of nonsense which has worried so many of us. The movies have already gone through tougher tests than they may ever meet again. I believe the radio several years ago gave the movies the hardest blow they ever had. But the exhibitors found that it was only a passing slump.

"Are the 'Talkies' a Curse? Temporarily they are a terrific problem for everybody. No man is wise enough to know whether they are a permanent thing or a passing novelty. But while there is any demand at all for them, we've got to have them. That means you and me and everybody else. The fact that we've got to solve new technical problems is only another hard job, but it is by no means the hardest we have ever had to tackle. One step at a time will take care of us.

"So, suppose we look at the doughnut instead of the hole. Suppose we hitch up our trousers and get ready for the era of additional prosperity which will be ours if we pave the way for it and deserve it."

Sales Instructions Part of Contract

THE Supreme Court of the State of Arkansas recently ruled, in the case of Vitagraph versus Watson, that instructions to salesmen as written in the uniform contract, Code of Ethics, are a part of the contract.

Watson operates the Strand Theatre, Paris, Ark., and alleging that after signing, paying for and playing certain pictures, the distributor broke contract by giving another exhibitor right to play them, he therefore, refused to proceed with the contract and based his case on the part of the Code of Ethics which reads as follows:

"Directions to salesmen. While you have every right to trade among prospective customers to obtain the best offer possible for your products, after you have selected a particular exhibitor whose offer you believe to be the best obtainable and have taken a written application from such exhibitor, forward the application to your exchange and make no further effort to sell the same service to any other exhibitor until the application has been duly rejected, accepted or has been withdrawn in accordance with its terms."

The directions to salesmen became part of the contract, the Court held, and the effect thereof was to rent the particular right to an exhibitor to show the pictures, and it sustained the position of the exhibitor holding the printed form of agreement prepared by the distributor. The only purpose of the direction being printed at the foot of the contract was to convey impression to prospective customers that the particular one selected to exhibit the pictures should have the exclusive right to do so, said the decision. The Court also held that if such were not its purpose, directions to salesmen could have been given privately, either in person or by letter.

National Supply Co. Shows Gain

THE tendency toward business depression which has been generally reported during the past year seems to have had little ill effect on the growth of National Service according to sales figures recently compiled by the National Theatre Supply Company Auditing Department.

These figures show an increase of 18% for the month of July over the sales of the same month last year, August's sales for this company substantially exceeded those of July and ran 23% above those of August, 1927.

It is expected by the company that its sales during the coming year will reach a minimum of two-million dollars in advance of last year's business.

Alex Moss on Vacation; Bradley Joins Columbia

Alex Moss, in charge of advertising for Columbia, and who has just completed the national advertising campaign on the Columbia special, "Submarine," has departed from the Columbia New York office for ten days of vacationing in Canada. Most of the trip will be taken by motor. Returning to New York on September 17, Moss will arrive by way of the Thousand Islands.

George E. Bradley, formerly motion picture editor of "The Morning Telegraph" and later with First National on the West Coast, has been appointed as assistant to Mr. Moss in the publicity department. He will concern himself with publicity matter for the trade, fan and general newspaper magazine.

Opens New Orleans Meet from New York Office

The sales meeting of the southern branch managers of Warner Bros. at New Orleans was opened last week by Sam E. Morris, stationed at the Warner Bros. home office in New York. By means of the long distance telephone, Mr. Morris, who is general manager of distribution and who was prevented from personally attending the meeting by pressure of business, delivered the opening address to the attended sales managers who listened through ear phones.

The meeting was at the Hotel Monteleone and was presided over by C. C. Ezell, southern and western sales manager.

Pathe Has Several Stories in Preparation

While "The Spieler," a story of carnival life, is in mid-production at Pathe's studio at Culver City, several stories on this company's program will enter production any minute.

Final preparations are being made for "Geraldine," for which Melville Brown was signed last week, and "The Shady Lady." The story of "The Noisy Neighbors" is under way, Charles A. Logue is writing "The Flying Fool" and Paul Gangelin is at work on "The Office Scandal."

Paramount Signs New Actor in Robert Castle

Robert Castle, 23-year-old actor, has been engaged by Paramount for a lengthy period to enact the roles of leading man in forthcoming Paramount films. His first role will be opposite Clara Bow in "Three Week Ends."

Michigan M. P. T. O. to Convene at Kalamazoo

The M. P. T. O. of Michigan will convene in Kalamazoo Oct. 8, 9 and 10, in accordance with plans made by H. M. Richey, general manager of the exhibitors association.

FBO Regional Sales Meet Held in Chicago

Sales and distribution problems will be discussed by FBO officials and sales captains at a regional sales meeting planned by FBO for Sunday, September 16, at the Mayflower Hotel, Washington, D. C.

J. L. Schnitzler, senior vice-president in charge of distribution; E. B. Derr, treasurer; Lee Marcus, general sales manager; Charles Rosenzweig, New York sales manager, and William Dahler, chief statistician, will be among those present. Mr. Marcus will preside at the meeting; the Messrs. Schnitzer and Derr will deliver talks.

Others who will attend include:

Wm. H. Gardiner, New England sales manager; Jerome Safron, Eastern Pennsylvania and Southern New Jersey sales manager; John J. Lane, manager, New Haven; A. J. Gutek, manager, Albany; C. L. Peavey, manager, Atlanta; William Coon, manager, Charlotte; P. M. Baker, manager, Memphis; F. L. McNamee, manager, Washington; J. Schaeffer, S. Rosen, H. W. Tyson, S. Perlsweig, S. Palan and O. B. Derr, salesmen at Philadelphia, and R. J. Folliard, G. H. Payne, T. F. Smith and H. Kaha, salesmen at Washington.

"South of Panama" Listed As Next Chesterfield

"South of Panama" will be the title of Chesterfield M. P. Corporation's third 1928-29 release. Lon Young will leave New York for the coast immediately to begin preparation for starting camera work on October 1st.

Arthur Hoerl's treatment of the story has been okayed and it is now being turned into continuity. Erection of sets will be started at once, and casting will be completed upon Mr. Young's arrival in Hollywood.

The production is scheduled to be back in New York by November first.

W. S. Rand Columbia's Branch Chief at Omaha

Walter S. Rand became exchange manager at Omaha for Columbia Pictures this week. He comes to his new affiliation after seven years with United Artists, and with Triangle and Mutual and the old General Films. He is a Cornell graduate and has been in the industry since 1913.

"Companionate Marriage" Acquired by F. N.

A screen production based on incidents in Judge Ben Lindsey's book, "Companionate Marriage," has been acquired for the releasing program of First National and will be issued in October. In the cast of the picture are Betty Bronson, Alec B. Francis, Richard Walling, Hedda Hopper, Edward Martindel, Arthur Rankin and others.

Cruze and Haines Newest M-G-M Combination

Another star-director team is being developed at the studio of Metro-Goldwyn-Mayer, where James Cruze has directed William Haines in "Excess Baggage" and is now directing the same star in "A Man's Man."

Trade Commission Hearings To Be Resumed During Sept.

THE Federal Trade Commission will resume its probe of the public utility situation and other investigations after September 15 and it is also expected that legal machinery will also begin to move in the suit brought by the commission against Paramount for enforcement of the block booking order. Of the latter, hearings will probably occur in New York City, the suit having been started in the New York Federal Court.

Reason for delay during Summer months is that a great many of company executives, with whom the commission agents wish to confer, are away from their offices.

Fox-Reade Theatre Deal Is Delayed

A LEGAL clash between Walter Reade, head of the Walter Reade Theatre Enterprises, and the Keith-Albee-Orpheum Circuit over the sale of six of the Reade theatres, is holding up the sale of the Reade chain to the Fox interests.

There are about twenty houses mentioned in the proposed deal with Fox and the controversy concerns six in which an interest is alleged to have been turned over to K-A-O on account of vaudeville policies. E. F. Albee, of K-A-O, states that his company had to take over the management of these theatres due to Reade's mismanagement while Reade has entered a petition to the Chancery Court for a receivership to be appointed for the operating company, alleging that a present financial embarrassment experienced by these theatres has been caused by the mismanagement of the K-A-O corporation and that an annual loss of $50,000 has taken place for the past two years.

Fox will gain a strong foothold in New Jersey territory if the Reade deal goes through, and will in turn strengthen, in addition to ownership of the Roxy and neighborhood theatres, his position in New York City through the acquisition of the Astor, Columbia, Bijou and Morosco theatres. This, on the heels of an announced $50,000,000 building program in Philadelphia.

The theatres involved in the Reade-Fox deal, their location and approximate seating capacity are:

Long Branch, N. J.: Mayfair, 2,000; St. James, 2,000; Savoy, 1,100; Rialto, 600; Lyric, 1,000; Broadway, 1,800; Strand, 1,250. Freehold, N. J.: Strand, 1,100. Red Bank, N. J.: Carlton, 1,800. New York: Astor, 1,129; Morosco, 893; Bijou, 605; Columbia, 1,300. Trenton: Capitol, 2,100; Trent, 1,100; Palace, 1,300. Plainfield, N. J.: Plainfield, 1,300; Strand, 1,800; Oxford, 1,700. New Brunswick, N. J.: State, 2,300; Rivoli, 1,800. Kingston, N. Y.: Kingston, 1,800; Broadway, 1,800. Perth Amboy, N. J.: Majestic, 2,300; Strand, 1,300; Crescent, 800, and Ditmas, 900.

Cruiser Crew to See "Submarine"

MORE than 500 officers and men of the U. S. S. Utah, now in the Brooklyn Navy Yard, will be the guests of Joe Brandt, president of Columbia, at a special showing of "Submarine," the Columbia special now showing at the Embassy. The "gob" matinee will occur Wednesday September 19, at 5 P. M. Special busses will bring the guests to the theatre.

Columbia recently held a special showing of their special before high navy officials at Washington, D. C., Jasper E. Brady managing the showing for Columbia. The distinguished audience included Admiral Hughes, chief of the Bureau of Operations; Admiral Leahy, chief of the Bureau of Ordinance; Rear Admiral R. H. Leigh, chief of the Bureau of Navigation; Admiral Stanley, assistant chief of the Bureau of Operations, and Commander A. H. Jones, of the Bureau of Navigation, in charge of all film purchases for the navy.

First National Starting 3 New Features

Three new feature productions, "Changeling," "Ritzy Rosie" and "The Lawless Legion," were scheduled to start this week at the Burbank studio of First National. The first unit is now in Hawaii where some sequences will be made.

The Burbank writing staff is preparing "Synthetic Sin," "Saturday's Children" and "The Comedy of Life" for filming in the immediate future.

M. Manne Chosen Fox Chain Production Chief

Recently resigned as production manager at the Roxy Theatre in New York City, Max Manne has been engaged as production manager for the entire Fox circuit of theatres. Harry Fuchs has been named as his assistant.

Hy Daab Working on a New Stage Play

Hy Daab, advertising manager for FBO, and co-author of "Ringside," the Gene Buck production now running on Broadway, is already working on a new play.

Paramount's Net Profit Is $3,873,627 for Six Months Ended June 30

A COMBINED net profit of $1,609,478.23 for the three months and $3.873.627.19 for the six months ended June 30, after deducting all charges and reserves for Federal income and other taxes, is indicated by Paramount in its consolidated statement. This includes earnings of subsidiary companies.

The six months figures take into consideration Paramount's $111,-060.65 undistributed share of earnings of Balaban & Katz a 65 per cent owned subsidiary. The profits amount to $2.34 per share for the three months and $5.63 for the six months on the common stock of Paramount outstanding.

Enthusiastic Crowd at Golf Tournament

FILM Daily held its fifteenth semi-annual golf tournament on Tuesday, September 11, at the Sound View Golf Club, Great Neck, L. I., and an enthusiastic crowd of about 150 golfers attended the event. Outstanding features were a newsreel of the outing, short and snappy speeches and a match game between the Lambs Club and the M. P. Club of N. Y. Regular Tex Rickard weather prevailed.

Among those present were Thomas Meighan, Tom Moore, Chris Diebel, Gene Sarazen, R. A. Rowland, Rex Beach and Sessue Hayakawa.

The prize sought for by players on the Lambs and M. P. Club teams was the E. F. Albee Challenge Cup, and it was won by the Motion Picture Club, represented by Arthur W. Stebbins, Capt. Tom Moore, Chris. Diebel and William Rabell in the morning round and Ed Curtis in the afternoon round. The Lambs were represented by Oscar Shaw, Capt. Charles Winninger, John Price Jones and Leon Errol.

The newsreel of the day's event was another highlight and the Lambs Club seored a round of applause with Leon Errol and Oscar Shaw with their comedy play.

Al Lichtman started the speech-making and in humorous manner introduced the various speakers. Among these were Al Grey, Rex Beach, Thomas Meighan, R. A. Rowland and others.

The list of names of those who won the various trophies follows:

Low Net (Leg on Film Daily Cup and Stebbins, Leterman & Gates Trophy)—Al Ruben; Low Net Runner-up (J. P. Muller Agency Trophy)—Sumner Taylor; Low Net Runner-up (Jules Brulatour Prize)—A Dickenson; Low Gross (M. P. News Trophy)—Chris Diebel; Low Gross Runner-up (Al Ruben Trophy)—Tom Moore; Second Runner-up (Du Pont Cup)—Artie Stebbins; Low Net Morning Round (National Theatre Supply Trophy)—Wm. Orr; Runner-up (Massce Cup)—John Hamilton; Low Gross Morning Round (Columbia Cup)—Rex Beach; Runner-up (Hedwig Cup)—Jerry Beatty; Low Exhibitor Score (Jules Mastbaum Memorial Trophy)—Henry C. Siegel; Runner-up (Screen Secrets Cup)—H. Schwartz; Putting Trophy (Carl Laemmle Cup)—Fred McConnell; Runner-up (Gotham Prod. Cup)—H. Rust; Driving Trophy (Jack Cosman Cup)—L. Slingerman; Runner-up (Pathe Trophy)—E. Aaron; Birdie (FBO Cup)—Ed. Curtis; Runner-up (Eastman Prize)—Chas Casey.

Flight winners:

C. Swartz, Wm. Johnston, Arthur Dickerson Hardman, Marty Schwartz, Bob Wolf Goodfield, Wm. Massce, Chas. Casey, Stuart Brandon, Dave Mountan, Rudy Cameron, Rex Beach, Jerry Beatty, Arthur Kleesrath, Al Grey, Jean Hornbostel, Wm. K. Hedwig, Sumner Taylor, Arthur Stebbins, C. W. Bunn, Wm. Orr, Fred McConnell, Paul Burger, Fred Mitchell, H. Rust, C. Mackinnon, Chris Diebel, H. Schilt, H. Siegel, Hy Gainsboro, Richard Brady, L. Wingart Madan, Sam Sedran.

M. P. Club Formally Opens

THE Motion Picture Club was formally opened in New York Wednesday night when a dinner was held at the club headquarters, 1560 Broadway. It was a gala occasion, attended by some 200 members and adressed by Will Hays and Mayor Jimmie Walker. Harry Reichenbach acted as toastmaster and introduced the speakers.

The banquet was started with the singing of "The Star Spangled Banner" by Miss Stella Powers. First president Al Lichtman explained the purpose and scope of the club and the need that has been recognized for such an institution.

Reichenbach then introduced Nathan Burkan, one of New York's prominent lawyers, who has been identified with the motion picture industry for the past twenty-five years. Bugs Baer, humorist, and Sam Katz, motion picture theatre operator were also introduced and made appropriate remarks.

Mayor Walker, much at home in the motion picture industry, made a witty speech which proved more than pleasing to the large assemblage. An address by Will Hays was equally well received. The speeches were broadcast and at their conclusion the members scattered to the various game rooms and lounges.

The motion picture club is an outgrowth of a need which has been growing in the industry for a center of social life and business contact. It was suggested at one of the semi-annual golf tournaments just a year ago. A group of the foremost figures in the industry organized themselves into a building committee and in one short year of planning, the spendidly equipped clubhouse which was dedicated Wednesday night was brought into full operation.

In and Out of Town

MICHAEL J. GOURLAND, president of the Affiliated European Producers, Inc., is sailing this Saturday, September 15, for a three weeks' visit to Paris, Berlin and Moscow where he will investigate the practicability of importing sound films and German sound devices.

HERBERT BRENON, called suddenly to New York last week because of the illness of his mother, left Tuesday, September 11, for California to complete final sequences for "The Rescue" for U. A. He expects to return to New York in about a month to confer with Fannie Hurst on "Lummox."

E. W. HAMMONS, president of Educational, returned to his desk at the home office last Monday, September 10, following a vacation.

FRANK BATES, European representative for Richmount Pictures, Inc., arrived on Tuesday, September 4, on the Ile de France bringing with him to the Richmount home office a print of the French film, "Verdun."

SAM TAYLOR, U. A. director, left New York for Hollywood Saturday afternoon, September 8. Before his departure he was guest of honor at a luncheon given him by home office executives.

HARRY D. BUCKLEY, vice-president of United Artists, left New York on Friday, September 6, for a visit of three weeks to his company's Hollywood studio and a tour of the western U. A. branches.

AL ROCKETT, who is in complete charge of all studio activities at the First National Burbank plant, left Los Angeles last Friday for New York City for conferences.

GUS J. SCHAEFER, general sales manager of the Paramount Central Europe organization, with headquarters at Berlin, has arrived in New York for a visit at the Paramount home office with friends and relatives.

BENJAMIN WARNER, father of H. M., Albert and J. L. Warner, arrived in New York last week from California bringing with him the first print of "The Singing Fool."

Samuel Spring Resigns from First National

SAMUEL SPRING has resigned as vice-president and treasurer of First National, to return to the general practice of law, with offices at the Bar Building, 36 West 44th St. The board of directors, in accepting Mr. Spring's resignation, passed the following resolution:

RESOLVED: That the Board, learning of the desire of Samuel Spring to return to the practice of law, accepts, with reluctance and regret, his resignation as vice-president and treasurer, and extends to him its appreciation of the valuable services he has performed during his association with First National Pictures, Inc.

Mr. Warren C. Boothby, Financial Comptroller of the Corporation, was elected as treasurer to succeed Mr. Spring.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Franklin's Guide on Sound Pictures

West Coast Chief Outlines Methods of Selling to Public

(*Continued from page* 845)

technical engineering values of either the taking of synchronized pictures, or the reproduction of them. Owing to the questions which many exhibitors have addressed to this publication on the advisability of telling the public about the technical phase of sound pictures, we quote below the argument set forth in the West Coast bulletin on this subject.

"People are not interested in knowing why they hear but only in knowing what they hear.

"Men who have spent weeks studying synchronization, are still far from a complete knowledge of the subject. Hence, you can't educate your public into synchronization in one ad or a series of ads or a few stories.

"There is an illusion and a glamour about talking and synchronization on the screen. Don't take a chance on spoiling it by writing or publishing some technical copy which to many people will merely make synchronization look like another kind of canned music or phonographic trick.

"Don't in other words go behind the scenes and show your people that Santa Claus is really a young man who clerks in the bank during the day.

"Consider this: do you yet understand the technique of synchronized equipment? Can you keep your people engrossed in such a dry subject long enough to teach them if you do, or can you hope to teach it to them at all if you don't?

"Hence this explicit advice: Don't in any way ever attempt to describe technically anything about synchronization."

Inaugurating Sound Policy

Regarding the inauguration of a "sound policy" the bulletin advises managers to handle the campaign just as they would the opening of a new theatre or an Anniversary celebration. That is to ask for newspaper, merchant, transportation line and other cooperation. "Beginning with the definite plan that all copy must sell the 'talkies' first, with Movietone or Vitaphone (or both) next in importance, you must seek out as many channels as you can find and use them to get that message over," the bulletin continues.

A long list of "catchlines" featuring the see and hear line in various forms and combinations are provided in the pages of this treatise. The campaign outline suggested for the inaugural program recommends the following:

How to Exploit

Four to six weeks teaser campaign on screen, programs, ad underlines, house banners, etc. Special section in newspapers. Circus heralds on "See and Hear." Billing by banners and posters around lobby and front of theatre. One-sheets in vacant stores. Banners at street intersections and in hotels. Mirror signs, menu mention drink tieups, soda fountains, restaurants, etc. Signs for rear wheel caps on cabs, banners for bus lines, etc.

The bulletin recommends the copy "See and Hear" or "Talking Pictures" in connection with poster stands on any attraction in which there is talking or singing, while phrases like "this one speaks" may be sniped on films with dialogue.

Regarding stunt exploitation, the advice is that "Any stunt which makes clearer to the public the fact that your screen will speak or that you will have in your theatre audible events, is a good stunt for sound pictures. As an example:

"An enormous moving van circulating with a big sign on each side reading: '$50,000 in modern engineering miracles on the way to the State Theatre so that you can hear the State screen talk and sing.' (Don't show any machinery).

"Any circulating contraption in which you place a radio receiving equipment with a loud speaker, or a phonograph that can run continually, which can be heard as it passes down the streets, with a message emblazoned on the sides reading: 'this is an example of what you will hear from the State screen,' will get your message over."

Loud speakers or a phonograph in the lobby coupled with the right kind of placards featuring "sound" copy, is recommended as a feature of the campaign. Among the lobby suggestions offered is the following rather novel idea set forth in the bulletin:

"One of our Southern California cities has erected a prominent lobby bulletin board on which are placed all the clippings, from newspapers, fan magazines, and our own trade papers, on the subject of 'Talkies' and Sound, headed by copy like: 'Up-to-the-minute news on talkies' or 'Talking picture bulletin' and which attracts attention because 'talkies' are in the air right now. Then the clippings, arranged just as they are on a bulletin board outside a newspaper office, get countless readers. On another part of such a board, you must of course, prominently display your Talking, or Singing, or Sound attraction, again with See and Hear copy."

Newspaper Stories

The following advice concerning the preparation of newspaper stories featuring sound features:

"Do not be tempted into writing technical copy when you have Sound pictures. Talk about the wonders of your equipment and the expense of your equipment; talk about the miracle of adding golden voice to silver silence; talk about the individuals whom they will hear speak; talk about the effects that they will hear, i.e., 110-piece Roxy Theatre orchestra with singing in 'The Street Angel' and 'Fazil'; the cheering of crowds, cracking of the bats and the sweetheart's cry in 'Warming Up'; the hammer of machine guns, the roar of the motors and the cries of stricken pilots in 'Wings'; the $25.00 per ticket showing of Raquel Meller in New York, whom your audience will hear at regular prices, and you have such a wealth of copy in just that detail that you will have no trouble finding enough stories."

Reproductions of newspaper layouts used by several of the West Coast houses as well as a layout of displays selected by Motion Picture News as representative of the best ideas developed for sound pictures and reproduced in the issue of August 11, are shown in reproduction on the concluding pages of the bulletin.

The West Coast bulletin is the most comprehensive exploitation guide for sound pictures that has come to the notice of this publication. It gives in detailed manner a complete outline of the many effective ideas which have proved practical and effective in selling sound pictures.

"Singing Fool" Set for Winter Garden

WARNER BROS. will open the New York Winter Garden September 19th as a theatre devoted exclusively to Vitaphone talking pictures. The world premiere of Al Jolson in "The Singing Fool" will be the first attraction to be shown there

This new Vitaphone special is based on the play by Leslie S. Barrows and was directed by Lloyd Bacon. The star's supporting cast includes Betty Bronson, Josephine Dunn, David Lee, Arthur Housman, Reed Howes, Edward Martindal and Robert Emmett O'Connor.

Al Jolson arrived in New York last week to attend the coming premiere. Warner Bros. are completely renovating the Winter Garden and workmen are busy day and night accomplishing the installation of Vitaphone equipment.

Dr. De Forest Describes New Phonofilm Developments

REFUSAL to commercialize the Phonfilm system of talkie pictures until it was adequate to fulfill all demands that might be made on it, is the secret in back of the inactivity in the theatre field during the past year of Dr. Lee DeForest, inventor of the Phonofilm system. In a statement issued this past week Dr. DeForest announces the completion of experiments which have occupied the past year, which have resulted in refinements of the system of recording and reproducing to a point which he feels that he can now offer Phonofilm to theatres with "an assurance that it will be accepted as a new form of entertainment rather than as a novelty."

Briefly, Dr. DeForest describes his experiments during the past year to developing the recording apparatus to a point where it would be adaptable to the recording of all necessary sounds in a natural manner. Prior to a year ago, he admits, Phonofilm was subject to restrictions and the production efforts were all bent towards a form of entertainment which the restrictions of the recording device permitted.

"It was four years ago, during the presidential campaign, that Phonofilm used its first portable recorder for out door use," continued Dr. DeForest. "We recorded speeches by President Coolidge, John W. Davis and Robert LaFollette. The success of these recordings led us into an extensive program of outdoor recording during that following winter and while some of the results were very pleasing, others disclosed shortcomings of the recording apparatus which made us realize that there was considerable room for improvement.

"We were releasing short subjects regularly to about fifty theatres at that time, and we confined our subjects to things which we knew we could record. We were restricting ourselves to the limitations of the recording system. It was last summer that I fully realized this and began thinking along the proper lines—that of making the recording system conform to everything that might be necessary in furnishing a diversified entertainment. It is only about a year ago that I got the idea that I have since developed.

"The refinements that have since been accomplished do not take in any revolutionary changes in the recording apparatus but are rather drastic changes in the methods of recording. It was necessary to keep rather a taut diaphram in the microphone to keep it from vibrating on sounds or other disturbances which were not to be a part of the recording. I believe the process of transferring electrical waves into light, and transferring the light back into electric waves is nearly perfect, tests proved them so, and our whole attention was given to making the microphone more flexible without losing any of its selectiveness.

"We succeeded in widening the sensitive vibratory band of the microphone, and then discovered that numerous sounds were recorded in a manner which did not sound at all natural when reproduced. For instance, the ringing of sleigh bells. The clank of the inner ball of metal striking against the outer shell was recorded with a volume all out of proportion to the reverberations of the outer shell which makes the jingle which our ears associate with sleigh bells. Without going into a highly technical discussion as to why this is true, it turned our experiments in the direction which can best be described as an experience clinic. In other words, we knew that our apparatus was recording truly, but it was not recording in the same way human ears do.

"We began on a long series of experiments in recording, not by using substitute sounds, but by varying the method of recording. The human ear has a range of about 10,000 vibrations per second, that it perceives all sounds that are caused by vibrations within a band running from about forty per second to 10,000 per second. We experimented with sounds which ran to the extremes of this wave band and went on experminenting until we could record them in a way that they would sound natural when reprojected. The end of this long series of experiments came last week when we succeed in recording a whisper and the jingle of sleigh bells on the same strip of film.

"I feel confident now that our experiments have shown us how to regulate our recording apparatus so that it will reproduce all sounds audible to human ears in a way that will make them sound natural. With these experiments completed the Phonofilm system is ready now to do any style of recording, and reproduce it in a manner which will bar criticism of it as a 'squawky' or 'squeakie.'"

Vitaphone Trailer With Dialogue Goes on Air

What radio editors declared to be an authentically new wrinkle in novelty broadcasting, was maneuvered by the Stanley-Crandall forces the night of Sept. 6 in connection with the exploiting of the Warner Bros., all-talkie, "Lights of New York."

A half hour was arranged for the exploitation over WRC, chain station of the National Broadcasting Company, from 8 to 8:30 p. m. and through dexterous work by the theatre technicians and the studio experts, a five-minute trailer record of the dialogue high spots in "Lights of New York" was directly transmitted from the theatre projection booth through the microphone at the studio six blocks away.

This trailer record included a brief introductory by Conrad Nagel and then the night club scene, with music; dialogue and a final word of explanation by Conrad Nagel.

Gotham Will Establish Coast Talkie Studio

Establishment of another sound and talking studio in Hollywood within the next three months is announced by Budd Rogers, Vice-President of Gotham Productions, which controls the distribution of Bristolphone synchronizing disc device. With two sound stages to be built at Bristolphone factories and laboratories in Waterbury, Conn., this makes four stages to be in operation soon. Sam Sax, President of Gotham is supervising the studio construction on the West Coast.

Dr. Riesenfeld Scoring "The Cavalier"

"The Cavalier," one of the ten special productions announced by Tiffany-Stahl for the coming year, is included in the pictures to be synchronized by that company. The musical score and effects are now being made by Dr. Hugo Riesenfeld, who also synchronized "The Toilers," the Tiffany-Stahl Reginald Barker special production, soon to be released.

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Soriero Praises Talking Pictures

Rochester Manager Sees Sound Films as Permanent Fixture

SYNCHRONIZED talking sound pictures are here to stay. Not only will they revolutionize the motion picture business and film showmanship, but they will help the legitimate and vaudeville stage as well, in the opinion of Thomas D. Soriero, manager of the Rochester Theatre, who is willing to back his assertion to the limit by raising the prices at his theatre against strong competition coincident with the inauguration of the Movietone and Vitaphone era at the Rochester.

Some two years ago, when Mr. Soriero was connected with one of the largest independent circuit theatres in the United States, he was asked to make a survey of the Vitaphone which then was playing John Barrymore in "Don Juan" at the Warner Theatre in New York, with a synchronized musical score. Later he was asked to make a survey for Louis B. Mayer, of Metro-Mayer-Goldwyn. The results of these surveys he combined under the heading, "Synchronized singing, talking and sound pictures have come to stay"—which he repeats today, more strongly than ever.

"Talking pictures," Mr. Soriero said, "have come to stay in such forms as musical comedies, dramas that adapt themselves to dialogue, opera and vaudeville acts. To make these pictures successful the majority of the actors and actresses will have to be drawn from the legitimate, opera and vaudeville stage. In every case where sound is the primary basis of the production the emphasis is not on sound, rather the action, the plot and the characteristics of the picture itself must predominate.

"It was not long after I finished my survey that Vitaphones and Movietones began to be installed in greater numbers. The difference between the two is that the Vitaphone uses a disc in adjustment, whereas the Movietone works in synchronization on the side of the film.

"When first the synchronized pictures attracted attention, the only talking parts were in short Vitaphone subjects, and these were in the main drawn from vaudeville, opera and jazz bands. It was not until considerably later that the larger productions received any pronounced attention. In each ease, these parts were played by only the best-known and most experienced actors and actresses, coming chiefly from the legitimate stage, opera and vaudeville. At the outset, the program consisted of two or three short subjects of Vitaphone used as a filler for the remainder of the program of unsynchronized motion pictures.

"At this time there were very few synchronized pictures, and these did not have talking and singing. However, it was not long before the public tired of this. Then came Al Jolson in "The Jazz Singer," which created interest all over again. It proved conclusively that the public wanted synchronization in the large productions, with dialogue, singing, sound and music.

"And that is natural. Nothing can blind the clear thinker to the inevitable conclusion that all-sound pictures will be the universal screen entertainment of the future. People go to picture houses for entertainment. The simpler the form of entertainment the more relaxation can be derived from it. A talking motion picture is the simplest form of entertainment ever devised.

"The patron of the combined talking picture does not have to strain himself either to see or to hear, an advantage that no other form of entertainment possesses. In the silent picture there is always a moment of speculation on the part of the audience between the time when the actor's lips move and that when the title appears on the screen, and there is left to the imagination of the audience that part of the conversation that is not reduced to titles. There is no speculation, no work for the imagination in an all-combined-sound picture.

"Let those who doubt that the 'talkie' is here to stay go into any theatre that is running one of the latest talking pictures. Watch the audience lean forward and listen with rapt attention while the players are speaking. Watch the audience relax—sit back and whisper comments when the talking ceases and the old familar printed title is flashed. The picture is once more a dead thing—without life until another talking sequence occurs.

"Both the Vitaphone and Movietone will help to increase the attendance in all theatres, for the public is always anxious to see and hear great actors and actresses in person, and as they see and hear them in the Movietone and Vitaphone, they in turn will become anxious to see them in the flesh. In other words, the synchronized singing, talking and sound pictures will prove a benefit to all theatres.

"These pictures are not a passing fad, they are here to stay permanently. Yet there are certain difficulties that arise. For instance, the vaudeville booking agents must be far more particular in arranging their bills for those theatres having Movietones and Vitaphones. If John Barrymore is playing on the screen in a combination picture, then the vaudeville must have people of a high rating to make the program pleasing to the audience.

"I have installed in the Rochester Theatre both the Movietone and the Vitaphone. Merely synchronized photoplays will mean nothing. Rather, they must be a combination of sound, dialogue, singing and music to be effective. In theatrical circles such a program is known as the variety bill.

"Within two years the theatre lacking sound pictures will be obsolete. For the first time in the history of the business the small down-town theatre or neighborhood house can present exactly the same screen program that the biggest de luxe theatres offer. Herein lies the difference, then, for the big houses offering vaudeville or presentations. These acts must measure up to the high quality of the screen productions, and must be as opposite and different as possible to provide variety to the bill.

Paramount Breaks Ground for Four New Sound Stages

GROUND was broken during the week for immediate construction of four new sound stages, augmenting the sound producing facilities at the Paramount Hollywood studios. This announcement from Jesse Lasky follows the return of Frank A. Brandow, studio manager, from the East with plans for the new buildings based on Paramount's experience in sound film production.

These plans, originally formulated by Roy J. Pomeroy, director of sound effects, in collaboration with leading electrical and acoustics engineers of the Western Electric and Bell Telephone companies, call for the erection of the most modern type sound stage made possible by scientific research and development.

"Paramount's new sound stages will have every facility for the production of pictures synchronized with the human voice and with sound effects," Mr. Lasky declared. "Acoustically and electrically they represent the genius of the greatest scientific minds of America. It was only after a very careful appraisal of all the elements entering into the production of sound films that plans for the new stages were drawn. Our experience in this work dating back two years when 'Wings' was synchronized and more particularly during the past four months while recording the human voice in several pictures, has resulted in a degree of perfection on the present sound stage that will now be possible on the new ones."

"Bargain in Kremlin" to Be Movietoned

"THE BARGAIN IN THE KREMLIN," by Sir Philip Gibbs, has been purchased by the Universal Pictures Corporation for early production. This Russian story of a famous violinist will be Movietoned. Joseph Schildkraut will play the role of the violinist if it is possible for him to complete his work in "Show Boat" before "The Bargain in Kremlin" goes into production. Schildraut is an accomplished violinist.

Edward Sloman has been assigned by Carl Laemmle to direct this production, and J. Grubb Alexander is preparing the adaptation.

C. of Cs Financing Installations

Civic Pride Prompts Local Organizations To Equip Theatres

TALKING motion pictures threaten to become a civic proposition. In the small towns it seems to be becoming a matter of civic pride that the leading moving picture house be equipped with a sound reproducing device. The small town exhibitor may not be able to finance the costly installation of Vitaphone and Movietone, but it seems he is going to have this equipment regardless.

Out in Texas they have started a movement that threatens to develop into extensive proportion. They have heard about the sound pictures and they want them. The local exhibitor may think the $10,000 or $12,000 too costly for the installation, but the local Chamber of Commerce says the citizens are entitled to the best and so the Chamber of Commerce are seeing to it that installations are ordered.

The Chambers of Commerce are progressive out in Texas. The Waco Chamber heard of the furore that was being created by talking pictures in the larger cites and decided they were none too good for Waco. So a delegation waited upon the local manager of the Dent circuit house and asked that Vitaphone be installed. It required too much of an outlay, the manager retorted, in effect.

The Chamber of Commerce made the proposition that they would sell coupon books to cover the cost of installation. They got busy with the prominent citizens and others and sold the books in denominations of $2.50 and up to $12.50. The people of Waco wanted the talkies and the amount necessary was soon subscribed and the equipment ordered. The coupon books will be redeemable at the box-office for admission tickets.

Temple is a town located some thirty-eight miles from Waco. The latter Chamber of Commerce had exploited the fact that Waco would have talking pictures. Temple decided they, too, must have the talkies, so the Temple Chamber of Commerce got busy. In short order, they sold enough subscription books to take care of the installation at the Arcadia Theatre, another house of the Dent Circuit.

Subsequent meetings of Chambers of Commerce in Paris, Tyler, Harlingen and Raiger, all towns in the state of Texas developed similar conditions. If Waco and Temple were to have the talkies, they, too, must have them. So subscription books were hastily printed and as hasitly sold. As a consequenee the Dent circuit will be well equipped with sound reproduction devices and at no immediate outlay to the management.

As the complete amount is raised for the installation of a machine via the coupon books the sum total is turned over to the theatre management and the application for the equipment for the theatre is made. It amounts merely to the underwriting of the price of equipment by the local Chambers of Commerce and the exhibitor apparently is charged no interest on the money.

Eventually, of course, the exhibitor pays for the price of the equipment in the redemption of the coupon books. Each of the coupons in these books is good for five cents, ten cents or upward at the box-office and applies on the price of an admission ticket. This will curtail the "take" at the box-office until such time as the coupons are exhausted, but it is certainly a bargain for the exhibitor, who pays for the equipment by subscriptions from his patrons and in turn pays off gradually and indirectly only by honoring the coupons.

According to advices from the different towns in Texas whose Chambers of Commerce have underwritten the cost of installation of sound reproduction devices this plan will make many new converts to the movies. It is said that as a matter of civic pride many took the subscription books who rarely if ever attend a motion picture house. Merchants of the different towns were generous subscribers and will reward efficieney of employees with coupons to the movie houses.

The movement is one that opens an avenue to exhibitors in nearly all small towns and it will doubtless meet with the approval of many Chambers of Commerce, particularly where the excessive cost of the installation could not possibly be met otherwise by the exhibitors. Vitaphone equipment will be installed in these houses at the earliest possible moment, according to officials of the Vitaphone Company.

"Interference" First Paramount All-Talkie

PARAMOUNT'S first all-talking picture will be the stage play "Interference."

Although the synchronization of this production has been under way for the past four weeks at the company's Hollywood studios, plans to release it with complete spoken dialogue from beginning to end were revealed only in an announcement from Jesse L. Lasky. Coming with Mr. Lasky's announcement was the further disclosure that half of the "Interference" synchronization has already been accomplished, and that the production will be ready for exhibition throughout the country during the latter part of November.

Sound Picture Reviews

By CHESTER J. SMITH

Movietone News

FOX MOVIETONE NEWS, as revealed in the leading houses along Broadway this week emphasizes the importanee of the talking picture as applied to world events. Here is a splendid reeord which doubtless will be preserved for posterity, of the signing in Paris of the international agreement for the renunciation of war.

It brings the onlooker directly to the scene of action and discloses every incident of the proceedings. Secretary of State Kellogg is heard in a few words of appreciation for the treatment accorded him in Paris. He is introduced by Ambassador Herriek. Aristide Briand's speech is delivered by him in French and then translated by an interpreter into English.

Another striking feature of this newsreel is in the launching in Germany of the S. S. Bremen, the world's largest ship and the christening by President von Hindenburg, who delivers his address in German. The cheering of the crowds, the shrieking of the sirens and all other incidental noises are plainly audible.

A Regular Business Man

This Vitaphone subject, an all-talkie two-reeler features Robert Ober in a vehicle that is hardly up to the standard as some of the others that have been presented on Vitaphone. With Ober appear Margery Meadows, Luey Beaumont and John St. Polis. Their voices all register with complete satisfaction, but it is evident that the skit was hastily thrown together to meet a demand for new Vitaphone skits with the increased popularity of the talkies. It is of the sentimental order with a lot of inconsequential dialogue, but it will do perhaps as a filler while the novelty of the thing is still at its height.

Vaudeville Artists Sign for Vitaphone Acts

Jane Green, "blue" singer of musical comedies and the variety stage, and Redmond and Wells, variety headliners, are among the latest artists to be signed for Vitaphone appearances.

Miss Green has been a featured player in many musical shows among which were "The Greenwich Village Follies," "The Dancing Girl," "What's In A Name," "Midnight Rounders," "The Grab Bag," and "Cinderella on Broadway."

Redmond and Wells have been variety headliners for a number of years.

Pathe Developing Sound Accompaniments

Rudolph Berliner, musical director, is now busy at the Pathe studio on the synchronized sound accompaniments for "Show Folks" and "Captain Swagger," both Pathe productions.

Only 7 Silent Features for M-G-M

Schenck Announces Balance of Program Will Be With Sound

SO convinced are the executives of Metro-Goldwyn-Mayer that sound and dialogue pictures are destined for tremendous success in the future that an announcement from Nicholas Schenck, president of the company, reveals the fact there will be but seven silent pictures on this season's program. All others will be synchronized with sound and music or will have sound effects, music and dialogue synchronized.

In announcing the plans for the season, Mr. Schenck said:

"More than a thousand theatres will be wired by January first. Consequently in advance of that time we will be ready with a complete service to all our customers in this line.

"Our studio at the coast will be in full operation within a few weeks and before September is out we will be similarly situated in the East with the opening of the Metro-Goldwyn-Mayer sound studios which were formerly run by Cosmopolitan.

"In the West we will continue our production of nineteen features with partial or complete talking sequences. In the East we will immediately place into production thirty films of a vaudeville nature, for which contracts have been entered into with many prominent performers.

"Meanwhile our activities in the production of our announced program of synchronized and silent pictures will continue along their routined schedule. I have compiled herewith a list of all productions sound or silent, short or feature length, which are in production, finished, or about to go into production.

"While many of the talking films so far shown have been interesting, it is the novelty of them which has most helped their success. Our plans are looking beyond the novelty stage."

New season pictures which are to be made entirely in dialgoue or with talking sequences include "The Trial of Mary Dugan," "The Bridge of San Luis Rey" and "Alias Jimmy Valentine." A complete list of the nineteen films follow:

William Haines in "Alias Jimmy Valentine," with Karl Dane, Lionel Barrymore, Leila Hyams and Tully Marshall; "The Bridge of San Luis Rey;" William Haines, in "A Man's Man;" John Gilbert, in "Thirst;" Ramon Novarro, in "The Pagan;" Marion Davies, in "Dumb Dora," "The Little Warrior" and "Buddies;" Norma Shearer, in "Ballyhoo," an "A Free Soul;" Karl Dane and George K. Arthur, in "All at Sea;" Buster Keaton, in "Spite Marriage;" "Broadway Melody," a Cosmopolitan production; "The Last of Mrs. Cheyney," with a strong cast headed by Norma Shearer; "The Bellamy Trial," with Leatrice Joy, Betty Bronson, Eddie Nugent; "The Trial of Mary Dugan," an all-talking screen rendition; "Nize Baby," with Vera Gordon, Harold Waldridge, Tenen Holtz, Alexander Carr and Sally Eilers.

A story of Negro life.

About twenty additional M-G-M productions for 1928-29 will have synchronized scores and sound effects. These include the pictures which Cecil B. DeMille will make at Culver City under the terms of his new contract, "Trader Horn," "White Shadows in the South Seas," and some of the most important starring vehicles of the year. A list of films now definitely placed in this group is given here:

"Show People," co-starring Marion Davies and William Haines; also presenting many well-known stars and personalities of the movie world including Charlie Chaplin, Douglas Fairbanks and others of prominence.

John Gilbert and Greta Garbo in "A Woman of Affairs;" Greta Garbo in "Tiger Skin," an original by Elinor Glyn, and in "The Single Standard," by Adela Rogers St. John; John Gilbert in "The Masks of the Devil." In the cast will be Eva Von Berne, Ralph Forbes, George Fawcett, Theodore Roberts and Alma Rubens.

William Haines in "Excess Baggage," from the successful play; Lon Chaney in "While the City Sleeps," with Anita Page in the feminine lead; Ramon Novarro in "Gold Braid;" Lillian Gish in "The Wind," with Lars Hanson and Montagu Love.

Peter B. Kyne's "Tide of Empire;" Joan Crawford in "Our Dancing Daughters," with Anita Page, Jack Mack Brown, Eddie Nugent.

Lew Cody and Aileen Pringle in "The Baby Cyclone;" "Trader Horn;" "Mother and Sons," a Cosmopolitan production; "The Trail of '98," with Dolores Del Rio, Ralph Forbes, Karl Dane, Tenen Holtz and George Cooper; "White Shadows in the South Seas," with Raquel Torres, Monte Blue and native players; "Adrienne Lecouveur," with Joan Crawford, Nils Asther in featured roles.

Only seven of the total number of M-G-M new season films will be orthodox "silent pictures." The list follows:

Buster Keaton in "The Cameraman," with Marceline Day in the feminine lead; Karl Dane and George K. Arthur in "Brotherly Love," with Jean Arthur in the feminine lead; Flash, the wonder dog, in "Grease Paint;" Lew Cody and Aileen Pringle in "Beau Broadway," with Sue Carol and James J. Jeffries in the cast; Tim McCoy in "Humming Wires," "Sioux Blood" and "Perfecto."

Evans Appointed Vitaphone Engineer for Brooklyn Studio

PORTER H. EVANS, for the past eight years connected with the Bell Telephone Laboratories as Radio Engineer, has joined the Vitaphone Corporation as engineer in charge of the new Vitaphone studio, soon to be under operation in Brooklyn.

During Mr. Evans' association with the Bell Telephone Laboratories, he supervised the installation of several of the most important radio broadcasting stations in the country, among which are WOR, WABC, WGBS and WPG.

Mr. Evans' activities for the past year have been concerned with the development of radio for aeroplanes. He has also had a great deal of experience in the development and perfection of talking picture equipment. Before starting active work in Brooklyn, Mr. Evans will make a brief visit to the Warner Bros. West Coast studio where he will confer with Nugent Slaughter, Chief Engineer for Vitaphone.

It is anticipated that the new Brooklyn Vitaphone studio will be in operation about the middle of October.

First Sound Stage of Pathe Is Ready

PREPARATIONS for sound pictures at the Pathe Studios in Culver City have progressed so rapidly that the middle of the month will find the first sound stage in operation. A large sound stage adjoining Stage 7 has been completed, and Photophone recording apparatus is being installed. The office building at Washington and Ince Boulevards is being converted into offices for Benjamin Glazer, supervisor of sound, and his staff.

Walsh Will Direct, Play Lead in All-Talkie

Raoul Walsh, who already has demonstrated his ability as an actor as well as a director, will again double in the two roles in "The Caballero's Way," an O'Henry story which Fox Films will produce as an all-dialogue Movietone feature. It will be Walsh's first effort in a talking role on the screen.

Walsh will play the role of the "Cisco Kid" in the picture and will direct Maria Alba and George O'Brien in the two other principal roles.

Pert Kelton Signs for Vitaphone Act

Pert Kelton, comedienne of the musical comedy stage, has signed for a Vitaphone appearance. Miss Kelton will soon enact her original songs and eccentric dances for Vitaphone.

Miss Kelton appeared on the variety stages of the United States for six years before she made her debut in musical comedy in Ziegfeld's, "Sunny." Her last appearance in New York was as the featured comedienne of "The Five O'Clock Girl," which she will rejoin after completing her Vitaphone appearance.

8 Fox Features With Dialogue Due by January 1

FOX sound pictures have passed the planning stage, with the added facilities of four huge sound stages covering forty acres at Fox Hills, and with the signing of many stage players, writers and directors.

According to announcement by Winfield Sheehan, eight feature pictures with dialogue and seven all-talkie two reel comedies will be ready for release by January 1st. Five of the full length productions will be entirely in dialogue and three of them, which already have been completed, will have talking sequences.

The three finished pictures are "Mother Knows Best," featuring Madge Bellamy; "Making the Grade" and "The Air Circus," which opened two weeks ago at the Gaiety Theatre in New York City. The first two are fifty per cent talkies and in "The Air Circus" Louise Dresser, Sue Carol, David Rollins and Arthur Lake speak their lines.

The two new feature productions which will be all-dialogue pictures are O'Henry's "The Caballero's Way," which Raoul Walsh is directing with Maria Alba in the role of the Spanish girl, and "Badges," a play by Max Marcin, which Lew Seiler will direct.

On the completion of "The Caballero's Way," Raoul Walsh will begin production of the Earl Derr Biggers mystery melodrama "Behind That Curtain." J. G. Blystone will make "Through Different Eyes," Milton Gropper's play, in Movietone. The title for the fifth all-talking feature has not yet been selected.

In the comedy field the Fox Company has three two-reel dialogue comedies completed. They are "The Family Picnic," "Mystery Mansion" and "Four A. M."

"Napoleon's Barber," by Arthur Caesar, is being made into a two-reel Movietone comedy by John Ford. "Mind Your Business," by Hugh Herbert, who plays one of the leading roles under the direction of Benjamin Stoloff, is another of the new comedies. The other members of this cast include Ben Bard, Dorothy McGowan, Mickey Bennett and Ben Hall.

Charles (Chic) Sale has already completed work on one dialogue comedy and is now at work on a two-reel Movietone comedy titled "The Ladies Man."

This rapid development in the production of feature talking pictures by Fox Film Corporation is being paralleled by Fox Movietone News, which will offer two releases weekly beginning October 1, instead of one as at present. By that time thirty field units will be scattered throughout the world, gathering news events in sight and sound.

"Picture Voice" Seen As Test For Players by Montagne

A BIG new field of entertainment possibilities is opened up by the advent of sound, according to the view of Edward J. Montagne, editor-in-chief for Universal, as expressed to a representative of Motion Picture News this week.

Mr. Montagne, who is in New York looking over plays and books, takes a progressive attitude toward the changes brought about by sound. He believes the production forces must approach the problem in that spirit.

Pointing out that many types of plays and other material once were considered not picture stuff, he adds that these are now available because sound makes possible new technique which silence could not.

"In a sense," he said, "we are starting all over again in production. The public is continually looking for the new thing in entertainment, and right now sound is giving it to them. This means, of course, that the studios will have to work out an entirely new technique for sound pictures. There will be constant improvements in the mechanical devices, and it is up to the production people to keep pace with them.

"I believe sound will bring new personalities to the screen. I do not mean by this that our present established stars will disappear, necessarily, but that the test for all will be whether or not they fit the new era. Sound pictures will develop their own talent, to a large degree, just as silent pictures did. In the future—and the not distant future, either—the player who will be prominent will have what I call the 'picture voice.' Such players may come from the stage, or the ranks of present stars, or they may be entirely new personalities at present unknown."

M-G-M Signs Imposing Array of Stars for Short Features

MUSICAL comedy, operatic and vaudeville stars are reaping the harvest of the sound pictures. Already a large number of Broadway headliners have affixed their signatures to lucrative contracts and the list is being added to daily. Metro-Goldwyn-Mayer is signing them by the score for its short Movietone features with which to round out complete theatre programs.

During the past week a number of important contracts have been negotiated with stars by this company. Frances Williams, one of the featured players in the new edition of George White's Scandals, will sing and dance for Movietone and the M-G-M program. Robert Chisholm, who starred under the Arthur Hammerstein banner in "Golden Dawn," is another whose signature has been secured.

Among other artists recently signed by M-G-M are the following: John Charles Thomas, noted baritone; Allan Prior, Australian tenor; Ella Shields, English singing comedienne; George Dewey Washington, of vaudeville fame; Joseph Regan, Irish-American tenor; Kramer and Boyle, vaudeville team; Harry Rose, prominent on the vaudeville stage; Mr. and Mrs. Norman Phillips and Norman Phillips, Jr., of last year's Scandals.

The foregoing are additions to the stars previously signed by M-G-M. Included in the latter list are: Eva Le Gallienne, Van and Schenck, Mary Eaton, Oscar Shaw, Louise Groody, Miller and Lyle, Jules Bledsoe, Mabel Wayne, Marion Harris, Walt Roesner, Ponce Sisters, Paul Tisen and orchestra, Colonial Sextette, Morris and Campbell, Elsa Ersi and Nat Ayer, Odette Myrtil, Charles King, Sunshine Sammy, Leo Beers, Yorke and King, Fuzzy Knight, Frank Gaby and Johnny Marvin.

While this makes an imposing array of talent for one company, it is said that the roster of M-G-M stars is by no means completed. Negotiations are under way with a number of players whose names shine regularly in the Broadway lights.

United Artists Arrange Synchronizations

Synchronizations on four United Artists Pictures were arranged this week. Nathaniel Shilkret and the Victor Orchestra will score Dolores del Rio's "Revenge" with gypsy music and sound effects. Dr. Hugo Reisenfeld is coming from Hollywood to Camden, N. J., to synchronize Vilma Banky's "The Awakening" and Norma Talmadge's "The Woman Disputed"; the former film has been recorded in part already, in Hollywood.

David Wark Griffith's "The Battle of the Sexes" will be synchronized at Camden by Josef Pasternack and the Victor Orchestra.

All synchronizations on the five completed United Artists Pictures will be ready for national release on these films. On September 7th, "Two Lovers" will be released ;October 13th, "The Battle of the Sexes"; October 20th, "The Woman Disputed"; November 3rd, "Revenge"; and November 17th, "The Awakening."

First "Topics of Day" Talkie Under Way

After a series of voice tests, the cast for the first of the Pathe Topics of the Day Talkies has been chosen, and the initial subject is scheduled to go into production this week at the RCA Photophone Studios in New York.

The four men and four women selected were given final voice tests at the studios of the National Broadcasting Company last Saturday. This determined the artists for the first cast. Don Hancock tried out the actors in pairs, a man and a woman, requiring them to read the script before a microphone while he listened to a loud speaker in a sound-proof room.

"Give and Take" Sound Version Due Soon

Synchronization of "Give and Take," Universal's comedy drama adaptation of the Broadway stage success, has been completed, and the sound version will soon be on the market.

Additions to Casts

"Redskin" (Paramount)—Jane Novak, Phillip Anderson, Jaek Duane, Paul Panzer, Tully Marshall.

"The Letter" (Paramount) — Claude King.

"Sins of the Fathers" (Paramount)—Arthur Housman.

"Just Twenty-one" (Paramount)—Jas. Kirkwood.

"Four Feathers" (Paramount) — Fay Wray, Richard Arlen, Arnold Kent, Noble Johnson, Noah Beery.

"The 30th Day of October" (First National)—Antonio Moreno, Emil Chautard, Winifred Bryson.

"Scarlet Seas" (First National—Betty Compson, Loretta Young.

Untitled Monty Collins comedy (Educational)—Vernon Dent, Robert Graves, Al Thompson, Bert Young.

"The Haunted House" (First National) —Edmund Breese, Sidney Bracey, Erville Alderson.

"Outcast" (First National) — Patsy O'Byrne.

"On Trial" (Warner Bros.)—Franklin Pangborn, Fred Kelsey, Jason Robards, Richard Tucker, Holmes Herbert.

"Manhattan Cocktail" (Paramount)—Larry Steers, E. Alyn Warren, Richard Cramer, Fred Esmelton.

"Interference" (Paramount)—Raymond Lawrenee, Sydney Jarvis.

"His Private Life" (Paramount)—Paul Geurtzman, Margaret Livingston, Eugene Palette.

"Adrienne Lecouver" (M-G-M)—Warner Oland, Nils Asther, Joan Crawford, Carmel Myers, Aileen Pringle.

"A Woman of Affairs" (M-G-M)—Gertrude Astor, Cyril Chadwick, Blanche Craig, Fred Esmelton, Charles Hagen, F. Finch Smiles.

"Nize Baby" (M-G-M)—Harold Waldridge.

"The Carnation Kid" (Paramount-Christie)—Madame Sul-Te-Wan (replacing Carolyne Snowden.

"Redskin" (Paramount)—Paul Panzer.

"The Canary Murder Case" (Paramount)—Gustav von Seyffertitz, Ned Sparks, Charles Lane.

"Queen of Burlesque" (Tiffany-Stahl) —Eddie Fetherston, Jaek Richardson, Shirley Palmer.

"Queen of the Night Clubs" (Warner Bros.)—Jack Norworth, Lionel Belmore, Mitchell Lewis, Myrna Loy, John Davidson, Arthur Hausman, Eddie Foy, Jr.

"His Private Life" (Paramount)—Sybil Grove, Alexander Melsh, Alexander Woloskin, Andre Cheron.

"Shop Worn Angel" (Paramount)—Paul Lukas.

"Gold"' (Tiffany-Stahl)—Harvey Clark, Harry Murray, Dorothy Nourse, Eddie Barnell.

"She Goes to War" (United Artists)—Al St. John, Gertrude Astor.

"A Man's Man" (M-G-M)—Josephine Dunn, Mae Busch, Bert Roaeh, Sam Hardy, Arthur Hoyt.

"The Mysterious Island" (M-G-M)—James Murray, Jacqueline Gadsden, Lionel Barrymore, Snitz Edwards, Montague Love.

"The Spieler" (Pathe)—Fred Kohler.

News Reel Resume

Pathe

No. 75: Indian Pow-wow on the Pottawatomie Reservation; turtle race; West Point cadets in review; dog show; American polo team at practice; alcohol blaze at Algiers, La.; motorists race up Pike's Peak; Coolidge shots skill at trap shooting; erosscountry airplane race participants leaving Roosevelt Field.

No. 76:—Four nations compete in fire contest in Italy; custom men destroying booze; Jap troops swim in the surf; King Mihai of Roumania sees navy celebration; MacMillian ends long aretic expedition; Florenee Trumbull, finance of John Coolidge; 1-mile dash races in England; ski jumpers leap into lake; Mexican senoritas hold beauty contest; biplane with tilting wings shows its worth in test flight; girl wins 2-mile ocean swim.

International

No. 72: Record shattered in 12-mile auto elimb up Pike's Peak; Kellogg in Ireland with Cosgrave; horse shows form in jumping over man; 37 planes taking off in transeontinental hop; Coolidge skilfully shoots elay pigeons; swimmers forced to give up in Lake Ontario swim; auto crashes made safe with new device; society folk floek to Deauville classie.

No. 73: Motorcycles unsueeessful in California hill climb; yachts meet in Atlantic contest; final homage paid to dead war hero of France; girls vie in personality contest; Florenee Trumbull, finanee of president's son; Prince George of England visits America; Kellogg with wife arriving in New York after European trip; salmon fishermen reap rich harvest; 85,000 fans see Yankees outplay Athletics.

Kinograms

No. 5429: Beginning of trans-country airplane hop at Roosevelt Field; aviator flies his plane into building in test; Amerian students hold contest at Fontainebleau; motor craft race at Detroit; round-up of twins in Oregon; high-stepping horse shows graeeful pace; Dresden zoo keeper shows how he washes his elephants; drivers climb up Pike's Peak.

No. 5430: The Yankees beat the Athleties before reeord-breaking throng; 3 Byrd planes d part for shipment to the South pole; Jap wrestlers show wares to Hawaians; Kellogg returns after signing peaee treaty; Florenee Trumbull, whose name is linked with that of John Coolidge; U. S. polo team chosen; ski jumpers try new game of landing in water; national air raees at Los Angeles.

Paramount

No. 13: Autos make dash up Pike's Peak; Levine and Mabel Boll try out new plane in London; Japan celebrates approaching coronation of Emperor Hirohito; Tunney meets John McCormack; Oregon holds twin contest; President Coolidge enjoying his last vacation days; rival English fire companies meet in horse polo match; start of Lake Ontario swim marathon.

No. 14: Kansas leads trans-eontinental airplane flight; tennis matches at Forrest Hills; King Albert returns to Belgum; Mr. and Mrs. Kellogg arrive back in New York; Charles Evans Hughes, newly elected member of world court; John Coolidge and Florence Trumbull, who may figure in a White House wedding; new type of plane in test flight; Chicago skiers try the water; planes of Byrd expedition loaded on ship; the Yankees and Athleties battle before huge crowd.

M-G-M

Vol. 2, No. 8: Planes start at Roosevelt Field in air derby; Kellogg at Havre, France; Ambassador Herrick in America for short vaeation; swimmers battle icy water in Lake Ontario swim; daredevil riders stage an auto smash; new type of airplane escapades; Coolidge exhibits his shooting skill; new German zeppelin now ready to hop to U. S.; Belgum's steeplechase at Woereghem.

No. 9: Belgum's rulers return from Congo; new airtight hospital in Cleveland; Sir Thomas Lipton and Charles Levine arrive in New York; Mr. and Mrs. Kellogg end European trip; Prince George of England in California; MacMillan returns from Aretic stay; styles of Ameriean origin compete with Parisian; aquaplaning on Texas lake; attendanee records broken at Yankee-Athletic game.

Fox

Vol. 9, No. 100: Planes hop off in transcountry race; Austrain Chancellor conducts religious service at Vienna army review; big salmon run on Columbia River; Mrs. Bundy teaches children tennis; drivers race up Pike's Peak; girls compete for beauty title; President Coolidge shows aceuracy in trap shooting; dog aqua-planes on New Jersey surf.

No. 101: Tremendous throng see Yankees defeat the Athletics; water skiing is the latest sport; Tunney in Paris; Belgium's king and queen return to Antwerp; Kellogg visits Ireland; Prince George of England reaches San Franeiseo; Georgia Tech trains football squad; old style eyelists raee in London; Belmont track race; planes gather at Los Angeles for air meet.

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6 Shorts on Pathe's September 23 Column

Pretty girls are featured in the new list of six Pathe short features that have been set for release during the week of September 23. A new Mack Sennett eomedy, "The Campus Carmen," has the Sennett beauties in abundance. This number, featuring Daphne Pollard, Johnny Burke, Alma Bennett and Carol Lombard, also has several scenes in teehnieolor. Feminine pulehritude is a stellar part of Pathe Review No. 39 in whieh are included: "Flowing Fields of Eternal Winter" and "Mont San Michel."

The other four subj ets for the week are "High Seas," a new Aesop fable:; "The Dread Professor," ehapter eight of "The Terrible People," and issues 80 and 81 of the Pathe newsreel.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

ACCOUNTANT AUDITOR with executive ability thoroughly familiar with motion picture exhibitors end, seeks connections. Past seven years with one the largest circuits in New York. New York City preferred. Address Box 388, care Motion Picture News, 729 Seventh Ave., New York City.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

Manager, thoroughly experienced, with originality and initiative. Capable of handling advertising, exploitation, publicity, etc. Box 372, care Motion Picture News, 729 Seventh Ave., New York City.

Manager, thoroughly experienced small town or neighborhood. Single, reliable. South preferred but not essential. Knows pictures, writes copy. Best references. Box 386, care Motion Picture News, 729 Seventh Ave., New York City.

Organist, eight years' experience cuing pictures, slides, library, union, at liberty September fifteenth, go anywhere. Address, Box 385, care Motion Picture News, 729 Seventh Ave., New York City.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

THEATRE MANAGER—Country wide experience exploitation, publicity, public relations. Versatile writer and trained in practical management. Can stage presentations. Will book, buy and handle pictures, road shows, tab, vaudeville and special attractions. Open for proposition after September 1. Have big city and small town experience. Prefer city of 100,000 or under. Address Box 379, care of Motion Picture News, Hollywood, Calif.

A young man, married, energetic, full of new blood and new ideas, desires position as theatre manager, exploitation or publicity with a growing firm where there is a chance for future advancement. Fifteen years experience in exploitation, advertising, and theatre management; any kind of house. Have been connected with one the large chains but desire a change. Will go anywhere. Box 383, care Motion Picture News, 729 7th Ave., New York City.

Motion Picture Operator: Experienced on Power and Simplex machines. Not afraid of long hours, handy all around. Would like to get steady connection. Am 32 years of age and married. Box 381, care Motion Picture News, 729 Seventh Ave., New York City.

For Sale or Lease

FOR SALE — 400 high class upholstered opera chairs. Upholstered panel back and seat. Price $3.00. Address Box 425, care Motion Picture News, 729 Seventh Ave., New York City.



Newspaper exploitation for "The Patriot" at some of the first run theatres is shown in the layout above. The Riviera in Knoxville, Tenn., and the Riviera in Omaha used the same display, with minor changes to accomodate added features of the bill. The other ads shown were used by the following: Mark Strand, Albany; Alabama, Birmingham; Loew's State, New Orleans and the Lyric, Cincinnati.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

First "U" All-Talkie Shown at Preview

"Madelon" or "Melody of Love" Proves Amusing Film Entertainment at Chinese Theatre

WHILE the major studios in and around Hollywood are frantically building sound stages and laboratories in preparation for their first "talking" pictures, Universal quietly went ahead and produced a sound picture which is 100 per cent dialogue and musical score. It was presented at a special preview at Grauman's Chinese theatre, Hollywood, for a score of newspaper people and for a first attempt made a favorable impression.

The picture, which is called "Madelon" or "Melody of Love," (the final title has not been decided) was presented in seven reels and can stand considerable cutting to tighten up the dialogue and make it smoother running. It was directed by A. B. Heath, with Walter Pidgeon playing the lead, supported by Mildred Harris, Tom Dugan, Jane Winton, Victor Potel and Jack Richardson. The story was written by Robt. Arch and concerns an episode of the World War. Roy Hunter had charge of the technical and Movietone portions of the picture, while Bert Fiske wrote the musical score. Nat Goldstone supervised the production.

With but a slight story to work on, Director Heath managed to hold the interest by working up to a "miracle" climax that was quite effective. The story concerns two New York youths who go to war when America enters the struggle. One, a song writer, leaves a sweetheart behind. The other falls in love with a French girl with a beautiful voice. Both are injured in battle and, upon recovering, return to the United States. Injury to the musician's hand, however, prevents him from carrying on and, finding his girl has been untrue to him, he becomes a dereliet. The French girl comes to America and finds employment in a cafe. The musician wanders into the resort and is urged to play for the French girl. Strength comes into his paralyzed fingers and he finds happiness with the French girl. A quartette of Los Angeles policemen dressed as A. E. F. who harmonized at intervals, have good voices for Movietone reproduction. Walter Pidgeon also proved pleasing both in his dialogue and piano playing and singing. Miss Harris did not photograph well and lacks a good speaking voice for talking pictures.

The picture, as a first attempt, reflects considerable credit upon the Universal organization as it was made under difficult circumstances.—Ray Murray.



Colvin Brown, executive vice-president of Pathe, who will shortly arrive at the Pathe Studios in Culver City to confer with production officials concerning the new product

Rockett Signs Contract as F. N. Studio Head

AL ROCKETT has signed a new contract as head of First National's studios and production activities.

Mr. Rockett has been in charge of production on the West Coast for some time. The new contract is for two years.

Fitzmaurice Choosing Locations

Some of the most beautiful spots in the Hawaiian Islands are being chosen by Director George Fitzmaurice as locations for "Changeling," a First National picture. Fitzmaurice and Dorothy Mackaill sailed last week for the islands, and Sills and the technical staff and cameramen are now at sea, bound for Honolulu.

Estelle Bradley

Estelle Bradley, one of Hollywood's most gorgeous blondes, plays the principal feminine role in "Polar Perils," the new Educational-Mermaid Comedy featuring Monty Collins.

Colin Campbell Dies

Colin Campbell, veteran motion picture director, died at his home, 1517 Orange Drive, Hollywood, last Monday, following a stroke of paralysis. The deceased was born in Scotland and directed many screen successes during his 12 years as director.

Honeymoon

Florence Vidor, popular screen star, and Jascha Heifetz, noted violinist, left here Friday for New York, on a honeymoon trip which will eventually carry them to Europe. The couple were married secretly in New York August 20. Miss Vidor will accompany her husband this fall on a concert tour.

J. T. O'Donahue Burial

Funeral services were held for James T. O'Donahue, screen writer, who died suddenly in his home following a heart attack, on last Thursday afternoon. Many notables attended the funeral.

Bankrupt

Lou Tellegen, film actor, filed a petition in voluntary bankruptcy in Federal Court last week, claiming assets of $2,200 and liabilities of $21,000. His wife has filed a similar petition, asserting the same amount of liabilities and assets of $2,000.

Frank Bangs Dead

Frank Bangs, fashionable photographer, connected with the Richard Barthelmess unit of First National Pictures, died in his sleep while with the company on location at Catalina Islands last Wednesday night.

Langdon in Vaudeville

Harry Langdon is to desert the film for a brief tour in vaudeville. The comedian has signed with West Coast Theatres, Inc., to tour the circuit for three weeks in his earlier stage success. He will receive upwards of $15,000 a week for his appearance, it is said.

Huge Wesco Ad Drive

West Coast Theatres, Inc., plans to spend $1,500,000 in newspaper advertising within the next year, according to Harold B. Franklin, president of the organization. The theatre circuit's managers held their annual convention at the Ambassador Hotel last Wednesday. Another convention is to be held in San Francisco Sept. 6, and a third in Seattle Sept. 10.

(*Continued on following page*)

Hollywood—*Continued*

To Direct "San Luis Rey"

The screen version of "The Bridge of San Luis Rey," which is planned by Metro-Goldwyn-Mayer, will be directed by Charles Brabin. No players have been announced, but production is scheduled to start in a month's time.

"The Floating College"

A new production about to be launched at the Tiffany-Stahl studio is "The Floating College," to be directed by George Crone and to co-star Sally O'Neill and Buster Collier.

Billie Dove's Next

Billie Dove, First National star, is to be directed by Frank Lloyd in her next starring vehicle, tentatively titled "30th Day of Oetober," by Lajos Biro, famous Hungarian playwright.

Paramount Signs Turnbull

Hector Turnbull has been signed by Paramount as an "editorial specialist" to work in conjunction with assoeiate producers and the New York and Hollywood story departments in the selection of suitable screen material, B. P. Schulberg has announced.

Starts "Avalanche"

"Avalanche," Paramount's next Jack Holt-Zane Grey production, has gone before cameras at the Hollywood studio. The picture gives Baclanova, popular Russian player, her first real American role.

Jack Holt and Baclanova will share principal honors with Doris Hill.

M-G-M Signs Al Green

Alfred E. Green, director, has been signed by M-G-M. He will direct an adapted stage success starring Marion Davies as his initial M-G-M production, work to start about Nov. 1.

A "Discovery"

George Ullman, former manager for Rudolph Valentino, has made a discovery"—Hale Collins. Mr. Collins came to Hollywood from Seattle to represent the movie fans of the world at the Valentino memorial services held in August. He has taken several "talkie" tests and Ullman feels that he possesses the fundamentals required for success in talking pictures.

Douglas MacLean Gassed

Douglas MacLean was near death from asphyxiation while filming "The Carnation Kid" at the Christie Studios when fumes from an automobile entered a closed car and rendered the actor unconscious. E. Mason Hopper was filming scenes with the hood of an automobile blanketed down in order to hold camera tripods, when the gas fumes entered the closed tonneau of a car in which MacLean was working. MacLean was overcome by the fumes and fainted. He was revived by two doctors and was later removed to his home. He was back at work twenty-four hours later.

College Course for Voice

To be in charge of Dean Ray K. Immel, of the School of Speech, who has been active in testing the voices of motion picture actors and actresses in the Hollywood studios for their adaptability to the speaking films, a Thursday night college course in "Voice and Speech Improvement" is announced by the University of Southern California to be given in the Fall Quarter of University College, the downtown division at 7th and Los Angeles Streets.

Tom Mix Feted

Tom Mix did not shoot any scenes in his current picture at the F B O Studios last Wednesday night. Instead he was the guest of honor at a party at Monmartre Cafe on Hollywood boulevard.

Born in Connecticut and in Ohio

Joseph Franklin Poland, born in Waterbury, Conn., sold his first story to a motion picture company when he was still a freshman at Columbia University. The writing bug stung him severely at this point, and the dust has never yet been wiped off his law books.

After selling some sixty odd one and two reelers, written at night while he worked in Wall Street, New York, during the day, Poland joined the old Kalem Company as staff writer. Following this came engagements with Vitagraph, Fox and Metro, all in New York, but at the end of several years he gave up staff work and started writing originals. Within a period of fourteen months he had his name on seventeen original productions produced by every company then in the industry. He left New York to accept an engagement with Thomas H. Ince and during his two and a half years with Ince, Poland wrote for Douglas MacLean and other stars and learned much from that master producer. Then he wrote two of Colleen Moore's successes during the first year when she blossomed out as a box office attraction. They were "The Perfect Flapper," and "Flirting with Love."

Eventually Universal, seeking a man who conld superviso the getting into production some thirty feature comedies a year, asked Poland to take the job. And out of that assignment came what Carl Laemmle and Universal proudly described as the most consistent line-up of feature comedies the company had ever presented.

Poland, who is still connected with Universal, is supervising "It Can Be Done," and whenever an obstacle is encountered, he merely points to the title and favorite slogan of his chief, Carl Laemmle, and a solution to the difficulty is immediately found.

The young writer from Connecticut made a place for himself in California.

* * *

Perseverance and the keenest desire to learn every phase of his business is what landed Leon d'Usseau near the top of his profession. That is why he is now supervisor of production at the FBO Studio and assistant to William LeBaron, in charge of production.

Prior to his arrival in Hollywood in 1915, d'Usseau had been first, an actor on the stage, and then a newspaper reporter. From this he worked into the publicity and exploitation field and then into a partnership that controlled six theatres. These experiences gave him a wide knowledge of every thing but the production end, and that was the particular end to which he aspired. His first job in a motion picture studio was that of property man. Having studied art in New York, the evidence of which showed in his dressing of sets he was quickly given the responsibility of designing and dressing sets. He gained prominence, as a result, by being among the first in the industry to receive screen credit as an art director.

After a year of this, in which he was making rapid advancement, d'Usseau deliberately gave it up to become an assistant director, which he considered a step nearer his goal. He took up cutting, title writing, continuities and original scripts, establishing himself firmly in each branch. Then for two years he devoted himself to the assignment of scenario editor, which he gave up to become a director.

Having carved a niche for himself, d'Usseau is still a keen student of everything that has to do with production and he maintains his reputation of being a capable man in anything he attempts.

This son of the Buckeye State was born in Toledo and was educated at St. John's College and the University of Michigan.

The Wampas "Fliers" Party

The Wampas had as guests of honor at its last meeting Miss Ruth Elder and the "Round the World" fliers, Lieut. Leslie Arnold, Jack Harding and Harry Ogden. The meeting was in charge of Harry Hammond Beall and was a tribute to the aerial events held here this week. Sid Grauman furnished the musical entertainment with numbers from his prologue at the Chinese theatre. Posters on the walls also acclaimed the fact that it was Pete Smith's birthday.

Laemmle Back Again

Edward Laemmle, Universal director, is back at the studio preparing his next production. While abroad Laemmle investigated the possibilities of showing Hollywood-made talking pictures on the continent.

Sam Wood Convalescing

Sam Wood, M-G-M director, is recovering from an appendicitis operation at the Hollywood hospital, where he was rushed last week.

Louise Brooks as the Canary

Due to Illness of Ruth Taylor, Louise Brooks has been returned to the role of the Canary in "The Canary Murder Case," which Paramount will film with William Powell as Philo Vance.

Newcomer

A young lady with no previous screen experience has been given a contract by Fox. She is Betty Collins, discovered by Charles Klein, while making "The Case of Mary Brown."

A Bigger and Better Hersholt

The synchronization of sound with action in "The Braggart," Jean Hersholt's forthcoming starring vehicle for Universal, will reveal the Universal star in an histrionic light never previously achieved, Carl Laemmle predicts.

Murnau Resumes Filming

Pendleton, Oregon, famed for its yearly "round-ups," recently found its population increased by more than 100 new residents. The influx composed a Fox unit headed by F. W. Murnau, who will direct "Our Daily Bread."

Finishing Editing Job

George Crone has finished the supervision of the cutting and and editing of "The Floating College," for Tiffany-Stahl. It is Mr. Crone's first free-lancing venture.

Considine in the Air

John W. Considine, Jr., studio head of United Artists, flew from Hollywood to Banff, Canada, this week, to confer with John Barrymore and Ernst Lubitsch about "King of the Mountains," in production up in the American Alps. Next week he will be wafted by plane to New York, to place in production "Say It With Music."

Conducted by An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
Clearing House for Box Office Problems and Theatre Operation



By Charles E. Lewis
of the Alfred Gottesman Theatrical Enterprises, New England

(Editor's Note: *This is the second of a series of short articles by Charles E. Lewis, who recently completed a tour of the Mid-Western states for the* Motion Picture News *to study exhibitor conditions first-hand.*)

Comparing Eastern and Western Conditions

For the second of this series I take the next question that stands out as important by reason of the number of times it has been put to me.

Audience reaction does differ in the Middle West as compared to the East.

If anything, they are more critical than you would imagine. After all, what creates comparison and criticism in an audience? Is it not the fact that they now frequent the larger cities and theatres? Is it not that they are rapidly becoming show-wise and take more time to shop for their entertainment? Most certainly these represent the prime factors in this new discrimination by the average theatre-goer today. And so I found that most of the theatres on my trip were more up-to-date in operation and their audiences more keen about the little things that go to make a theatre popular, a performance more enjoyable. In one town of about 20,000 people, in a new and beautiful theatre, I was sitting with the manager on the mezzanine promenade when two ladies approached and greeted him. They seemed to be annoyed that this theatre should run the feature which they had just witnessed and which they thought was very inferior. They could not be told that it was block-booked with a batch of other pictures because they were not one bit interested in any such thing. They were only concerned with the fact that they had to sit through a bad feature and were surprised that this theatre would run it. The manager told me after they left that during the three days' run of this particular feature he had received over fifty verbal complaints, and then he took me to his office and showed me 22 letters on the same subject. He even showed me complaints about short stuff, including a newsreel that contained one subject about a week old. And this condition, by no means, was confined to this one theatre or town. I found the same thing in half a dozen other places, and in many theatres where I sat to watch the show or part of it I head various remarks about me that I was not accustomed to hear back East. The managers out there, however, lend a willing ear to such complaints and suggestions, whereas I found in the East that managers were inclined to treat such things as "kicks from pests." Perhaps if those managers would pay more attention to those "pests" they would find themselves with more successful theatres to run.

Remember, if one complains, a hundred feel the same but don't say a word.

The Hired Boy



Brother members, let us make you acquainted with the one and only Harvey "Doc" Arlington, who styles himself — Fitzpatrick McElroy's "Hired-Boy," and has been with the latter circuit for the past two years and is now located at Muncie, Indiana, locking after the firm's interests in the Rivoli, Strand and Star Theatres.

We respectfully recommend that any member living within reasonable distance of Muncie, take a ride over and make the acquaintance of "Doc" and be assured it will be well worth your while because he is a real "dyed-in-the-wool" showman, who was busy planning his first ballyhoo while he was still cutting his teeth at the tender age of 6 months. He is still at it—and how!

Getting Them Young



While on the recent mid-western trip we happened across a town out in Indiana where the theatre advertising in the newspapers attracted our attention, so we were mighty interested in meeting the "man" who wrote such advertising. But the real surprise arrived when we found that it was not a man, but just a boy.

Ralph Cokain is the youngster we mean, and as his picture shows, he is really not much more than a boy. But this "kid" has ideas and properly handled should more than make the grade. He has brains, a knack for writing a good eye-arresting ad, and he knows how to express himself. With his youth and imagination he can't help getting ahead in this business.

Ralph handles the advertising for about four theatres out in Marion, Indiana, and has sent us some interesting "copy" which we will give our careful attention. Look for some of it in the very near future because it is worth waiting for. We sort of look upon this youngster as our adopted son and don't forget, Ralph, we want to hear from you again very soon.





In the issue of August 18, we published an account of a "Clean-Up Matinee' which was successfully handled by Manager C. F. Lawrence of Schine's Ohio theatre, Lima, Ohio. We are reproducing above two photographs which were received too late to publish with the story. Look at these pictures and then turn back and read about the idea itself.

"The Lion and the Mouse"

Frank S. Mickley, manager of the Earle Theatre in Allentown, Pa., and a recent member of the Club, forwarded a most unusual and novel advertising stunt on "The Lion and the Mouse." Lack of space in this issue makes it impossible to reproduce the circulars he sent us, but we do want to tell you that he flooded his town with this circular. And it was one of the best we have seen in ages. It showed the picture of a cage, with the advice to "Hold this up to the light and see if you can see "The Lion and the Mouse." Needless to say, everyone who got hold of these circulars was busy holding it up to the light. This suggestion

(*Continued on following page*)

offers untold possibilities which we cannot go into right now. You might drop a line to Mr. Mickley and let him tell you more about it in detail. He might also have some copies of the circular which he will let you have. Do this, brother members, it will be well worth your time.

At the conclusion of Mr. Mickley's letter he says: "I am glad to be a member as I look forward to this department regularly and trust that I may have other matters of exploitation to send you and that I may receive some ideas from my fellow club members." That's the spirit, Frank, and we all feel the same. That is the answer as to why the Club has been such a success.

This Is Sad But True

In reading a copy of the British trade paper, "The Bioscope," we came across the following paragraph which we want you all to read: "It is easier to talk with the American President than with the managers of some New York cinemas."

And brothers, that sentence is sad but all too true. Why this condition should exist is to me a mystery and I think I have been running theatres long enough to know whether my job entailed so much work (?) that I could not take the time to see and meet people who might want to see me. I could (unfortunately) quote a list of theatre managers of just this type. Men who have sold themselves the ridiculous idea that because they are managing large theatres they should make themselves inaccessible to visitors.

Take a "regular" manager, a man who really does find himself crowded with plenty to do and perhaps not enough assistance, he will always find the few moments to say hello to any visitor regardless of whether that visitor is a patron or a pest. It's worth thinking over, boys, and give it a lot of thought. You are not so important or big, but that someone else is more important and perhaps bigger. Right?

Vitaphone Music for "Breaks"

My references to the Eckel Theatre in Syracuse in a recent issue has brought forth quite a few requests for further details. As I recall the performance I witnessed, at the break of the show and while the crowd was moving he closed his screen curtains and put on his house lights, then by use of his non-synchronized attachment he played several popular records. At the finish of the record, or rather as its end drew near, he started to dim down his house lights so that they were almost out when the finish of the record came. Then he went right into his newsreel, or opening subject.

The organ specialty that was talked about, was spotted before the feature.

Exploitation for Crook Stories

There are so many pictures now being released about crooks, underworld and murder, and almost everyone of them contains a scene of a court room trial, so we suggest that you follow R. N. Nellis' "Summons" idea which he used at his Liberty Theatre in Washington, Indiana. In this instance, he made up an exact duplicate of a regular court summons properly filled in to fit his attraction and play dates and distributed them throughout the town.

"MANAGER'S ROUND TABLE CLUB"

WHY should you join?

BECAUSE, it affords you the opportunity of inter-changing ideas with fellow exhibitors on Advertising, Exploitation and Theatre Operation.

Get away from that old fashioned idea that you alone know everything. Just lend an ear to the other fellow and find that you have lots to learn—and lots to teach others.

WE want your application here in time to put you on the second membership list which will be published very soon. Fill in the application and send it to me care of the NEWS, 729 Seventh Ave., N. Y. C.

Charles E. Lewis
Chairman

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

Celebrates Tenth Anniversary With Free Shows for All

ONE of the most unique anniversary celebrations on record in the picture theatre business took place in Zanesville, Ohio, on September 5, when every theatre in the town was open to the public without admission charge as a gift to the people by Caldwell Brown, general manager of the Brown Theatrical Co., owners of all the theatres in Zanesville, in celebration of his 10th anniversary as a showman.

Brown invited everybody to his party in a display ad occupying a third of a page in the Times Recorder. His invitation read:

"Today is my 10th Anniversary in the theatrical business in Zanesville. Just ten years ago today I presented my first show in this city in the Schultz theatre. Do you remember what it was? Just to refresh your memory it was Metro's 'To Hell with the Kaiser.' How many remember it? It does not seem that ten years have passed, does it? I am celebrating my anniversary today. I want you to celebrate with me. Everything is free at every theatre today? I have given our cashiers and ticket takers a vacation today, so just walk into any theatre today as my guest. Don't be backward, as I want all my friends and patrons in Zanesville and Southeastern Ohio to come right in and enjoy a good show on me. Remember, it is free at the Liberty, Quimby, Imperial, and Grand theatres today. Caldwell Brown."

From the attendance at each of the four theatres, the people of Zanesville and Southeastern Ohio showed their eagerness to celebrate with Mr. Brown his tenth anniversary in show business. The Times Recorder, in a page one article reporting the event, estimated that 28,000 persons attended the shows during the day.

"Downtown streets," the article continued, "assumed the aspect of Christmas shopping days. From 1 o'clock in the afternoon until 11:15 last night, when the last performances at the four playhouses ended and the crowds poured out, the business district was somewhat distracted from its usual quietude."

In addition to the four theatres mentioned, the Brown Theatrical Co., operates the Schultz Opera and Weller theatres. The latter two are undergoing repairs.

Brown expressed himself as delighted with the results. "It made me happy to see the crowds surging into the theatres," he told a reporter.

Though the free shows were not announced until the morning of the day on which they were offered, the news spread like wildfire, and approximately 12,000 persons attended the afternoon performances. Brown stopped tallying them after the counting machines had clicked off a total of 27,381 at 9:30 P. M.

Launch Campaign for Opening of New Fox Theatre in Detroit

FEATURES which will figure importantly in the entertainments and the service provided Detroit theatregoers at the new Fox house—one of the largest in the country, with a seating capacity of 5,000—are being exploited in a campaign of extensive proportions which is building up to a climax as the opening date draws near.

Sixty musicians in the orchestra pit, and on the stage, sixty choral voices under the direction of Adolphe Kornspan conductor, and Frederick Stock, associate conductor, will feature the opening Sept. 15. Besides musical effects the new Fox will have a ballet group of thirty girls, stage shows and feature films.

Ushers at the Fox will be trained in the system inaugurated by S. L. Rothafel, and Eugene Le Gendre will assume charge of the military drills. Fresh from long service in the Marines, Le Gendre originated the military system of theatre-usher training for the New York Hippodrome back in 1904. The ushers will wear dark blue coats with military collars, a Sam Brown belt over the shoulder, and gray trousers for the afternoon. In the evening the uniform will be replaced with dinner jacket, dark blue trousers, stiff shirt, white gloves and patent leather oxfords.

In connection with the showing of "The Tempest" at United Artists, Charles Baron, publicity director, arranged 75 record displays with Victor stores; billed 75 24-sheet; 1,000 street car cards; 150 eight-sheets; 25 perfume tie-ups; 50 jewelry story displays; library book marks and persuaded twenty-five local dance orchestras to feature the theme song of the show. Special displays in downtown department stores were also employed. Following this heavy campaign the U-A opened last Friday to a crowd numbering nearly 15,000, and Walker Stuart has been named assistant to Baron.

Grocery Chain in Tie-Up With Theatre for Act

The Piggly Wiggly grocery stores in Montgomery, Ala., featured a tie-in line to advertise their products in conjunction with the drive put on by Manager H. C. Farley, of the Empire Theatre, to exploit the presentation of Gene Dennis.

The Piggly Wiggly stores printed and distributed 6,000 circulars advertising some of their commodities with a headline at the top reading, "Free, 150 Tickets to the Empire—Let Piggly Wiggly solve your groceery problems—Let Gene Dennis at the Empire three days next week solve other problems."

Showmanship

Briefs

MANAGER J. M. FRANKLIN of B. F. Keith's Theatre, Ottawa, had a whole regiment on his hands Friday evening, September 7, when the Governor-General's Foot Guards, the household regiment of Viscount Willingdon, Canadian Viceroy, paraded to the theatre with its own bands. The occasion was the appearance on the stage of the Foot Guards Band of 50 pieces for concerts during the week of September 3. Incidentally, a sound picture effect was obtained by the presentation of moving pictures of the band parading through the streets of Ottawa with the musical unit itself playing the regimental march behind the screen. As the picture faded out, the curtain was raised, revealing the band on the stage. A large crowd gathered at the theatre when the regiment appeared on the scene after parading from th Armory.

CO-OPERATIVE advertising pages are developing as the favorite method of exploiting "Lights of New York." Following the lead of the Strand Theatre on Broadway and its participation in the first co-operative ad page ever put over with the New York Times, exhibitors in other cities are capitalizing on the same idea. The latest page of this type achieved in connection with "Lights of New York" was put over by the Mark Strand Theatre in Worcester, Mass. Around a good size ad space purchased by the theatre were more than a dozen other advertisements contributed by electrical and radio stores.

THE Southwestern Iowa Baseball tournament started August 22nd in Council Bluffs, Ia., and "Warming Up," starring Richard Dix, opened at the Broadway Theatre, Council Bluffs August 26th for a three-day run. Manager D. Chatkin tied up with the baseball team by placing two 5x15 banners in the park and two 3x5 banners on concession stands. One of the larger ers' knowledge that if they poked a ball against er's knowledge that if they poked a ball against it, it would be good for a pass for themselves and party.

THE "Greater Movie Season" idea was well exploited in San Diego, Calif. The general chairman of the local committee was Dwight L. Hill, manager of the Pacific National Theatres' local houses. A proclamation was secured from Mayor Harry C. Clark and this was reproduced in the form of large posters. Permits were given by the common council for display of two large banners across two of the prominent down town streets. The theatres made a tie-up with the county fair management.

MANAGER WALTER TEBBETTS, of Oriental Theatre, Portland, Ore., had some excellent tie-ups in connection with a run on "Uncle Tom's Cabin," using the Log Cabin Baking Company and also Sun Freeze Ice Cream Company. He also placarded the country for a radius of fifty miles from Portland.

THE Oriental Theatre, Detroit, has inaugurated the custom of featuring a "surprise" show every day during the dinner hour program. Patrons who attend after the regular daily matinee are treated to two full-length picture features and also may remain for the vaudeville show of six acts in the evening.

Rotsky Campaign Makes "Sound Films" the "Talk" of Montreal

THE first presentation of a sound picture program in Canada, at the Palace Theatre, Montreal, under the direction of Manager George T. Rotsky, during the week of September 1 was literally the "talk" of Montreal. The attendance was so heavy that Manager Rotsky carried over the whole program for a second week.

The initial program was as follows: "Street Angel," Fox Movietone; Raquel Meller in "Corpus Christi." Robert Benchley in "The Treasurer's Report." and Nina Tarasova in "The Hut," three movietone short subjects, and the Fox Movietone News. This show was presented continuously from 11 A. M. to 11 P. M. for the 14 days.

A morning show has proved a permanent success at the Palace Theatre, Montreal, where George Rotsky holds the reins of office. This bargain performance, the admission for which is 25 cents, opens at 11 A. M. The Palace is in the heart of the retail shopping section of Montreal and many shoppers have been attending. Matters are facilitated through the presentation of sound pictures, no house orchestra being required.

Local Ball Club Plays Double Header in Honor of Dix

MANAGER MARSLINE K. MOORE turned to the head of the Fort Smith baseball club to exploit Richard Dix' baseball picture "Warming Up" playing at the Joie theatre, Fort Smith, Ark.

The Fort Smith Baseball Club dedicated one of its double header days as "Richard Dix" day, in honor of the star's picture, "Warming Up."

Moore got a few musicians together and then went to the Graham Bros. Agency and got the loan of a two-ton truck which was used to transport the musicians all over town. Banners on both sides and rear of truck announced the double header as well as Richard Dix in "Warming Up" at the Joie theatre.

Special announcements were made by the official league baseball announcer that Richard Dix in "Warming Up" would open at the Joie the following Monday.

A baseball autographed by Richard Dix was given to the Mayor who tossed the ball from the grandstand which was used in the game. Two other Richard Dix autographed balls were given to persons after the double header who held lucky numbers on their seat stubs. This stunt was the basis for write-ups in the local newspapers—always mentioning the title of picture, star, theatre and play dates in the articles.

Between the games, two ushers dressed in baseball uniform circled the field carrying a huge sign reading, "Richard Dix in 'Warming Up'—the greatest baseball picture ever filmed—Paramount's first sound picture—Joie Theatre."

The baseball sign was later used during the showing of the picture by being carried through the streets of the city by two uniformed boys.

Million Dollar Newspaper Ad. Campaign for Warners

A ONE million dollar advertising campaign fund has been set aside by Warner Bros. to advertise Vitaphone pictures direct to the public through big city newspapers. The appropriation has been made for a series of six advertisements seven columns wide and twenty-one inches deep to run in 125 of the leading dailies throughout the country.

These ads will tell of the stars who will be heard exclusively on Vitaphone. The stars included are Al Jolson, Dolores Costello, Fannie Brice, John Barrymore, Monte Blue, Texas Guinan, George Arliss and others.

The first of the advertisements will describe Al Jolson in "The Singing Fool." It will appear the week of September 17, the same week that the picture will have its world premiere at the Winter Garden in New York City. Every newspaper in New York City, including the Jewish Press, will carry these Vitaphone advertisements.

A partial list of the contracts closed with dailies outside of New York, includes the following:

Albany News, Atlanta Constitution, Atlanta, Georgian, Baltimore News, Birmingham News-Herald, Boston American, Boston Herald & Traveler, Boston Post, Buffalo Courier Express, Buffalo News, Buffalo Times, Chicago Daily News, Cincinnati Post, Cleveland Press, Cleveland News, Columbus Dispatch, Dallas News, Dallas Times-Herald, Denver Post, Detroit News, Detroit Free Press, Des Moines Register & Tribune, Duluth Herald, Grand Rapids Press, Hartford Courant, Hollywood Citizen, Houston Chronicle, Indianapolis News, Indianapolis Star, Kansas City Post, Kansas City Star & Times, Louisville Courier Journal-Times, Memphis Commercial Appeal, Milwaukee Wisconsin News, Minneapolis Tribune, Los Angeles Examiner, Los Angeles Express, Los Angeles Herald, Los Angeles Illustrated Daily News, Los Angeles Record, Los Angeles Times, Nashville Banner, New Haven Register, New Orleans Item-Tribune, New Orleans Times Picayune, Norfolk Ledger-Dispatch, Oklahoma City News, Oklahoman, Omaha World Herald, Philadelphia Inquirer, Philadelphia Public Ledger, Pittsburgh Press, Portland Oregonian, Portland Oregon Journal, Providence Bulletin, Richmond News Leader, Rochester Times-Union, St. Louis Globe-Democrat, St. Louis Star, St. Paul Dispatch-Pioneer Press, St. Paul News, Salt Lake City Desert News, Salt Lake City Telegram, San Antonio Express-News, San Francisco Call, San Francisco Chroniele, San Francisco Examiner, Seattle Post-Intelligeneer, Seattle Times, Spokane Spokesman-Review, Syracuse Post-Standard, Syracuse Journal, Toledo Blade, Washington Post and Washington Times.

Flower Matinees Featured by Canada Showmen

Two exhibitors of Ontario have conducted special flower matinees with direct success, thereby performing an act of charity that was looked upon as a wonderful good-will builder.

During the presentation, at Griffin's Theatre, St. Catharines, of "Mademoiselle from Armentieres," children bringing a bouquet were admitted free to one matinee show, prizes for the best flowers being offered by Manager G. J. Forhan. More than 400 bouquets were received and these were distributed among disabled soldiers at the local hospitals and at the Old Folks' Home.

A flower matinee also proved an excellent feature at the Algoma Theatre, Sault Ste. Marie, where some 600 children brought flowers to a Saturday morning show. The lobby was filled to overflowing with the floral gifts and the members of the Rotary Club distributed them at the hospitals and institutions. The stunt was arranged by Manager W. P. McGeachie.

Lange Engaged to Compose Music Scores for Capitol

A contract has been signed between the Capitol Theatre, Metro-Goldwyn-Mayer Pictures Corporation and Arthur Lange, whereby the noted arranger of musical scores will make all special musical arrangements for the stage presentations and pictures for the Capitol Theatre, and also for the synchronized scores of Metro-Goldwyn-Mayer pictures.

The contract calls for the exclusive services of Mr. Lange, with the exception of his commercial work with several of the music publishers.

Lange will be remembered as having conducted the orchestras last season for the musical comedy plays, "Honeymoon Lane" and "Sidewalks of New York." He is accredited with many unusual arrangements of symphonic and jazz compositions.

Roxy Usher Wins Boost to Production Staff

George Friary, one of the Roxy ushers, has been appointed assistant production manager to Douglas Murray, likewise new in the berth of production manager. This is the fourteenth promotion to be made from the uniformed ranks this year.

Tabloid Flares Exploit Sub Crash

A FOUR-PAGE tabloid, following the orthodox make-up and style of the pictorial newspapers, has been circulated about New York City to exploit the showing of "Submarine" at the Embassy Theatre.

The tabloid shows stills from the production with straight news captions telling about a submarine castastrophe in which 40 members of the crew of a submersible were trapped in the torpedo compartment and were rescued by a navy diver.

Advertisements for the Embassy show are featured on the inside pages of the trick tabloid, which was gotten out by Alex Moss, director of advertising and publicity for Columbia Pictures Corp.

Key City Reports

New York City

WHEN a couple of dozen theatres can extract over a half-million in real money from the customers, theatre business, and business in general, cannot be very bad. That is exactly what happened along Broadway the past week and we are not saying a word about second run houses, legits or what have you. Briefly, it looks as though the good work done during August would repeat during September—and why not, with the cooler weather coming on. During the past week honors also appear to be almost evenly divided between sound and silent, with sound perhaps having a shade the better of the argument.

"Fazil," never threatening to push over any records while playing high hat, continued the high marks recently being made at the Roxy. Which serves to demonstrate still further that the movie is mass entertainment and to get real money must play to the masses at their figure. **Sharing in the general prosperity, the Paramount also came through with a better than usual week with "The Water Hole"** (Par.) and the good returns can be expected to hold up with Jackie Coogan and his Dad as added attractions for the current week. **The Strand, resuming its talkie program with "State Street Sadie" (WB) also turned in a splendid gate.** This picture is spoken of as a distinct improvement in sound technique.

Jannings in "The Patriot" continues to set the fast pace made the preceding weeks at the Rialto. This one has clicked perfectly with this theatre's patronage and it will probably be good for a month and a half stay. **Up in the Rivoli, "Tempest" is still showing strength** which is good work for this picture, considering its long run at the Embassy. **The Capitol had Marion Davies in "The Cardboard Lover" and this popular actress well demonstrated her pulling power in this town**—to the extent that this picture was held for another week. Very satisfactory business. **The Cameo repeated an excellent previous week's showing of "Dawn"** (Selwyn) and the picture will probably be held.

Among the specials M-G-M's **"White Shadows" at the Astor, again came through with flying colors** for the week and **the same statement can go for First National's "Lilac Time"** at the Central. **These two, and Warner's "The Terror," at Warners, are gathering in plenty of coin. And they're all done with sound.**

Columbia's "Submarine" appears to be all Harry Cohn said it was for reports say it is playing capacity at the Embassy. Harry can now take his vacation with a light heart. **There seems to be no let up at the Criterion where "Wings" still holds forth** even 'though it's playing stands in most of the larger cities all over the country. **Fox's "Air Circus" was the new arrival at the Gaiety last week and did very well** for the period. A good Movietone program is helping along. At the Globe **"Red Dance"** and Movietone (Fox) did another average week.

Minneapolis

THE Minnesota state fair, which draws thousands of visitors to the Twin Cities annually during the first week in September, did its bit toward making the week a happy one theatrically.

The Minnesota Theatre, of course, attracted hundreds of out-of-town visitors who were anxious to see the northwest showhouses, and were greeted by a good program which included "The Sawdust Paradise," Clark and McCullough in "The Interview," and the Publix stage production, "Kat Kabaret." **Emil Jannings in "The Patriot" received some fine critical notices, and was very well patronized at the State,** but not sufficiently to warrant holding it over a second week. **"Three Ring Marriage" at the Lyric proved an enjoyable and popular attraction, while Greta Garbo played to good business in "The Mysterious Lady" at the Grand,** a second run loop theatre.

At Pantages "The Foreign Legion" turned out to be a fine business-getter, and it was profitably exploited by the Pantages management. **The Hennepin-Orpheum, too, had an unusually good picture in "The Cop"** and this film topped off the vaudeville program in excellent fashion.

The neighborhood houses didn't profit much by the State Fair crowds, but they at least enjoyed some cool weather and in some instances showed very good grosses.

Pittsburgh

LABOR DAY WEEK, combined with the advent of cooler weather brought Pittsburgh theatres the best business they have enjoyed in many weeks, many playing to S. R. O., for the first time in a couple of years.

Loew's Penn celebrated its first birthday anniversary, with Marion Davies' "Cardboard Lover" on the screen and the Publix Unit, "Bittersweet Blues" on the stage. An excellent offering from beginning to end, the complete bill was one of the most entertaining ever shown here. **The Penn played to S. R. O. all week.**

The Stanley had "Warming Up," starring Richard Dix, with sound accompaniment. The film thrilled especially those patrons who understand the grand old game of baseball. But for those who are not interested in the game, it was not so "hot." The stage presentation featured some unusual dancing by the six Berkoff girls headed by Frieda and Gertrude Berkoff. **Business for the week was very good.**

Loew's Aldine was re-opened after having been closed for the summer, during which time Vitaphone and Movietone were installed. The first offering was **"The Street Angel," and the house did a whale of a business,** holding the production over for a second week. (This is a rarity in Pittsburgh.) Short subjects included the Fox Movietone Newsreel, the George Bernard Shaw short "talkie," and Clark and McCullough on the Vitaphone.

The Regent had "Lilac Time," with sound accompaniment, **and played to the biggest business at this house in years. S. R. O. at all performances.**

The Grand and Liberty had "The Street of Sin." The Grand is downtown, and the Liberty in the East End. **Both houses did better than average,** the film clicking with the patrons. Jannings is creating a tremendous following here.

The Cameraphone had a double bill, using Gotham's "United States Smith," and a second run on "The Jazz Singer." It used Al Jolson phonograph records in connection with the "Jazz Singer." **Both productions scored,** and "United States Smith" proved to be an excellent comedy. **Business was above average.**

The Alhambra offered John Gilbert in "Four Walls," a fairly good crook drama. An Our Gang comedy, "Crazy House," made a big hit. **Business—average.**

The Nixon, legitimate theatre, began a two-week run of **"Simba."**

San Francisco

DURING the past week in San Francisco, the pictures, generally, did not draw as well as the first run motion picture theatres usually do. The two theatres that did the best business were, Loew's Warfield and the El Capitan theatres. These two reported good business the entire week.

At Loew's Warfield, **"The Red Dance" with Dolores Del Rio on the screen, together with the home coming of Rube Wolf filled that theatre the entire week.** It is thought that Al Smith on the Fox Movietone attracted many to that theatre. **"Phyllis of the Follies"on screen at the El Capitan, was exceptionally well received** together with high class presentation acts, all week at this theatre.

"The King of Kings," was shown a second week at the St. Francis Theatre, and although this time not spoken against by ministers, rabbis and organizations, as sections of it were changed, it did not draw well. It was shown at popular prices. **The Granada Theatre reported only fair business with "The River Pirate,"** shown together with a good Publix Revue, entitled, "Knick Knacks."

The Embassy Theatre reported fair business only with **"Women They Talk About."** The Union Square Theatre **also reported fair business with "Dancing Days," and "Devils Trademark,"** shown together with vaudeville. **"Jazz Mad," on the screen shown** together with vaudeville at the Golden Gate Theatre, did not draw well. **The Orpheum Theatre did very well with "Honeymoon Flats,"** also shown with the regular Orpheum vaudeville. These shows now are 3 hours long. In fact too long for many.

In the residential theatres, **the Coliseum Theatre was crowded every evening with "The Thirteenth Hour,"** together with presentation acts. **The Alexandria Theatre also reported remarkable business with "The Actress," as did the Majestic Theatre with "The Gaucho."**

Chicago

FALL weather conditions continued to help Chicago motion picture theatres the first part of last week, and many houses had an excellent box office report.

"Wings," re-created with sound and brought back to McVickers for its first popular price showing in Chicago, played to large crowds throughout the week, while "Excess Baggage" did a fair business at the Chicago and **"O Kay"** drew well at the Oriental. **"Lilac Time," in its fourth week at the Roosevelt, continued to be a popular attraction.** United Artists Theatre also was **going strong with "Tempest"** as its drawing card.

The Capitol had "King of Kings" as its feature picture, with Movietone features, attendance being very satisfactory. The Avalon offered **"The Foreign Legion"** as its screen attraction and the Tunney-Heeney fight pictures as an added feature, plus a big stage show, **the combination going over big.**

The Granada and Marbro Theatres played **"A Grain of Dust,"** both offering their usual big stage specialties, the Granada including in its program Benny Meroff and his orchestra, John Steel in person, Movietone and Vitaphone; the Marbro including Charles Kaley and his orchetra and "Kiddie Jazz Revue," Movietone and Vitaphone, **both having another big week.**

Albany

EXHIBITORS in Albany and Troy were jubilant last week when business came back with a bang and on Labor Day, crowds stormed the theatres in such numbers as to all but set a new record for the day. In these two cities, Labor Day really marks the opening of the fall, so far as the theatres are concerned. This year the day was all that could be desired, at least from the standpoint of the exhibitor, rain falling for several hours and forcing thousands to the theatres for their entertainment. The weather became cooler on Tuesday and continued so throughout the remainder of the week, adding thousands of dollars, no doubt, to the box office receipts.

The outstanding feature of the week easily proved to be "Wings" at the Capitol, where it played to admissions ranging from 50 cents to a dollar and a half; **it packed the house to the very roof every night with matinees running nearly as large.**

"The Patriot" opened extremely large at the Mark Strand in Albany, playing to standing room only, on Labor day, but slipping somewhat during the week to the extent that there were vacant seats at the second show on more than one night. **The Leland, using Lon Chaney in "Laugh, Clown, Laugh"** and facing opposition from the Capitol and the Mark Strand, **played to full houses,** however, throughout the week. **At the Clinton Square,** double features including **"Three Ringed Marriage"** and **"The Devil's Skipper" went over very well day in and day out, and turned in a nice profit.**

At the Mark Ritz, "Out of the Ruins" fared well during the week. Proctor's Grand used "The Hawk's Nest," but this picture was panned by the newspaper critics **and probably did not contribute much toward making up the bill generally.** Reports from the neighborhood houses in Albany are such as to indicate that the owners of these theatres have absolutely no kick in so far as business was concerned for the week.

At the Troy theatre, there was a split week with "Warming Up," pleasing good crowds. The last of the week was given over to **"Loves of an Actress" and this also went over well,** in fact probably better than the first of the week. **Proctor's Troy theatre flashed up "Diamond Handcuffs"** in its newspaper advertisements **and the picture pleased big crowds. The Lincoln used "Just Married," but without doing anything remarkable in the way of business.** Neighborhood houses in Troy report good business for the week. The American, in Troy, one of the Stanley houses, reopened this past week, after having been closed for a month or so.

Tampa

WITH a very good Sunday business, followed by an excellent Monday, Labor Day, all Tampa theatres started the week with a surplus. **"Tempest" was the featured attraction at the Tampa for the first half, and that picture was a real card.** It not only pulled 'em the first two days but it kept them coming the following two. **"The Water Hole" was another good card and it kept the check up over average** for the last half, so the week went over better than average, and everybody was pleased.

The Victory had another talkie, or at least one with several taking scenes, "Women They Talk About." Gov. Smith on the Movietone helped out on the draw and then there were four good Vitaphone acts to round out the program, so **the Victory went over to excellent business.**

"Heart to Heart" opened the week for the Strand, playing two days and getting in on the holiday crowds, so **it showed up nicely** and gave that house better than average business, **but "The Race for Life," which followed did not prove a draw.** There was a time when the dog pictures were sure-fire, but fans seem to have grown tired of them and as a consequence the business was just fair. **"Bachelor's Paradise" finished the week, and this picture went over to about average** returns.

The Franklin, with second runs at cheap prices, continues to attract good crowds. This week they brought back the old Chaplin, **"The Gold Rush"** and it made 'em laugh. Then they had **"The 50-50 Girl" and "The Cossacks." This latter picture proved the best card of the trio.**

Los Angeles

DUE to a heat wave which struck this section Tuesday, following Labor Day, matinee crowds at all theatres fell off and night attendance has not been up to standard, ostensibly due to the same weather contion.

"Four Walls," which did well at Loew's State, was succeeded by "The Cardboard Lover," another M-G-M picture, which opened with satisfactory business with Marion Davies as star and the names of Jetta Goudal and Nils Asther featured in connection with the attraction.

At the Metropolitan Theatre "Four Sons" holds forth. This picture had a run here at the Carthay Circle some time ago. It is said to be doing fairly. **Another repeat appears at the Criterion, where "Wings" is the attraction. This is doing moderately well,** although it formerly ran at the Biltmore.

"The Godless Girl," the C. B. DeMille offering, continues to draw average business at the Biltmore, where it is now in its third week.

The Samuel Goldwyn picture, **"Two Lovers," still holds on** at United Artists, but is doing only a fair business. **"Lilac Time" remains at the Carthay Circle, in its second month, with business average.**

Hollywood houses are still enjoying better business than theatres down town. **"The Terror," at Warner Brothers' Hollywood Theatre, has continued to draw, despite the hot weather and good business is also reported at Grauman's Chinese, where "White Shadows in the South Seas" also continues.**

Oklahoma City

THEATRICAL business in Oklahoma City the past week has been very good, and the weather, following a good rain, has been much cooler than for some time past.

Capitol: Esther Ralston in **"The Sawdust Paradise," supported by Hobart Bosworth and Reed Howes, enjoyed splendid business,** and the Vitaphone units are among the best yet seen here, and the Fox movietone news lets you see and hear the world's happenings.

Empress: **"Lilac Time," starring Colleen Moore started on its second week with full and pleased houses.** Gary Cooper lent splendid support and the picture a First National, was pronounced excellent.

Criterion: Gary Cooper and Fay Wray in Paramount's **"The First Kiss" pleased big business** for a week.

Liberty: **"Fazil" in its second week, continued to enjoy capacity business.**

Indianapolis

MOVIE business was somewhat healthier last week due to State Fair crowds in the city but receipts did not meet expectations.

John Barrymore in "The Tempest" at Loew's Palace and Janet Gaynor and Charles Farrell in "Street Angel" led the week's business.

"Street Angel" was held the second week because of its popularity.

"Beggars of Life" at the Indiana and "Heart to Heart" at the Circle, did fair business. Dick Powell, Circle master of Ceremonies, presented the "Twelfth Anniversary Revue."

Neighborhood houses reported business fair.

Seattle

BUSINESS was about average for this time of year at the first run houses last week. **The Seattle, key house, featured "Oh Kay" on the screen** and Fanchon-Marco's "Doggone Idea" on the stage. **The film was not very enthusiastically received; generally considered below par.** The stage show was rather entertaining, and the work of Gene Morgan as master of ceremonies continues to find increased favor with the audiences. **Business just average;** not what it should be for this house.

At the Fifth Avenue Theatre, **"The Red Dance" played to satisfactory houses, although it could not be considered a big money-getter.** It was heartily praised by most audiences. Hermie King and the Band had a number of well-liked specialties. Business fairly good only.

"State Street Sadie" at the Blue Mouse Theatre finishes up its second week to very big business, with supporting Vitaphone and Movietone shorts. The film could have easily played another week, but previous bookings prevented. Business very strong for the entire engagement.

Across the street at the Music Box Theatre, "Glorious Betsy" played its fourth and final week to big houses also. This opening attraction at Hamrick's new house established a wonderful box office mark in its month run, and set a pace that will mean plenty of dollars if future films can keep up with it.

The big theatrical surprise of the week was the dismal showing made by "King of Kings" at its first popular price engagement here. Universal put the film in the Columbia Theatre at 50c admission at all times, and it hardly rippled the surface of the show business, standing patrons out in line for just a short time on one night, and the rest of the week playing to very mediocre business. A second week follows, due to contracts and not box-office reports.

"The Road to Romance" was just a fair money-getter at the United Artists Theatre, now renamed the Coliseum. Business here was below average. **The same might be said for "The Poor Nut"** at the Embassy Theatre, which is rumored to be changing over to a two-a-week first run policy in place of the present week-run schedule at 15c and 25c

"Anybody Here Seen Kelly?" was a very mediocre film at Pantages, in conjunction with the usual vaudeville. **At the Orpheum, "Serenade" was the screen feature,** but despite the star the film was evidence in itself of why the big first run houses shelved it and then sold it to this vaudeville house. The stage show was quite acceptable, and business was good.

Neighborhood business, with the exception of one or two Vitaphone houses, has been very light during recent weeks, and suburban managers are hoping for an early autumn as a stimulant to business. "The Trial of Mary Dugan" on the stage of the Metropolitan Theatre at $3.30 top has done a very strong business for the last seven days.

Birmingham

BUSINESS was sub-normal in Birmingham the past week, although **the Ritz, with F B O's "Perfect Crime," with dialogue and sound effects, had a very good week's business.**

The Alabama, with John Barrymore in "Tempest" had a comparatively poor week. Reports indicate that the Temple, with Marion Davies in "The Cardboard Lover" (M-G-M) had an average week.

The Trianon, with Tiffany-Stahl's "The Devil's Skipper," featuring Belle Bennett, **flopped. "Women They Talk About" (Warners),** with William Collier, Jr., Irene Rich and Audrey Ferris, **had a fair week at the Strand.**

Business held up reasonably well in the neighborhood houses.

Cincinnati

"LILAC TIME," in its third week at the Stillman, has done the biggest business in the twelve years the house has been operating. Crowds have attended every performance. Extra shows have been crowded into the program by opening at ten o'clock in the morning, and patrons have been standing three and four rows deep. Needless to say, it will continue at least a fourth week, making a trilogy of "The Big Parade," and "The Jazz Singer," the only three pictures to play four weeks this year.

"State Street Sadie" also broke records at the Cameo. This was the first talking picture shown at the Cameo under the new 100 per cent talking policy recently adopted for this house. Acknowledged to be an underworld picture of average drawing power, it was raised to a high level of entertainment by the talking sequences which were clear and distinct throughout. It also is being held over.

"Excess Baggage" played to very big business at the Allen. A splendid picture, with Haines doing a straight role with great credit.

"The Cameraman" did capacity business at the State. This was due both to the really fine entertaiment qualities of the picture and to the personal appearance of the "Our Gang" comedy kids. The picture was liked well enough to stand on its own feet, however, and was acclaimed the best picture Buster Keaton has made in a long while.

Keith's Palace had a very good week with "Sawdust Paradise" as the feature attraction, coupled with a fine vaudeville bill headlined by Wallace Eddinger. This was not regarded as one of the big drawing cards of the year, but it pleased those who take their films seriously.

"Just Married" divided honors of the week with "Modern Mothers" at Keith's East 105th Street. "Just Married" was very well liked, attended and reviewed. Good, light comedy, well presented, offered satisfactory entertainment. "Modern Mothers," also well done, gave the youngsters a great kick. It was food for thought, well sugar coated with fine sets and exciting situations.

The Park brought its Greater Movie Season to a successful close with "Four Walls" the first half of the week and "Hot News" the last half of the week. Although totally different in type, they were both well rated and made good showings on the right side of the ledger.

Neighborhood houses are not yet playing any of the new pictures, and so cannot base their business on any new conditions. Things are undoubtedly slow in the outlying district both because the attractions are from last season, and also because the neighborhood houses are silent.

Portland, Ore.

VACATIONS are about over for the majority, the hot weather is behind us, and with the continuation of Greater Movie Season, and an additional supply of superfilm attractions attendance is showing a marked increase at practically all houses.

"The Fleet's In" and brought Clara Bow with it again. It is having a world premiere at The Broadway, and has proved one of the best business stimulants in weeks. George Stoll and his merry musical gang put over in nice shape the novelty number King for a day and as usual called in Herman Kenin and his Multnomah Hotel band for Monday.

"The Peoples Theatre came out with a first run in "Vamping Venus" at popular prices and did a nice business, especially over Labor Day. Charlie Murray and Louise Fazenda furnished the comedy in liberal quantity.

Another big increase in patronage was reported by Manager Floyd Maxwell at the Portland Theatre with "The Racket" which in spite of some fourteen cuts gave the audience a new angle on crook melodrama. The program entertainingly completed by Fanchon & Marco's "Hi-Yaller" stage show, which included the Four Covans, with novelty tap dancing, followed by the Four Emperors of Harmony; Evans and Weaver led off with tap numbers aided by the dusky ensemble of maidens in an elaborate setting. Iris Wilkins offered "Madame Butterfly" as an organ solo, and Don Wilkins called the turns in snappy fashion.

The Auditorium opened for a lengthy operatic season with the Britz Opera Company. Their first attraction "Sari" sponsored by some of the leading clubs did a nice business. Outstanding soloists were James Stevens, Nadj Rosetti and Ed Andrews, veteran light opera comedian.

"The Foreign Legion" with Norman Kerry and Mary Nolan taking the leads, proved one of the best film attractions of the fall season at Pantages, and with accompanying acts did a big business.

Attendance made a small gain at the Columbia Theatre with the comedy "How to Handle Women" as the major attraction. Sampietro and his boys played their usual snappy stuff and International News reel rounded out a good bill.

Intrigue was found at the core of "The Divine Sinner" the attraction at the Capitol. Attendance also showing increase.

Dallas

UNUSUALLY cool weather the past week had little effect on business at the Dallas first run theatres, although receipts as a whole were good. Business the past week was directly traceable to the pictures being shown and where the attraction was weak the gross reflected it very clearly.

"Sawdust Paradise" with Esther Ralston, at the Melba failed to get more than fair business for the seven day run but a small profit was shown which was remarkable considering the attraction offered, which was far below the highly entertaining pictures the Melba has been accustomed to showing. However, considering everything the results of the week were higher than expected.

At the Majestic "Gang War," starring Olive Borden and Jack Pickford, got the business and proved to be a very entertaining attraction. A full house was checked off every night and matinees were much heavier. The real drawing card on the program was Ben Turpin in person, and although his skit was dissappointing to the patrons, he packed them in every night.

"Forgotten Faces," with Clive Brook, Mary Brian and William Powell, accounted for good receipts at the Palace, for the past week although nothing to compare with the previous week when "Lilac Time" was shown. The picture was fair entertainment but did nothing to enhance the Palace with the patrons. A good Publix presentation helped to put the program over and was well received.

"Uncle Tom's Cabin," with Margarita Fischer and an all-star cast, brought the Capitol packed houses at all performances and lifted the theatre out of the fair business rut which it has been in for the past several weeks. This attraction will no doubt be the turning point for the capitol as the new 20-piece symphony orchestra first made its appearance with this picture and was more than well received.

The Old Mill was able to account for only fair business with "The Big Noise" featuring Chester Conklin and Alice White. The picture was not strong enough to stand up in the face of the unusually heavy competition of the week.

At the Arcadia, "Ladies of the Mob" with Clara Bow and Richard Arlen, "Thirteenth Hour," with Lionel Barrymore, and "Grandma's Boy" featuring Harold Lloyd, had fair receipts for the week but not the usual good business.

Harrisburg, Pa.

FORMIDABLE competition for the regular theatres of Harrisburg was provided during the week by the showing of "Wings," for which the Majestic Theatre, which has been dark all summer, was reopened. The Majestic, as a general proposition, is devoted to legitimate road shows or stock, with an occasional picture spectacle. "Wings" was shown daily matinee and night—with night top prices $1.50, but notwithstanding the relatively high prices of seats it drew splendid crowds while the other movie theatres suffered some slight loss of patronage.

Nevertheless those who did attend the regular first run houses generally were well satisfied with the merits of the programs. The Colonial presented "The Street Angel" with Janet Gaynor and Charles Farrell, and the criticisms all were very flattering. Probably the Colonial suffered less than any other theatre in amount of business lost in competition with "Wings." Those who saw "The First Kiss," starring Fay Wray and Gary Cooper, at the Victoria, seemed to be very well satisfied, while Marion Davies in "The Cardboard Lover" at Loew's Regent provided a lot of comedy intermingled with romance which appealed especially to feminine patronage. The State offered, for the first half of the week, Syd Chaplin in "The Missing Link," while Charley Ray, the picture star, appeared in person in a clever skit in the vaudeville half of the State's program. The Broad Street Theatre offered a double bill consisting of "So This Is Love," with Shirley Mason, William Collier, Jr., and Johnnie Walker, and "Buried Gold," starring Al. Hoxie. "Honor Bound" was successfuly shown in the National, with George O'Brien in the principal role, while "The Haunted Ship," wth Montague Love, Dorothy Sebastian and Tom Santichi, drew fair crowds to the Russell. The annual Harrisburg Fair, held all week, was a counter attraction to the picture shows.

Cincinnati

WHETHER it was the observance of Paramount Week, the weather or some other factor, the deponent sayeth not, but the fact remains that all Cincinnati houses enjoyed what amounted to return of regular season's business during last week.

Topping the list in this respect was the Albee, with "The First Kiss," aided and abetted by one of the best vaudeville programs seen at this house in many moons. Labor Day saw a packed house shortly after the doors opened, and this was the rule rather than the exception throughout the week.

The Capitol, presenting Esther Ralston in "Sawdust Paradise," with sound effects, did an excellent business; in fact, better than has been experienced at this house since the summer slump.

Emil Jannings in "The Patriot" at the Lyric, playing second week, kept the customers coming in a steady stream, which also was true during the first week's engagement. The picture, as well as the attendance, left little to be desired.

Keith's with "The Mating Call" enjoyed excellent attendance, the business at this house likewise being such as to bring joy to the hearts of the management.

"Just Married" at the Strand got a big share of the week's money. The play was seen here in legitimate, and later in stock, both within the comparatively recent past, which blazed a trail for the picture.

"Stocks and Blondes," first half, and "If I Were Single," last-half, did well at the Family, all the regulars turning out in addition to an apparently additional clientele, this house playing at 15 cents top.

Palace, vaudeville and pictures, had an extra good week, the Labor Day crowds helping swell the sum-total of the week's receipts.

Atlanta

OPENING with phenomenal business on Monday, Labor Day, theatres in Atlanta, with the exception of the Capitol and Keith's Georgia took an appreciable slump, in most instances falling below the average.

Loew's Capitol easily takes the lead far above all other houses, marking the house's initial week under the Loew regime, succeeding Universal's which was relinquished on last Saturday night after last show, with box-office history. John Gilbert and Joan Crawford in M-G-M's "Four Walls" plus a first class vaudeville drew steady crowds throughout the week despite continuous heavy rains which whipped the majority of theatres into red.

Keith's Georgia, showing Paramount's "Water Hole," enjoyed above the average week.

The Howard, playing Emil Jannings and Lewis Stone in "The Patriot," suffered considerably. Weather conditions and lack of public drawing power of the picture itself caused the downfall. Although acclaimed as a piece of cinematic art, "The Patriot" failed at the box-office.

The Rialto held a fair week with "Women They Talk About" and would have had an increase had rains been less frequent. Likewise, the Metropolitan's bill, "Pajamas" went over well but fell due to rains.

"Dare-Devil's Reward" and "Branded Sombrero" brought the Tudor about an average week.

The New Alamo took a slump with four second runs and "Gypsy of the North."

Loew's Grand, which began its new policy of return engagements of roadshows and occasional first runs, although opening with good business on Monday, starved the remainder of the week showing "The Big Parade."

Kansas City

A RETURN of warm weather temporarily halted the return to normal attendance marks in Kansas City, although the week's business at most of the first run down town theatres was not what could be called unprofitable.

"Excess Baggage" at Loew's Midland drew fairly well all week, although not quite what would have been expected of it if weather conditions had been more favorable. At the Mainstreet "The Red Mark" did a good weeks' business, the attendance remaining at about the same point it has stood for the last month or so. "San Francisco Nights" at the Pantages held up exceptionally well all week, playing to well filled houses at both matinee and night performances.

"Court Martial" at the Uptown did not quite measure up to the attendance of several previous pictures, but the week's attendance could be called good. Nothing unusual in exploitation was done by any of the theatres.

Ottawa

FEATURES of excellence and patronage all around that was highly enthusing to exhibitors were noted in Ottawa, Ontario, during the week of September 3, business being of high volume everywhere. This activity was aided considerably through the observance of Labor Day on the Monday and the return to the city of many who had spent the summer at country and mountain residences. They were all eager for the pictures and they were treated to good ones.

Wide comment was aroused by "The Patriot" at the Regent Theatre particularly because of Emil Jannings' acting as the crazy czar. Others in the cast were also capable, making it one of the best acted pictures in years. There were a couple of kicks about the "mistresses" but, otherwise, the feature went over big.

Another unusual feature was "Forgotten Faces" which was the dramatic treat at B. F. Keith's Theatre. Crowds liked it immensely because of the good story and interesting characterizations. Attendance was fine.

Still another popular feature was "Out of the Ruins" at the Centre Theatre, in which Richard Barthelmess continued to live up to his high standard. It was absorbing drama with several punches that stirred the patrons. A big week here too.

For good comedy, mixed with some drama, there was "Hot News" at the Imperial Theatre. Bebe Daniels and a flock of assistant artists all showed well and the patrons voted it one of Daniels' best in a year. With the exception of Monday, matinees were a little off but evening crowds were good.

The Fern Theatre, catering to a neighborhood clientele, had an excellent attraction in "Legion of the Condemned" and the crowds responded nicely. For the last half, the juveniles were enthused with their old friend, Tom Mix, in "Arizona Wildcat," with a Felix cartoon, a comedy and the serial "Masked Menace."

The Rex Theatre was once more busy, a reason being the circus thriller, "Wagon Show," and a chapter of "Vanishing Rider," with a comedy and news weekly.

Baltimore

TWO theatres playing talking films, one playing a sound and musical picture and another playing a straight silent movie, did excellent business during the week beginning, Monday September 3.

"Lights of New York," co-starring Helene Costello and Cullen Landis, was the feature talkie at the Metropolitan and New. During its first week at those houses where it played day and date, business was excellent.

The sound film was "Four Sons," which stood them up practically during the entire week afternoons and evenings at the New Theatre. At each of the houses short talking and sound films were shown on the same bills.

Crowds also gathered at Loew's Century where "The Cardboard Lover," starring Marion Davies, was the featured film attraction. The stage presentation act was entitled "Wonderful Girl," which was headed by Ted Claire and his Century syncopators with a cast of vaudeville headliners. The picture and the stage show appealed greatly to the audiences.

"Uncle Tom's Cabin" proved a flop at the Auditorium, a legitimate house where an attempt was made to road show it at the $1 top at nights and 50 cents top afternoons. This could hardly be expected to come out good when right next door at the Stanley, John Barrymore in the sound production of "The Tempest" at 60 cents top evenings and 35 cents top afternoons.

"Tempest," however, at the Stanley, did not go over as well as expected. While this picture is one of the finest in which Barrymore has been seen, business there for the week could not be classed as pretty good. An orchestra and organ furnish music there and other films were shown on the bill.

"Peter the Corsair," the foreign made production starring Paul Richter, proved a flop at the Little Theatre, the 250 seater operated by the Motion Picture Guild. It appeared that competition offered at other houses was too strong.

"Home James," starring Laura La Plante, was the feature film attraction at the Keith-Albee New Garden. This picture was entertaining comedy but business was only fair throughout the week with five acts of Keith-Albee high class vaudeville on the same bill.

At the Keith-Albee Hippodrome, however, "The Night Flyer," starring William Boyd, proved an entertaining attraction and with five acts of Keith-Albee family time vaudeville, the business picked up considerably for that week and wound up good.

At Loew's Valencia "The Water Hole" with Jack Holt and Nancy Carroll proved a fairly good business getter and picked up strongly during the last two days. But poor records continue to furnish the music on the non-synchronous device used.

Salt Lake City

THEATRE business at the down-town first run houses is proving to be very satisfactory since the closing of the resorts on Labor Day although very warm weather has again been experienced here this week in comparison with the cool early fall days of last week. However, the evenings are refreshingly cool and the evening performances are very well attended.

The Capitol Theatre enjoyed splendid patronage during their week's run of "The Water Hole." A Paramount picture in color, which was shown in conjunction with the Fanchon and Marco stage presentation.

It is reported that highly satisfactory business has resulted at the Pantages Theatre during the showing of "The Foreign Legion" in connection with the vaudeville performance.

The Gem Theatre also experienced an unusually good week due to the picture presentation "The Cop," featuring Wm. Boyd.

"The Patriot," with Emil Jannings, Florence Vidor and Neil Hamilton, though received by some as rather gruesome, was well attended and commended in regard to the acting and cast, by all, at the Victory. This picture was synchronized.

A fairly good week was had at the Paramount Empress Theatre, the feature picture having been "Just Married," which was received warmly by the audiences.

Conrad Nagel and May McAvoy in "If I Were Single" played to crowded houses at the American, where the Country Store stage presentation still seems to be the main attraction.

"Old San Francisco" was shown at the Tower with above the average results; this being a second run. Virginia Lee Corbin in person and in conjunction with her picture "Bare Knees" drew packed houses at the Rialto Theatre this week. Miss Corbin put on a clever act, it is reported. The Star Theatre presented the second showing of "The Legion of the Condemned" with very good attendance. "Lonesome Ladies" was the feature offering shown at the State this week, where fairly crowded houses were the result. The Mission Theatre, a neighborhood house, did fairly well with their presentation of "Sorrell and Son" as a third run.

Wesco Leases Liberty, Portland, to Hamrick

John Hamrick, owner and general manager of the Blue Mouse and Music Box Theatres in Seattle, Washington, the Blue Mouse Theatre in Tacoma and the Blue Mouse Theatre in Portland, Ore., last week announced the leasing of the Liberty Theatre in Portland from West Coast Theatres, Inc. He has already begun alterations and installation of Vitaphone and Movietone equipment, and plans to reopen the remodeled house in September or October under the name of the Music Box Theatre. It will be operated as a long-run house for Warner Brothers' special attractions.

Prior to leasing to Mr. Hamrick, the Liberty was a first-run house operated by West Coast on a program picture policy.

Place Film in Cornerstone of Film Center Bldg.

Two strips of motion picture film, one the ordinary print and the other containing dialogue and music synchronization, have been placed inside of the cornerstone of the Film Center Building in New York City. This is in the nature of a tribute by the owners of the building to the motion picture industry.

Opinions on Pictures

Heart to Heart

A Good Number of Its Kind

(Reviewed by Laurence Reid)

A PLEASANT little romance is served up here, one that doesn't demand too much brain exertion from an audience, but which glides along rather smoothly, telling its story with a minimum of effort.

The thread of the plot is thin, very thin, but it has its appealing moments in the convincing manner in which its scenes are enacted. Several of the sequences carry the homely touch so characteristic of the director, William Beaudine, when he gets into the heart of a story.

The idea brings forth an American girl who marries an Italian prince. When she becomes a widow she returns to the old homestead, after years of absence. It's a hick town, and the natives put on the dog to welcome the princess. She surprises them by appearing in simple garb. Hence they don't recognize her. And she is mistaken for a dressmaker. You can see that the idea here is worthy of comedy complications—and there it has been given.

It's a picture full of good hokum and should click very well with the average customers.

Louise Fazenda and Lucien Littlefield do first rate character work, and Lloyd Hughes and Mary Astor attend to the romance.

Drawing Power: Should get over with cast. Suitable for average trade. Should be hum-dinger in small town. **Exploitation Angles:** Play up title and feature Mary Astor and Lloyd Hughes. Tell of the visit of native daughter to her old home town after years of absence. Feature Louise Fazenda.

THEME: Comedy-drama of American girl who, widowed after marrying Italian prince, returns to her old home town.

Produced and **distributed** by First National. **Length,** six reels. **Released,** Sept., 1928. **The Cast:** Mary Astor, Lloyd Hughes, Lucien Littlefield, Louise Fazenda, Virginia Gray, Eileen Manning. **Director,** William Beaudine.

Submarine

Spectacular and Thrilling—a Great Picture

(Reviewed by Laurence Reid)

THE Columbia boys have something to be proud of in this picture—one which can stand up with the rest of the *better* offerings and take its bow. It surely unfolds a background of shots which can be called genuinely novel and picturesque. It has all the flavor of an exciting news-reel plus dramatic effects which make it doubly interesting. The catastrophes of the two submarines of Uncle Sam which shocked the nation some time ago provide the substance of the plot.

It is a picture which shouldn't be missed. It is graphic in its shots—many of which heretofore have never been caught by a camera. The action takes the spectator to the bottom of the ocean and there discloses a group of sufferers imprisoned in a submarine, who take hope and courage even though the fumes of their atmosphere have doomed them to die.

The plot is simplicity itself—it revolves around heroics and rescues dovetailed with amazing thrills. It isn't entirely morbid. There are moments when it releases some first rate humor. The pathos is well tempered. With everything in tip-top working order it proves that the director knows his stuff. The picture is also finely acted by a cast comprising Jack Holt, Dorothy Revier, Ralph Graves, Clarence Burton and Arthur Rankin. Altogether "Submarine" is there forty ways — and then some. Nothing quite like it has been revealed before on the screen. Yeah, the Columbia boys should feel proud.

Drawing Power: Title and realism and good advertising should make this a real seller. For big and little houses. **Exploitation Angles:** Stress plot and play up heroics and that it is a film version of what transpires when a submarine tragedy occurs. Play up Jack Holt—who stages a come-back.

THEME: Drama of submarine tragedy.

Produced and **distributed** by Columbia. **Length,** eight reels. **Released,** Sept. 1928. **The Cast:** Jack Holt, Clarence Burton, Ralph Graves, Arthur Rankin, Dorothy Revier. **Director,** Frank R. Capra.

Power

Fairly Well Done

(Reviewed by Raymond Ganly)

WILLIAM BOYD and Alan Hale are the two swaggering, roystering rivals in love and Jacqueline Logan is the sweet little thing with all the wile and craft of a gold digger in this he-man story, patterned preeminently for the masculine. The story is fairly interesting, it being the account of the rivals' exploits and of how they were dished out of their savings by a sweet and attractive dame.

It is for the most part comedy, although there is one thrill climax. Set against a background of dam construction, the story is paced evenly, is spiced with mannish titles and humor and holds its own as appropriate celluloid for practically all sorts of houses. The men'll like it, so will the lady folk and the kids.

Drawing Power: A fairly good attraction anywhere. **Exploitation Angles:** Feature Boyd, who gets the "he-man" roles and Hale as a comedian. Use the riveter as attractor. Use material on dam construction.

THEME: Comedy drama of the love exploits of two fellow dam workers. They both get involved in a feud over different girls and one of the lassies gets her hands on all their savings. Though they get stung, they still pursue their little pastimes.

Produced by Ralph Block. **Distributed** by Pathe. **To be released** Sept 23. **Length,** 6,092 feet. **The Cast:** William Boyd, Alan Hale, Jacqueline Logan, Jerry Drew, Joan Bennett, Carol Lombard, Pauline Curley. **Story** and **Continuity** by Tay Garnett. **Director,** Howard Higgin.

Diamond Handcuffs

Nice Little Production

(Reviewed by Raymond Ganly)

HERE'S a satisfying piece. The customers should find it so in its three stories cleverly interwoven one with the other and in the good acting, production and direction. An idea from Stevenson—how a ruby fascinated and brought misfortune to all who possessed it—furnishes the theme and it is a theme which has not been movieized to death, at least not yet.

You have stark tragedy in an African diamond mine in the first story, a triangle in a modern setting in the second, and an underworld locale in the third and last. Charles Stevens and Lena Malena do good work in the first (this girl Lena exhibits plenty of talent), Conrad Nagel, Gwen Lee and John Roche in the second, and Eleanor Boardman, Sam Hardy and Lawrence Gray in the final tale. All of the stories are complete and although they are laid in different locales they are all connected by the diamond and by the presence of Lena Malena, who finds death trying to possess it.

Exhibitors and audiences alike should approve of this picture.

Drawing Power: A nice little puller. **Exploitation Angles:** The press book is obliging in this respect.

THEME: Three stories dealing with the pursuit of a diamond, which brings ill luck to whomsoever possesses it.

Produced by Cosmopolitan. **Distributed** by Metro-Goldwyn-Mayer. **Released,** May 5. **The Cast:** Eleanor Boardman, Sam Hardy, Conrad Nagel, Lawrence Gray, Gwen Lee, John Roche, Lena Malena, Chas. Stevens, George Cooper, Lew Harvey E. Alyn Warren. **Story** by Carey Wilson and Henry C. Vance. **Continuity,** Bradley King. **Titles,** Joe Farnham. **Scenario,** Willis Goldbeek. **Director,** John P. McCarthy.

"Polar Perils"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

THIS frigid comedy, starring Monty Collins, sparkles interestingly now and then, and ever so often lapses into a calm and rigid state, uninterrupted by gags. It is gaited too slowly for its peppy star and to this reporter seems but a fair Mermaid comedy.

The Arctic wastes, dumb Eskimos, icy igloos, flapping seals, plenty of cold and all the rest of the Polar attractions are the uncongenial surroundings in which Monty, attractive Estelle Bradley and their negro servant find themselves when their plane, bound for the Pole and glory, crashes. They find refuge in an Eskimo colony and receive a freezing reception.

The chief bits of fun consist of Monty's efforts to fish through the ice, his continual precipitations into the water, the pursuit of the negro by a persevering seal, and a lot of helter-skelter of no particular importance. Miss Bradley is used for pictorial loveliness, and the main task of comedy making fall on Monty and his African slave. The Eskimos come through with a scene showing them eating Monty's clothes with evident enjoyment.

Stephen Roberts directed; Dwight Warren photographed. Others are Harry Tracey, Lalo Encinas, Glen Cavender.

Hot Heels

Good Work, Mr. Tryon

(Reviewed by Raymond Ganly)

OF course, everyone is aware of the astounding progress that Glenn Tryon has made in his latest few vehicles. From the status of just-ordinary-comedian he has risen to be one of the top-notchers in screen humor. Given worthwhile story material this boy can take his place at the front of the procession.

He turns in a dandy performance in "Hot Heels." All the way through he is zippily dispensing gags, and with an individual technique, too. There are some behind-the-soda-counter scenes that are just as good as those in "Speedy," and he has a brilliant comedy climax in an Apache dance. The most effective sort of pantomine is on display in this little episode, Tryon and Patsy Ruth Miller working as the dancers to clock-work rhythm. This is the film's high light, and it is a good one.

But the climax of the story—a horse race—is a flop. Too bad that the good work of previous reels had to terminate so weakly.

This much is certain: give Tryon genuinely good stories and you can rest assured that he will come through with flying colors.

Drawing Power: A good comedy for any house. **Explotation Angles:** Wake up audiences with regard to this talented performer. Stage a "hot heels' dancing contest. Tie-up with shoe stores. Capitalize on sidewalk foot prints.

THEME: Small town hotel owner, sells his property to finance show of dancing girl with whom he is smitten. She thinks him a freshie, but when he risks his all, and is nearly ruined by confidence men and saves his fortune by winning a horse race, they come to an understanding and wed.

Produced and **distributed** by Universal. **Released,** May 13. **Length,** 5,874 feet. **The Cast:** Glenn Tyron, Patsy Ruth Miller, Gretel Yoltz, James Bradbury, Sr., Tod Sloan, Lloyd Whitlock. **Story** and **direction** by Wm. Craft. **Scenario,** Harry O. Hoyt. **Cameraman,** Arthur Todd.

The House of Shame

Good Box Office Material

(Reviewed by George J. Reddy)

ATYPICALLY true-to-life domestic situation, handled in an adroit manner and brought to the screen as exceptionally fine entertainment. While many other films of a domestic nature have fallen by the wayside, due to the utilizing of time-worn triangle "gags," this Chesterfield production from the pen of Lee Authmar, stands out, because of the novel treatment of its story. The interest is held throughout the entire footage with the unfolding of many unexpected twists, and a gripping element of suspense.

Virginia Brown Faire, heading a strong cast, is given plenty of opportunity to display her ability, and proves a natural. Creighton Hale, in the role of Virginia's cheating husband, gives a commendable performance, as does Lloyd Whitlock, portraying the lover. Florence Dudley, Fred Walton and Carlton King round out the support. Credit for excellent direction goes to Burton King.

When the wife finds that her husband has been misappropriating the funds of his employer, she offers to intercede in his behalf. The employer interpreting her offer in the worldly light of such overtures, not only does not press the charge but advances the husband from cashier to manager of the company. In the meantime gossip links the names of the employer and wife.

Following her sacrifice, the wife learns the perfidy of her husband, who has become enmeshed in the toils of a gold-digging blonde. Subsequent complications come thick and fast, when wife and employer realize they love each other. In a maniacal frenzy, the husband is killed when he backs under a motor car, and the unhappy wife finally finds happiness with the man who really loves her.

Drawing Power: There is no question as to this one being a box-office click, as it is a picture that the average audience is bound to enjoy. **Exploitation Angles:** Play up title and novel situations.

Produced and **distributed** by Chesterfield Pictures Corp. **Length,** 5,300 ft. **The Cast:** Virginia Brown Faire, Creighton Hale, Lloyd Whitlock, Florence Dudley, Fred Walton, Carlton King. **Director,** Burton King. **Supervised** by Lon Young.

Vultures of the Sea

A Thrilling Sea Story

(Reviewed by Chester J. Smith)

HERE is a serial that promises to be a little bit out of the ordinary. It is produced more along the lines of a feature picture with each of the chapters almost a story in itself. It promises to have all of the action and all of the suspense of the usual serial with an added touch of interest because it is just a little bit different.

It is a sea tale whose tremendous possibilities are revealed in the first three chapters, which were all that were revealed for the purpose of this review. Ordinalily a reviewer is not partial to these serials, but I confess a desire to see the balance of it. As usual in stories of this kind the types are more or less rough and tough, but they are, nevertheless, interesting because they are kept in action with almost every foot of each chapter.

The story has to do with this rough crew aboard ship. There has been a murder committed because there is loot hidden aboard the ship. An innocent man is condemned to the gallows and he has but thirty days to live. His son is satisfied of his innocence and he ships back on the bark to clear up the mystery. He falls into love with the girl owner of the ship, who has been left in charge of the cruel mate. Attempts are made to do away with the youth and the girl. They have some thrilling experiences and they come through them all safely. They will continue to do so until the real murderer is discovered and the loot recovered, but they are going to offer some thrilling entertainment before the mystery is all cleared up.

Shirley Mason and Johnnie Walker are in the starring roles, with Tom Santschi featured. The production is exceptional for a serial. There are many remarklable shots in the rigging of the ship and elsewhere. Richard Thorpe is to be commended for his good direction. The production was personally supervised by Nat Levine, who presents the serial in the name of Mascot Serials.

The cast, in addition to Miss Mason, Walker and Santschi, includes Boris Karloff, John Carpenter, George Magrill, Joe Bennett, Arthur Dewey, Frank Hagney, Joseph Mack, J. P. Lockney and Lafe McKee.

The Desert Bride

Full of Thrills; Splendid Production

(Reviewed by Chester J. Smith)

THIS drama laid in Near East is splendidly produced and is jammed full of action, romance, intrigue, thrills and everything that should make it appealing at the box office. The photography is exceptionally good and there are some tremendous and beautiful sets. Betty Compson has the starring role and she does some splendid work, as do Alan Forrest as the heroic young captain of the Intelligence Department, Edward Martindel as the Colonel and Otto Matiesen as the villain. The latter's performance is about as finished a one for the type as has been seen for a long time.

The story is most intense and the interest never lags for a single moment. Thrilling episodes follow one another in rapid succession and the suspense keeps one at a high pitch of excitement. The sandstorm on the desert and all of the other thrills are well done. It is a splendid piece of direction and not once are the most tense scenes overdone.

The story tells of the love of the young Captain of the Intelligence department and Diane Duval, pet of the French officers. He is sent on a dangerous mission, on which he is made a prisoner by Kassim Ben Ali, outwardly the friend of the French, but secretly head of the revolutionists. The Captain refuses to divulge to him where he has hidden the confiscated guns and ammunition. The girl is also made prisoner and before the Captain's very eyes is sold to the highest bidder. They eventually make their escape as the French troops storm the palace.

Drawing Power: A picture of many thrills, much romance, intrigue and action, it should do well at any box office. **Exploitation Angles:** The colorful background of the Near East. The thrilling escape; the storming of the castle; the good east.

THEME: Drama of the Near East in which Captain of the Intelligence Department, who loves the pet of the French officers, is sent on a dangerous mission where he is made captive. The girl, also a prisoner, is brought before him and auctioned off when he refused to divulge the hiding place of confiscated ammunition and guns seized from the revolutionists. They make their escape when the French troops storm the palace.

Produced and **distributed** by Columbia Pictures. **Length,** 5,528 feet. **Released,** March 26, 1928. **Cast:** Betty Compson, Allan Forrest, Edward Martindel, Otto Matiesen, Roscoe Karns, Frank Austin. **Produced** by Harry Cohn. **Directed** by Walter Lang. **Story** by Ewart Adamson. **Adaptation** by Elmer Harris. **Continuity** by Anthony Coldewey.

"Gold in Alaska"

(Pathe—One Reel)

THE adventure of Al Falfa and the feud between Milton Mouse and Thomas Cat are continued in this new Aesop cartoon. With the discovery of gold, all the animals trek to Alaska and among them are the above trio. Milton Mouse tries his luck at mining with enviable results. Tom Cat, however, siezes his gold and his bride-to-be and is making off with them when Milton launches into pursuit and also obtains the aid of mounted policemen. Of course, the villain is overwhelmed just the same as in the regular program accounts of the doings of the mounties.

Fairly good story and cartoon work make this a passable number.—RAYMOND GANLY.

The Count of Ten

Program Material

(Reviewed by Raymond Ganly)

WEAK intervals in which the story sags sadly make spotty this tale of a pugilist and Charlie Ray vehicle. The star gives a fairly effective performance and James Gleason is splendid as his manager and Jobyna Ralston okay as the heroine. The acting is generally good as done by the other members of the cast.

However, it is the story that is so shaky. They go to such great pains and endeavors to pull the wool over the hero's eyes and create a misunderstanding between himself and his dearest possession—his wife. They (the plot constructors) even ask him to do the impossible in the big scene wherein he goes in to battle the champ with a pair of broken dukes. The attempt was made to impress with the self-sacrificing nature of the hero in this sequence and so they have him take a terrific body lacing and then a mental one.

This climax hangs on so thin a thread of plausibility that it misses fire. Ray's "Scrap Iron," made years ago, is a much better pug picture than this one.

Drawing Power: A fair number. **Exploitation Angles:** String up boxing gloves in lobby and marquee.. Make use of sponge water pail, gong and other implements familiar to the ring. A truck ballyhoo is a good idea.

THEME: Story of a prize fighter who loses his wealth because of sponging in-laws. Believing his wife is to have a child, he takes a whipping in the ring only to find he had been deceived. His brother-in-law, however, had been responsible for the trickery and the husband and wife, their misunderstanding ironed out, get rid of the in-laws to start life anew.

Produced and **distributed** by Universal. **Released,** June 17. **Length,** 6,279 feet. **The Cast:** Charles Ray, Jobyna Ralston, James Gleason, Edythe Chapman, Arthur Lake, Charles Sellon, George Magrill, Jackie Combs. **Story,** Gerald Beaumont. **Director,** James Flood.

Broadway Daddies

Snappy and Well Done

(Reviewed by Chester J. Smith)

JACQUELINE LOGAN goes back to her days in the Ziegfield Follies in this lively and entertaining feature of Columbia Pictures. The story, a quite complicated one, is unfolded simply and capably by a cast which does splendid work. There is considerable of the Broadway night life revealed, but at the same time there is plenty of romance and always the action is well sustained.

Miss Logan is at her best in this feature which permits her to dance and to cavort as she once did as a Follies girl. She is equally good, however, in the romantic scenes. Rex Lease as the young son of the wealthy banker also acquits himself most creditably. They make a splendid combination for a picture of this type.

The plot of the story is not entirely a new one, though it takes a novel turn here and there and holds the interest throughout. The youth is the son of a wealthy banker but is parading in old clothes to test the love of the girl, who is much sought by Broadway Daddies. The wealthy father is led to believe that the girl is the mistress of a Broadway habitue and induces the girl to give his son up. The girl is announced as the bizarre Oriental dancer who will perform at a party they are to attend. Instead the heavily veiled girl who does the dancing is revealed as a colored girl and a note left by the real girl convinces the father she is an entirely proper person for his son to marry.

Drawing Power: The lively story and good cast should make it an attractive picture for almost any type of house. **Exploitation Angles:** The dancing of the former Follies Girl; the cabaret scenes; the good cast.

THEME: Drama in which son of a wealthy banker falls in love with a Broadway dancing girl, who is pointed to the father as the mistress of another. The father eventually becomes convinced that she is a desirable daughter-in-law.

Produced and **distributed** by Columbia Pictures. **Length,** 5,537 feet. **Released** Apr. 7, 1928. **Cast:** Jacqueline Logan, Alec B. Francis, Rex Lease, Phillips Smalley, De Sacia Mooers, Clarissa Selwynne, Betty Francisco. **Produced** by Harry Cohn. **Directed** by Fred Windermere. **Story** by Victoria Moore. **Continuity** by Anthony Coldeway.

Old Age Handicap

Abounds in Sentimental Hokum

(Reviewed by Chester J. Smith)

THE mortgage on the homestead, the jockey injured at the last moment and the girl substituting at the last minute to bring home the bacon; these are the old familiar scenes in this hodge-podge of sentimentality that shrieks incessantly for applause. There is no attempt to disguise the old favorite sequences, except that in this instance instead of using young fiery thoroughbreds the entrants in the race must be over twelve years old.

True, the background for it all is laid in more modern surroundings, which permits the director to bring in some cabaret scenes that have been popular in other pictures. There is a sentimental story of the youth of the poor but honest and large family preferring the shanty-town girl to the wealthy banker's daughter and spurning the latter's advances. There is the touch of the shanty-town girl becoming the rage as a cabaret performer and being molested by the scion of a wealthy family. There is justification shown for the desertion by the father of the large family. In fact, he is brought back as a somewhat heroic figure. It is just one sentimental shriek after another and it is not helped any by poor direction.

Drawing Power: They may still fall for this type of picture in the smaller neighborhood houses where they will rally to any sort of sentimental appeal. **Exploitation Angles:** The horse race; the cabaret scenes.

THEME: Drama of youth of poor family who prefers the love of a shanty-town girl to that of the wealthy banker's daughter. The girl he loves wins the handicap and the $5,000 prize that goes with it, thus lifting the mortgage on the old homestead.

Produced and **distributed** by Trinity Pictures. **Cast:** Alberta Vaughn, Gareth Hughes, Vivian Rich, Olaf Hytton, Mavis Villers, Jimmy Humes, Carolyn Wethall, Robert Rodman, Frank Mattison, Jr., Ford Jessen, Hall Cline, Edna Hearn, Bud Shaw, Arthur Hotaling, White Star. Director, Frank S. Mattison. **Story** by Tod Underwood. **Adapted** by Cecil Burtin Hill.

Rinty of the Desert

An Everyday Affair

(Reviewed by Raymond Ganly)

THE Barrymore of the screen hounds again is seen as an almost human benefactor to good and upright adults and the snarling enemy of two-legged villians who do their best to boss things. Rin-Tin-Tin is getting a trifle elderly by this time, but like many of his human contemporaries who have a long string of roles under the Kliegs to their credit, he is convincing. There are but few dogs on the screen who are as well trained as the Warner Bros. hound.

His latest is a fair attraction. There are gangsters that kidnap the father of Rinty's young mistress, the dog trailing him to the gang's den where he has to fight another dog and save his master from expiring in a pit. Then when the villains are routed, Rinty is nearly exterminated when officers of the law almost shoot him thinking he had attacked the girl's lover.

The story is fairly convincing. Let it be said for Rinty that he is a good little actor, most intelligent in his performance. Audrey Ferris is charming as the girl, Carol Nye passable as her boy friend and Otto Hoffman good as her father.

Drawing Power: Good for the neighborhood. **Exploitation Angles:** The western type of ballyhoo and attracting will suffice here.

THEME: Drama of desert dog and of how he befriends his human companions when they need help most.

Produced and **distributed** by Warner Bros. **Released** April 21. **Length,** 4,820 feet. **The Cast:** Rinty, Audrey Ferris, Carrol Nye, Paul Panzer, Otto Hoffman, Grover Lignon. **Story,** Frank Steele. **Adaptation,** Harvy Gates. **Director,** Ross Lederman.

Hell Ship

An Interesting Sea Tale

(Reviewed by Chester J. Smith)

VICTOR SEASTROM is author, director and scenarist of this rather interesting sea story, which, however, becomes so involved in spots that the action is considerably slowed up. There is a lot of realism in the story and the various incidents, and to the credit of the director it must be said that it is a well done picture.

Seastrom, as the mate, Matheson Lang as the captain and Jenny Hasselquist as the captain's wife all give accurate portrayals of somewhat difficult roles that must be well done to be convincing. The trio becomes much involved because the mate had been a sweetheart of the captain's wife in their youth, and the captain still is insanely jealous. There are many dramatic incidents to make it a good program picture.

Drawing Power: The type of picture should make it popular in the neighborhood houses. **Exploitation Angles:** The thrilling sequences aboard ship offer exploitation possibilities; the title and the good work of the east.

THEME: Sea drama in which mate aboard boat is former sweetheart of captain's wife, who is also aboard. Dramatic sequences are entirely the result of the captain's insane jealousy, but a clear understanding is reached before the conclusion.

Produced by Victor Seastrom. **Released** by Collwyn Pictures. **Length,** 5,800 feet. **Story** and direction by Victor Seastrom. **The Cast:** Victor Seastrom, Matheson Lang, Jenny Hasselquist.

The Raider Emden

Splendid Story of Naval Warfare

(Reviewed by Raymond Ganly)

BETTER by far than the usual story of adventure on the high seas, more forceful and vigorous than the average Hollywood sea films, stimulating and extremely entertaining in the vigor and crispness of its action, this production from the Emelka Studios of Munich based on the exploits of the famous German raider is a splendid production, good enough to calibre and big enough in theme to project on the screen of any house. The acting is fine.

It is the German counterpart of the British film "The Battles of Coronel and Falkland Islands." It is not as nicely produced nor as convincingly presented as its rival, in our estimation, but rest assured that it is right behind it. One is just a trifle better than the other, that is all.

The picture was made under the auspices of the German Admiralty and it breathes authenticity. Intelligently handled, so ably photographed, its note that of the grandeur of battle and the grimness of war, the struggles of mighty naval monsters on the deep, it is, from the viewpoint of worthwhile pictures, worth about a hundred horse, dog and athletic man operas.

It is a novel picture to offer your patrons. It is an entertaining discourse on recent history, without feminine allures or masculine grace, but with thrilling scenes and all strangeness of truth to tingle the senses.

Drawing Power: A fairly good attraction. **Exploitation Angles:** It's history, thrilling history—tell 'em so. Exploit the cruiser's fame as a raider and how she met defeat.

THEME: A page from the late world war, of the damage done to the Allies' fleets by the German raider, the Emden, and of how she went down to glorious defeat before the British guns.

Produced by Emelka Studios. **Distributed** here by Columbia. Special Cast. **Story** by Capt. Lieut. Van Muecke. **Director,** Louis Ralph (also the star in role of Admiral von Muller).

The Black Ace

A Good Western Film

(Reviewed by Raymond Ganly)

FASHIONED by a man who knows his Western tales, and directed by one equally adapt in all matters pertaining to this particular brand of film, "The Black Ace" provides some good entertainment. Yes, Ford I. Beebe and Leo Maloney have made a good job of this story, which they wrote and directed, respectively.

Some competent portrayals are had in the hero's role, played by Don Coleman, the heroine's interpreted by Jeanette Loff, and in the performance of Noble Johnson as the villain. However, the palm for acting in this opus goes to J. P. McGowan, who is fine in the role of the girl's father, and who figures importantly in the story.

This one has the qualities of the good Western picture—action, good story, stirring climax and a constant warfare, with accompanying ups and downs between hero and villain. It is a nice addition to the list of Pathewesterns, and is suitable film provender for neighborhood and second-run houses whose patronage is partial to this type of entertainment.

Drawing Power: A good bet. **Exploitation Angles:** You know exactly what to do, Mr. Exhibitor.

THEME: Western drama of a Texas Ranger's quest for the man who slew his father. The trail brings him close to his foster-father, whose daughter he loves, but he finally captures his man, who was compelling his foster-father to do evil by threatening to expose his past. Happiness at the finis.

Produced by Leo D. Maloney Productions. **Distributed** by Pathe. **Released,** September 2, 1928. **Length,** 5,722 feet. **The Cast:** Don Coleman, Billy Butts, Jeanette Loff, J. P. McGowan, Noble Johnson, Wm. Steele, Ben Corbett, Edward Jones. **Scenario** by Ford I. Beebe. **Cameraman,** Edward A. Kull. **Director,** Leo D. Maloney.

After the Storm

A Weak Sister

(Reviewed by Raymond Ganly)

THERE'S not much to the story and manner of its presentation. Crude would be the right word. Though this one was turned out by the same studio that produced "The Hell Ship," it is not one, two or three with that maritime special. When a picture is made to be convincing and turns out to be anything but that, one can in all fairness say that it is not really good celluloid.

Hobart Bosworth has the leading role—that of a half demented skipper. His characterization has not been nicely determined. He lets the role run away with him and never for a moment shows the least indication of restraint. Result—a role which is painted luridly and without any sense of proportion in its portrayer's strivings to make it utterly convincing. Charles Delaney and Eugenia Gilbert in the juvenile roles are fair in weak parts.

A program filler.

Drawing Power: Only fair. **Exploitation Angles:** This one needs exploitation, so utilize lifeboat effects, searchlights, oars, life savers, ship bells to attract the eyes of clients.

THEME: Old sea captain, thinking a woman had tricked him, detests the lady's daughter when she comes to him for help. When he sees his son falling in love with the girl he forbids the match. He realizes his error in time to save the young couple from drowning and wed them aboard his ship.

Produced and **distributed** by Columbia. **Released** April 19. **Length,** 5,459 feet. **The Cast:** Hobart Bosworth, Charles Delaney, Eugene Gilbert, Maude George, George Kuwa, Linda Loredo. **Adaptation** and **Continuity:** Will M. Ritchey. **Director,** George B. Seitz.

"Cook, Papa, Cook"

(Educational—One Reel)

HENRY MURDOCK, who passed away so suddenly a week or so ago, is featured in this new Cameo comedy. It cuts a deep notch as a laugh provoker and there are continual caperings, a fast flow of gags and plenty of balmy antics from Murdock.

Beginning with a family spat, which provides a torrent of words and water, the theme of the comedy is designated when Murdock decides that he will cook breakfast for himself and his peeved helpmate. He wrecks the kitchen and spoils quite a bit of food in his frantic and helpless efforts to cook a simple meal. Finally, he achieves a fairly appetizing dish only to find that his wife has been filling in on candy and does not feel the slightest interest in breakfast.

It is really quite amusing and so conceived that one is bound to laugh during its unreeling. —RAYMOND GANLY.

"The Campus Carmen"

(Pathe—Two Reels)

(Reviewed by Raymond Ganly)

THE opera "Carmen" is burlesqued in this Mack Sennett comedy, whose laugh pulse is a little below normal. The idea of burlesquing this story seems more successful in the imagination than it does in fact. Chaplin tried it some years ago, and his effort was not much, as we remember it. Sennett's production, planned differently and well stocked with his famed charmers, is saved by the appearance of a bull, a comedy treat, to whom the toreador gives battle.

If it were not for this one scene the two reels would well appear to be pretty faded when it comes to a question of real laughs. Perhaps "faded" is not appropriate here, for the wise Sennett has garbed his reels with some pretty technicolor work which brings into clearer relief the attractiveness of a coterie of girls. But the criticism can readily be applied to the gag material on hand.

The lassies of Sunnyside College decide to produce "Carmen." Everything progresses wrongly, and laughs are released not overwhelmingly but at an extremely moderate pace. However, with the arrival of the bull fight scene some reel stuff comes into play and the laughs have full sway. Johnny Burke and an assistant wrap themselves up in a cow's skin and impersonate the beast in this sequence. The fore and rear parts of the animal become separated, and the bull fighter is in a quandary in the amusing situations which follow.

Daphne Pollard is featured and works zealously enough. Daphne Pollard and Carol Lombard are two of the pretty gals.

The technicolor scenes give the number a certain amount of class.

"The Prodigal Pup"

(Universal—One Reel)

ONE of the most unique single reel films to make its appearance in some time was shown in Glendale, Cal., last week. It was written and produced under the supervision of Sam Jacobson, director of publicity for Universal studios and is the second of a series of twelve single-reel subject Universal plans making. The entire picture is about a cute little pup and is enacted entirely by canines.

"Oscar" the pup is told to stay at home and mind the babies by his mother. Being of an adventurous nature, however, Oscar starts out on venture bound. All goes well until he attempts to cross a busy boulevard in the city, where he blocks traffic while the officer is rescuing him from the wheels of passing automobiles. With a sound spanking he is sent on his way. While returning home he is caught in a storm and drenched and bedraggled he crawls into the dog house to be soundly berated by his mother who has returned home in the meantime.

The titles are clever, the photography excellent and several comical inserts of Oscar rolling his eyes bring forth the laughs. Jacques Rolin directed. Original story by Sam'l Jacobson.

"The Lucky Duck"

(Educational—One Reel)

A NEW comedian, Billy Dale, makes his debut in the Educational circle in this Cameo and fairly enjoyable results are achieved. There are spicy gags strewn throughout the reel, which moves sprightly after the manner of this brand of comedies.

Briefly, the tale consists of Billy's luck and hard luck in holding the winning number in a lottery, losing and regaining it, winning and smashing the prize. All of the comedy simmers nicely and causes a fair set of laughs.

Francis H. Martin directed and William Hyer focused the camera. In supporting roles are Henry Murdock, Della Peterson and Georgia O'Dell.

This chap, Dale, impresses as having talent enough to fare well in snappy comedy work.—RAYMOND GANLY.

Regional News from Correspondents

Salt Lake City

A HOUSE dating back to the time of the pioneer Mormons has closed its doors. The closing of the old historic Salt Lake Theatre, built by Brigham Young in the old Utah days, which occurred Sept. 1, leaves Salt Lake City without a house wherein to house road shows and big attractions generally.

The Louis Marcus Enterprises, operating six theatres in this territory, is in touch with eastern booking agencies with the object in view of booking traveling stage attractions at the Paramount-Empress theatre. This will necessitate a change in policy.

By way of the proposed change in policy Louis Marcus this week signed a contract with Ralph Cloniger, a popular stock actor who left Salt Lake a couple of years ago to enter motion pictures on the coast, to stage a fifty-minute dramatic playlet each week for an indefinite period in connection with a feature picture to be presented each week.

Whenever, if the deal goes through, a road show attraction is booked at the Paramount-Empress, Clonger and his company of players will appear in one of the other Marcus houses located in Ogden, Provo or Twin Falls.

The old Salt Lake theatre recently purchased by the Mountain States Telephone Company, is to be torn down and a modern office building erected on the site. The equipment is for sale and the old green room relics of stars who appeared there forty years ago have been presented to the Deseret Museum.

Director George Edward Lewis of the Pioneer Film Corporation reports that within the next few days they will move their location to Idaho Falls and the south fork of the Snake River at Heise Springs in Idaho, from their present location near the mouth of Little Cottonwood Canyon of this city, to complete the scene of the crossing of the Green River made famous by the Utah Pioneers. This film is titled "The Exodus."

Earl D. Smith, former manager of the local branch for the National Theatre Supply Company, has resigned this week to devote his entire time to his theatre interests, having recently built the Tower theatre here. His place as manager has been filled by O. J. Hazen, assistant manager for some time. The position of assistant manager is being filled by Ed. Stoker. Miss Verla Croutch has been appointed bookkeeper.

Footlights spanned the canyon of emotions that lies between sadness and joy a few nights ago here at the American Theatre, and brought smiles and laughter to a host of men, women and children who attended the theatrical benefit for the family of Richard R. Hyde whose daughter Marjorie, former cashier at the American Theatre, and son Dick, lost their lives through flames at the Normandy Apartment fire a short time ago. Mr. and Mrs. Hyde and one remaining daughter are still in a local hospital in a very critical condition through the same catastrophe.

Several thousands of dollars were raised through this theatrical benefit which was sponsored by a committee of theatrical managers here, including: George E. Carpenter, of the Capitol; David Schayer of the American; Carl Porter of the Paramount Empress; Grant Pemberton of the Pantages; Ray M. Hendry of the Victory, and also George D. Pyper, dean of Salt Lake theatrical men.

The local Tiffany-Stahl office is at the present writing in charge of Miss Mary Peterson.

It is reported along Film Row that the recent airplane catastrophe taking place at the Pocatello Airport, closely touched the hearts of film folks here especially in as much as Louis and Harmon Peery, exhibitor visitors from Ogden, Utah, were attending to some bookings, when the news was received that a very close relative and associate of the Peerys, Jesse S. Richards, prominent citizen of Ogden, had been killed in the accident.

Mike Neilson of the Grand Theatre at Logan, Utah, spent some time looking over new releases here last week.

Joe Lindsey of the Star theatres, Eureka and Payson, Utah, has been lining up some business along the row, as has W. J. Barker of the Opera House, Newton, Utah.

"Hap" Fredericks, local manager for the J. T. Sheffield Columbia exchange here, is intending leaving for Idaho right away, leaving Miss Nina Scott in charge of the office.

Fred Lind, F B O branch manager here, is spending some time at Butte, Montana.

Joe Koehler, exhibitor from the Idaho Theatre at Twin Falls, is in this city arranging for the installation of new seats at his house. New draperies are also to be installed this fall. Installation of Vitaphone and Movietone equipment at the Idaho Theatre will also be made soon.

A. Wursten of the Isis Theatre at Preston, Idaho, spent a few days in this city conferring with local exchange men this week.

Mr. and Mrs. E. H. Littlejohn of the Star and Lyric theatres at Price, Utah, were among exhibitor visitors recently.

George Thatcher of the Capitol and Lyric theatres of Logan, Utah, spent some time at the local Exchange Mart last week.

J. W. Simmons of the Orpheum Theatre at Oakley, Idaho, was in town for a few days.

R. L. Wicker of the Delta Theatre at Delta, Utah, left the city last week after lining up new pictures for his house. D. M. Fields of the Star at Lyman, Wyoming, was also along the row for a few days.

Fred Young, formerly with the Columbia exchange of this city, is reported to have leased the Liberty Theatre at Garland, Utah, from W. R. Van Fleet who is expecting to make a long trip into California

Two new sales representatives have been added to the M-G-M local staff this past week, namely Wm. Hugheart who was formerly with Pathe and C. J. Hamal, former branch manager for Tiffany-Stahl here. Both men are covering the Utah territory at this time.

Jack Connors resigned this week from the Pathe sales force.

Grace Carn of the Universal office force here, is enjoying a two weeks' vacation at this time, it is reported. Mrs. Merel Stubbs Nelson returned to this exchange recently from a trip to Boise, Idaho.

Joe Lawrence, manager of the local Rialto and State theatres, is reported to be doing some golfing which is diminishing the checking accounts of some of the film folks, according to some of his recent associates in this capacity.

Fred M. Houston of the Royal Theatre at Lehigh, Utah, was among exhibitor visitors of last week.

Local Manager J. R. Keitz of the Rayart Pictures exchange in this city, returned a short time ago from a trip to the Metropolitan studios at Hollywood where Rayart pictures are now in production, and he reports that production is moving very rapidly and that at the present time five of the 1928-29 productions are ready for release.

Fat Saunders Country Store Idea is going over with a tremendous amount of success at the American Theatre here, and the capacity of this house, which is the largest in the city, is being taxed to its full limit. The Country Store is expected to continue at the American until October 1st at which time the theatre will be closed for remodeling.

Pittsburgh

THE Liberty theatre, Osage, W. Va., which had been closed for several months, was re-opened on September first by the three Weisburg Brothers.

Jack Graham, Pathe main line salesman, has purchased a new car, and says she's a bearcat when it comes to burning up the roads.

Bill Graner, Pathe's head booker, is vacationing "somewhere in Butler County."

Recent exhibitor visitors to Pittsburgh included: B. E. Cupler, Washington; George Shafer, Wheeling; Carl Becker, Butler; J. E. Kane, Pitcairn; Mrs. Myra Boyd, Blawnox; Nat Walken, Washington and Rudolph Navary, Verona.

George W. Smith, one of the pioneer theatre owners here, died on August 13th, aged 79 years. He had conducted the Smith theatre, Hazelwood for many years, which for some time past has been managed by his son J. E. Smith. Mr. Smith had always been an ardent supporter of the exhibitor organization.

Percy Trump, formerly manager of the Belmar theatre in Homewood, is now managing the Regent theatre in East Liberty. The Regent's new policy is the showing of "talkies" and the attractions are changed on Saturday instead of Monday as heretofore.

William Alexander and family, of Lancaster, Pa., are visiting at the home of Mr. Alexander's brother, the well-known "Aleck" of the Columbia Film Service. They attended the recent Butler Fair.

Mike Manos is celebrating the second anniversary of his Manos theatre at Greensburg by changing the house policy. In the future the programs will consist of feature pictures, Vitaphone subjects and vaudeville acts.

J. H. Young, of the Detroit sales force, Columbia Pictures, has been elevated to the position of exchange manager in Detroit, assuming his new duties last week.

Prior to joining Columbia, Mr. Young was two years with Pathe.

The State at New Bedford has reopened after remodeling.

Movietone installations are under way at the Princess, Marlboro; State, Milford; Capitol and Empire at Lawrence and Bates Theatre, Attlesboro.

Denver

LAST Sunday night the Federal Theatre, one of Denver's largest suburban houses, was robbed of $175. when a young bandit drew two pistols and forced Burns Ellison, manager of the theatre, Lee McBride, doorman and Miss Bess White, cashier, to turn over all the receipts in the box office at that time.

The Federal Theatre is owned and managed by Homer Ellison, Jr., and Burns Ellison. This is the first time the theatre was ever robbed. Up to this time no trace of the bandit has been found.

C. C. Caldwell, who manages the Folly Theatre, 22nd and Washington Streets, Denver, was kidnapped and robbed last Tuesday night when returning home in his automobile. A blocked intersection at 22nd and Steele Streets had caused him to stop his car, at which time two young bandits jumped on the running board. He was taken to a bunker on City Park golf course where his hands were tied with his own belt, and he was relieved of his watch and $2.50, all the money he had in his pocket. The bandits then took Caldwell's car and drove off.

The Colorado Theatre has a new master of ceremonies. He is Dave Good, formerly associated with the West Coast theatres in California. Mr. Good is a tap dancer as well as an orchestra director and an expert in handling presentations. He succeeds Mr. Oliver Alberti who has accepted a position as musical director in San Diego, California.

L. D. Murray, son of the late K. M. Murray of Hurley, N. M. has been appointed manager of the Hurley Theatre of Hurley, N. M. and the Orpheum Theatre of Santa Rita, N. M.

J. T. Sheffield, manager of Columbia Exchanges in Denver and Salt Lake City, has closed a contract with Gotham Productions wherein he will distribute Bristolphone sound equipment in the Denver territory.

Eugene Gerbase has resigned as manager of Columbia, Denver, and S. B. Rahn, formerly Tiffany-Stahl branch manager, has accepted the appointment to succeed Mr. Gerbase as manager for Columbia. Mr. Rahn's successor as Tiffany manager has not as yet been announced. Mr. Gerbase will return to his old position as salesman for Pathe Feature Productions.

A new salesman in the person of H. W. Helmboldt has appeared in the Denver territory. He is associated with the sales force of United Artists under the direction of Seth D. Perkins. Mr. Helmboldt comes from Minneapolis, having been located in that territory for the past several years with First National and Columbia.

Harry Brooker, salesman in the Denver territory, has accepted a position as sales representative for Mr. J. T. Sheffield of the Columbia Exchanges.

The America Theatre of Casper, Wyoming, reopened Sunday, September 2nd, after being completely remodeled. Several Denver branch managers attended the opening. The theatre is owned and operated by Thos. Villnave.

The Rialto Theatre at Cheyenne Wells, Colorado, puts on a free dance for its patrons after the last show on Saturday night. The Auditorium Theatre of Limon, Colorado, gives free motion picture entertainment every Saturday afternoon. This entertainment is conducted by Limon merchants and attracts a considerable number of people from the surrounding district.

Chas. Klein, secretary of the Black Hills Amusement Company, with offices in the Deadwood Theatre, Deadwood, S. D., spent last week visiting exchanges along film row, transacting business for the newly acquired theatres in Sturgis, S. D., Hot Springs, S. D., and Belle Fourche, S. D.

J. H. Goldberg, district manager of the western offices of Columbia, has been in Denver for the past two weeks.

Sam H. Cain, Universal branch manager, is making a long, extended sales trip into the New Mexico district.

Sam Henley, Paramount manager, has just returned from a two weeks sales trip in the southern part of the territory. Mr. Henley and his salesman, Mr. Johnson, barely escaped serious injury in an automobile mix-up between Clayton and Springer, N. M. Fortunately, no one was injured, but considerable damage resulted to Mr. Henley's car. With the aid of I. C. Florsheim, the exhibitor mayor of Springer, Mr. Henley's car was repaired.

Central Penn

TALKING and synchronized musical apparatus are to be installed in three more Reading theatres. They are the Capitol and State, owner by the Wilmer and Vincent Company, and Loew's Colonial. Each house is to have both Vitaphone and Movietone and the equipment will be in place in the early part of the fall, the work of installation having already begun.

W. P. Fleming, who was managing the Rajah Theatre, Reading, a Wilmer and Vincent combined movie and vaudeville house, when it closed in June for the summer season, has returned to Reading from New York to manage the theatre which was reopened on August 27. Many improvements were made to the interior of the Rajah during the summer.

The Lyric theatre, Kulpmont, has just been reopened after having undergone extensive improvements. It is announced by J. L. Chamberlain, head of the Chamberlain chain of theatres in the hard coal regions, that it is his ultimate intention to enlarge the house, increasing the seating capacity and providing space for the installation of both Vitaphone and Movietone. New chairs, new lighting effects and a new screen have been installed in the Lyric.

Meantime work is progressing rapidly on the brand new house that is to be built in Kulpmont at an expense of $200,000. This is the Imperial, financially backed by a group of Mount Carmel bankers, who formed the Imperial Amusement Company.

Joseph Di Lorenzo, manager of one of the Wilmer and Vincent theatres in Bethlehem, which has been closed to permit reconstruction, acted as temporary manager of the State Theatre, Reading, controlled by the same company, while the State's regular manager, F. M. K. Plessner, was on a European tour.

Manager Hoffman, of the Victoria Theatre, Mahanoy City, offered the freedom of his playhouse to the delegates attending the Eastern Typographical Conference, held in Mahanoy City, the latter part of August. The Mahanoy City Record-American cooperated with Manager Hoffman in entertaining the delegates.

The York Theatre, York, of which Ed. R. Moore is manager, reopened for the Fall season on August 30. The York is a part of the Appell Enterprises chain operating in York and vicinity.

The new State theatre, being erected in Hanover by the Appell Enterprises in cooperation with local investors, will be formally opened on September 15, according to announcement from the Appell headquarters in York.

Twelve hundred feet of film were shot by C. M. Gibble, manager of the State Theatre, Harrisburg, who went along, in role of cameraman, on the four-day annual cruise of the members of the Harrisburg Chamber of Commerce who journeyed this year to Toronto and return. Mr. Gibble operates the movie camera merely as a diversion, but he has developed into an expert.

The pictures will be shown for several days in the Colonial Theatre, Harrisburg, the week of September 17, both the State and the Colonial being Wilmer and Vincent houses. C. Floyd Hopkins, head of the Wilmer and Vincent theatres in Harrisburg, and who was "Admiral" of the cruise, which left Harrisburg September 4, has invited all the 250 cruisers to be his guests at a showing of the movies.

The first all-talkie movie ever brought to Scranton appeared in the Strand theatre the week of September 3.

The wedding of Byron H. Shaw, 26, a showman of Franklin, N. H., and Miss Doris Brookman, a stage dancer, took place in the marriage license bureau of the Dauphin County Courthouse, Harrisburg, on August 31.

The Strand Theatre, Carlisle, introduced movies to that city on August 20, using for the first time apparatus that was installed at a cost of $25,000.

The Comerford Amusement Company, of Scranton, operators of a big chain of theatres, has awarded the contract for the erection of a new $200,000 picture house in Olyphant, near Scranton.



Reginald Denny, popular light comedian, is now acting in "The Night Bird," a new Universal film

Cleveland

THE Cameo opened its new all sound policy last week with "State Street Sadie," and broke its house record. The picture was held over a second week.

M. A. Shea, head of a circuit controlling a chain of houses in New York State and Ohio has just acquired the State theatre, Conneaut, a house formerly owned by D. Bly.

The Fischer Film Exchange will handle the physical distribution in Ohio of all pictures released through Security Pictures Corporation. Fred Shram of Security will continue to handle the sales of these pictures.

Bill Onie has joined the United Artists exchange in Chicago, so the rumor goes. Onie was recently interested in Security Pictures. Before that he was with the Standard Film Service Company.

Saul Resnick, formerly sales manager of the United Artists Corp. in Cleveland is now sales manager of the company's office in Minneapolis.

J. E. Beck, manager of the Independent Pictures exchange, was off duty a few days last week on sick leave, but reported himself back the end of the week.

Beatrice Feniger, private secretary to Bob Cotton, former film executive, has announced her engagement to Mr. Lee May of Cairo, Ill. The wedding will take place in October.

Nat Barach is back on the job after a long illness as representative in Ohio and western Pennsylvania of Advance Trailer Service. Barach's headquarters are at 219 Film Bldg. when he's in town, but most of the time he is on his way to the next town.

Carl Leserman has settled down to his job as manager of the First National exchange now that he has moved his family here from Chicago. Previously he was so busy commuting between Cleveland and Chicago that he didn't know himself which was headquarters.

The Hippodrome is scheduled to open September 27th with "The King of Kings" according to an unofficial rumor. It is known that the Hippodrome is being wired for sound pictures. It has been announced that it will open this fall. No one would verify the rumored opened date, nor the opening attraction, but it seems to be pretty accurate.

E. E. Oliver of the Oliver Moving Picture Supply Company has recently returned from a three weeks motor trip through the west in which he rolled up 2300 miles on his new car.

Louis Korobov of the Crown theatre, East 105th St. was relieved of $160 by two bandits as he was driving into his garage the other evening.

Allen Simmons of the Allen theatre, Akron, is a hound for speed. The other day he flew over Chicago and back again in his private plane, transacting some business and returning home the same day. Beside being an exhibitor of prominence, Simmons heads the Akron broadcasting station WADC and is president of the Akron Airways Company. No wonder time counts with him.

Milton Korack is back in town after an absence of several years. Korack has purchased the New Carlyon theatre, Buckeye Road from Mrs. Sara Robinson and after putting it in first class condition will offer a combination picture and vaudeville policy with four changes a week. Before going west, Korack was assistant manager at Reade's Hippodrome.

J. Knox Strawn, of the Universal-Variety circuit, has resigned to become affiliated with George Fleischman of Toledo as exploitation and publicity manager for the State and World theatres. Strawn will introduce atmospheric programs at the State as soon as alterations in the lighting system are completed. The ushers are being uniformed to correspond with the decorations.

Paul Gusdanovic is introducing a new policy at his Regent theatre. In addition to pictures, there will be vaudeville every night, and on one night, there will be an added specialty. David Nolan, formerly in charge of publicity at Keith's Palace, is handling the publicity for the Gisdanovic theatres and is arranging for these special programs.

Miss Hattie Urdang, secretary to Mark Goldman, manager of the Tiffany-Stahl exchange, has returned from her vacation spent at Cedar Point.

Percy Essick of the Scoville, Essick and Reiff circuit is back from a two weeks trip to points of interest in the east which included, New York, Boston, Atlantic City and Washington.

Seattle

CHARLES C. PETTIJOHN general counsel of the Film Boards of Trade in the United States, with headquarters in New York City, and Burt New, associated with the Will Hays organization in Washington, D. C., were visitors on Seattle's Film Row last week. In their honor, the members of the Seattle Film Board of Trade gave a luncheon at the Olympic Hotel, presided over by B. Wallace Rucker, head of the local board and manager of the Educational office in this city. Mr. Pettijohn and Jack Lannon, local president of Greater Features, Inc., were the speakers.

D. J. McNerney, manager of the United Artists exchange, announced in the press of the city this week that he has just concluded negotiations whereby the entire United Artists output for next season will be taken for first run showings in the key cities of the Northwest at John Hamrick's chain of Blue Mouse and Music Box Theatres in Seattle, Portland and Tacoma.

James Q. Clemmer, popular manager of the Fifth Avenue Theatre here, has been confined to his home for the last several days by illness, but his return to the theatre is being expected within a few days.

Eddie Rivers, one of the state's most aggressive young showmen, was a visitor on Film Row last week, buying film and arranging contracts for his connections in Spokane and also the houses in Lewiston, Idaho, formerly operated as part of the Will Starkey chain but recently acquired by Rivers.

Ernst Lubitsch, well known film director, spent a short time in Seattle last week en route to his headquarters in Hollywood after a brief business trip through the Pacific Northwest. During his stay he was the guest of the West Coast Theatres.

H. C. Borger, Western division manager of the Tiffany-Stahl exchanges, spent a few days here last week with Manager Beale of the local office.

Under an agreement between West Coast Theatres and the United Artists Corporation, the name of the United Artists Theatre in this city was changed again last week to the Coliseum Theatre. The house, at Fifth Avenue and Pike Street, was the Coliseum for many years, but was changed last season when it became the home of United Artists' big films. It is now a 25c program house, with the change in name coming as a result.

E. W. Groesbeck, exhibitor from Enumclaw and Buckley, Washington, was a visitor last week, at which time he announced that he has just let contracts for the building and equipping of a new 750-seat theatre near his present house in Enumclaw. Opening is scheduled for late fall.

A. O. Jones of the Grand Theatre in Burlington, R. E. Ulsh of the Ellensburg Theatre in Ellensburg, and Loren Wall of the Grand Theatre in Bellingham were among the exhibitor visitors on Film Row during the last week.

James M. Hone, executive secretary of the M. P. T. O. W., returned last week from a trip to Spokane and the Inland Empire, during which he conferred in the first-named city.

St. Louis

ST. LOUIS film stocks closed on the St. Louis Stock Exchange September 8 as follows: Skouras A, $42 bid and $44 asked. St. Louis Amusement A, $25 bid and $30 asked.

Petitions signed by 1,300 voters of Centralia, Ill., have been filed with the City Clerk demanding that the City Council call a special election on the proposition to legalize Sunday motion picture shows.

Mrs. I. W. Rodgers, of Cairo, Ill., was a visitor of the past week.

The Arkansas Amusement Enterprise will take bids soon on the new theatre to be erected on Jefferson and Cedar streets in El Dorado, Ark. The building will cover a site 65 by 160 feet and cost about $200,000.

R. B. Sigmon & Sons, 420 Park street, Hot Springs, Ark., has been awarded the contract for the construction of the theatre J. M. Kaufman of Hot Springs will erect in Glenwood, Ark. The theatre will cost about $25,000.

C. C. Stringfield plans to erect a new theatre in Danville, Ark., on a site adjoining the Stringfield Hotel.

Baltimore

AN attack of double pneumonia was suffered recently by Miss Bertha Boyd, of the Paramount, Washington, D. C., office.

The Little Theatre, Detroit, Mich., was opened to the public Saturday, September 8, by Nathan Machat, head of the Motion Picture Guild, of Washington, D. C.

Mr. Machat, his nephew Sol Machat, to be manager of the Detroit house, Mrs. Z. S. Milligan and Jack Milligan, publicity director, were in Detroit for the opening.

Having suffered a severe illness at the Garfield Hospital, Arthur Jacobson, Tiffany-Stahl salesman of the Washington, D. C., territory, is now recovering.

C. A. Lucas, has taken over the Dreamland theatre, East Radford, Va., from Walter R. Roberts. He operates theatres also in Narrows and Pembroke, Va.

Having fulfilled his contract for work in connection with the legitimate stage, Lester Scharff has resumed his position as stage manager at the Fox Theatre, Washington, D. C.

Mrs. Walter Garland, 72, mother of Robert Garland, formerly dramatic and movie critic of the Baltimore Post and now on the staff of the New York Telegram, died recently at Union Memorial Hospital. While Mrs. Garland had been ill for about a year, about three weeks ago, she had a severe fall and had to be taken to the hospital.

J. Louis Rome, general manager of the Associated theatres here, went on a boat trip to Boston and returned this week.

The New Howard theatre has been repainted and redecorated by M. Soltz, proprietor.

P. C. Buckwald, formerly head usher at the Stanley, substituted as doorman at the State theatre for the week beginning September 3. He may take charge of the door and ushers at the Auditorium, the legitimate theatre, when it reopens for the season September 17.

Bernard Depkin, Jr., formerly production manager at the Stanley here, is now in Utica, N. Y., to open the new Stanley there.

F. L. Leon, formerly usher at the Stanley, who hiked to San Francisco recently, is now door supervisor at the Little Theatre.

The brother of Miss Helen Ullman, proprietress of the Opera House, Salisbury, Md., died recently.

A vacation in Montreal, Canada, was enjoyed by Bob Grace, booker of the Paramount, Washington, D. C., office.

Mrs. S. T. Solokove, wife of the pianist at Loew's Century here, has succeeded Miss A. K. Wells, as office manager and secretary to C. S. Langue, manager of the Metropolitan theatre here.

The Liberty Theatre, Washington, D. C., has been bought by Sidney Lust, an exchange manager and theatre owner of that city, from Dave Biron. The playhouse is to be renovated entirely before being reopened for the season.

Bob Woods, special publicity representative for Universal in Washington, D. C., is now in Atlantic City, handling the exploitation for "The Cohens and Kelleys in Atlantic City."

A plane was flown from Virginia Beach, Va., to Baltimore recently by J. Louis Rome, general manager of the Associated Theatres.

A Correction

A PARAGRAPH in a recent issue of this publication, under the Milwaukee heading, stated that "John Ludwig recently motored to Minneapolis for the purpose of closing his Minneapolis exchange." This was entirely erroneous, for, according to a communication from Mr. Ludwig, he has given out no information of this nature and has no intention of closing his Minneapolis office. The object of his trip to Minneapolis, he states, was not at all for this purpose. Motion Picture News regrets the error.

Minneapolis

MINNEAPOLIS may have a new play house within the next year, if plans of A. G. Bainbridge, operator of three legitimate houses in the Twin Cities, carry through. Mr. Bainbridge announced the other day that he will replace the antiquated Metropolitan theatre, which has been housing road attractions in Minneapolis for years, with a first class modern theatre. Mr. Bainbridge, in addition to operating the Shubert, a stock house, has leased the Metropolitan theatres in Minneapolis and St. Paul this year, and is attempting to revive interest in legitimate attractions.

The Cosmo theatre at Winner, S. D., has just been opened by R. C. Metzger of Wagner, S. D. who purchased it several months ago.

Bergtold and Cummings have sold their theatre at Clarkfield, Minn., to C. T. Vik and Joe Schindele of Granite Falls, Minn.

Ben Ashe of Grand Forks has just been made manager of the Elko theatre at Bemidji, Minn. The theatre is owned by Bennie Berger.

Patrons of the Rex theatre at Chaska, Minn., are congratulating the management on the fine appearance of the house after it had been decorated and renovated.

The Strand theatre in Minneapolis, one of the big loop houses which has been closed all summer, reopened this week.

The Grand theatre opened last week with Al Jolson in "The Jazz Singer," having installed Vitaphone equipment. It is a second run house in the loop, and will show all the sound pictures after the first run houses are through with them.

Herb Hayman, branch sales manager for United Artists in Minneapolis, has resigned, and his place has been taken by Saul Resnick, who has served as sales manager for U. A. in Cleveland and New Haven.

San Francisco

DARK for 12 weeks, and now once more taking its important place after overhauling and renovating, the California Theatre reopened on August 31st. Gino Severi's California orchestra was heard in concert just prior to the feature.

The new Marina Theatre, Chestnut street between Steiner and Pierce, opened September 6, it was announced by Edward B. Baron and Carol A. Nathan.

The Marina is of Spanish design and is decorated in warm tones. It is a stadium or bleacher type of house, which will seat 1,250 persons in comfortable chairs, widely spaced with roomy aisles.

Both Baron and Nathan are well known as veterans of the film business.

Specially made overstuffed divan loge chairs are now being furnished the New Campinile Theatre at Antioch.

Confined to the Mt. Zion Hospital for ten days, Joe Solomon, of Advance Trailer Service, is back on the job and making contracts for the popular trailer feature.

Joe Fraser, recently house manager of the Granada Theatre, has been promoted to manager of the St. Francis Theatre. Joe has not only been raised in the motion picture game out here; he has been married in it.

Because of overwork, "Billy" Crosby, manager of the Coliseum Theatre, is taking an extended vacation, during which time his friends hope he will quickly recuperate. "Billy" has been connected with the Ackerman, Harris and Oppen theatres for over seven years, having been practically raised by them.

Kansas City

THERE will be another theatre added soon to Kansas City's list of amusement houses. A $35,000 motion picture theatre will be constructed at Twenty-first street and Quindaro boulevard, Kansas City, Kansas, soon, it has been announced. E. T. Burgan, owner of the Tenth Street Theatre, Kansas City, Kansas, will finance the new theatre, which will seat 1,100 persons.

The Capitol theatre, downtown motion picture and vaudeville house of Kansas City, which re-opened and closed twice last season, has again re-opened its doors with a first-run motion picture and vaudeville policy.

Forty-four reels of educational motion pictures have been purchased by the visual education department of the Kansas City public schools in conjunction with a nation-wide experiment by the Eastman Kodak Company.

South East

Alabama

ANOTHER impressive premiere of a theatre in the Southeast was enjoyed last week. On Monday, September 3, in the presence of a large and enthusiastic gathering of citizens of Gentersville, Ala., and community, the Palace Theatre, latest addition to the chain of theatres operated by Amusement Enterprises, Inc., of which Thomas E. Orr is president and C. W. Woodall vice-president and secretary, was opened to the public.

The house is well situated, being on the State Highway and on one of the busiest corners of the town. Constructed of brick and celotex and fireproof throughout, it possesses a seating capacity of 450 and is equipped with latest seating, projecting and lighting devices.

Amusement Enterprises has pioneered in the operation of theatres in the Sand Mountain District of Alabama, where it has now under operation the Rialto, at Boaz; the Princess, Albertville; Palace, Guntersville, and the Liberty, at Attalla.

The local debate on Sound vs. Silence still waxes warm. Some managers declare that pictures which have dialogue merely distract audiences and will, when the novelty wears off, drive people away from the theatre. Others state that with the adding of the new dimension, eventually the public will demand that all pictures be dialogued. Nearly all are in unison that, at present, the field for the "soundies" is best demonstrated in pictures which have synchronized music and effects, rather than too much dialogue.

Sidney Dannenberg, manager of Publix' Alabama, was suddenly called to New York by the illness of his mother.

Joe Belle, orchestra leader at the Ritz, opened his night club, "The Red Devil," Saturday, September 1.

W. W. Anderson, manager of Pathe's Atlanta exchange, was a Birmingham visitor the past week.

Among film representatives in the Magic City the past week were A. R. McRae, of F B O; George Blethen, of Liberty; W. Williamson, of United Artists; O. K. Bourgeois, of Pathe; Curtis Ware, of Fox; W. W. Heyward of Universal, and C. R. Beacham, special representative of First National.

Vic Ince, master of ceremonies at Publix's Alabama, is now enjoying a well earned vacation. A special program is being planned to welcome him on his return.

J. G. Varnell, long active in exhibitor ranks, but who retired earlier in the year upon disposing of his Princess Theatre at Piedmont, Ala., is considering plans to reenter the theatre game.

Charlotte

The board of arbitration held their regular meeting last week in Charlotte. Charles Picquet, of Pinehurst, A. F. Sams, Jr., Winston-Salem, U. K. Rice, Winston-Salem, W. T. Gray, Gastonia, W. E. Stewart, Concord, N. C., were among the exhibitors attending the gathering.

A. F. Sams, Jr., of the Piedmont Amusement Company, Winston-Salem, N. C., advised this week that he will soon open the Victory Theatre in Salisbury, N. C., which has been closed since it was damaged by fire in the spring.

Mr. and Mrs. A. B. Thompson announce that their new theatre which is being built in Graham, N. C., will open about October 1. They are also operators of the Alco Theatre in that city.

W. H. Eubanks, who was formerly connected with Liberty Film Distributing Corporation and also manager of the Carolina Theatre in West Asheville, N. C., is now manager of the Cameo Theatre in Rocky Mount, N. C. for C. H. Arrington.

The Cramerton Theatre in Cramerton, N. C., which was operated by W. T. Gray, has been taken over by B. P. Roberson.

J. W. Watts, Jr., of the Strand Theatre, Williamston, N. C., advises that his new theatre in that city will be opened in November.

The Palace Theatre, Raleigh, N. C., a Publix-Saenger house, will open September 28 with Vitaphone.

J. E. Webb, of Webbs Theatre, Shelby, N. C., and Princess Theatre, Kings Mountain, N. C. is building a new house in Gastonia, N. C.

By December 10, Gastonia, N. C. will have two theatres, the Ideal and Gastonian, equipped with Vitaphone.

The Majestic Theatre, Camden, S. C., has been closed for the past three weeks for renovation.

Wilbur C. McIntyre, formerly of Burlington and Fayetteville, N. C., is erecting a new theatre in North Wilkesboro, N. C., to be called the Rose and which will open about October 15. Mr. McIntyre and his father were among the first to build theatres in North Carolina.

A new negro theatre in Asheville, N. C., is being rapidly completed. It will be called the Booker T. Washington and will be managed by Mr. Hynes.

A new theatre is being built in Vineland, N. C. by A. F. Powell, which will be leased by W. D. Connor and managed by Captain Wishart.

O. T. Kirby, of Roxboro, N. C., will take over the Princess Theatre in Oxford, N. C. from Harris and Crews on September 15.

H. J. Paradis of the Paradis Theatre, Wilson, N. C., will very shortly open his new theatre in Smithfield, N. C.

A new theatre will be opened soon in Wilson, N. C. by Messrs. Aycock and Gardew, to be known as the Merr-io.

The Montgomery Theatre, a Publix house, in Spartanburg, S. C., is being installed with Vitaphone, while one of the Publix houses in Greenville has already opened with sound pictures.

John Banner, of Mount Airy, N. C., is in New York to purchase Vitaphone equipment for the Grand Theatre in that city.

M. A. Teaster will open the New Park Theatre, Elk Park, N. C., on September 18.

The Majestic Theatre, Johnson City, Tenn., is being equipped with Vitaphone.

Kentucky

What is perhaps the most modern cooling plant in Kentucky is now assured the new Loew-United Artists Theatre, Louisville. This condition is insured by the installation of a huge cooling plant, now almost completed, that will cost $250,000.

The Rialto and Gayety Theatres, Louisville, are the only houses now beginning new shows on Sunday. The Alamo and Loew's have decided to open on Saturday and the Strand is following suit.

Abe Finger, manager of the Gayety Theatre, Louisville, has been appointed a Colonel of the staff of the governor of Kentucky.

Al Irwin last Tuesday, returned the managership of the Mary Anderson Theatre, Louisville, Ky., over to J. V. Boswell, former manager of the National Theatre, David Dow, general manager of the Keith-Albee interests announced. Mr. Irwin, who came to Louisville in June from Terre Haute, said he would probably be transferred to a western city.

Mr. Dow was unable to say whether Mr. Boswell would have charge of the Mary Anderson Theatre permanently.

Louisville's new suburban theatre, the Capitol, at Preston and Eastern Parkway, opened September 1.

Atlanta

With the Loew banner planted over the Capitol Theatre that house is writing up what promises to be the most brilliant week in its history. From the capacity and turn-a-way audiences of Monday when Labor Day crowds thronged the portals, attendance has held up amazingly despite almost continuous rains for three days and nights.

Loew took possession of the Capitol in a blaze of glory. Col. Schiller is pleased; Lionel H. Keene is happy, and Managing Director Thos. H. James is elated.

Miss Ruth Roberts, office manager of the Atlanta branch of Arthur O. Bromberg Attractions, who has been seriously ill for more than a month, returned to her desk last Monday.

C. B. Ellis, manager of F B O's Jacksonville, Fla., exchange, spent several days in Atlanta this week.

That good showmanship is a gift for recognizing and taking an advantage of an opportunity when presented was displayed this past summer by Frank S. Riggins operator of the Dixie Theatre, Blackshear, Ga.

For several years Mr. Riggins has operated his house in the evenings throughout the years, although during the summers until this one he has found it necessary to leave Blackshear due to ill health. While in Blackshear this summer during tobacco selling and buying season, Mr. Riggins noticed that farmers came early to the town, and had nothing to do until clients appeared. So, he conceived the idea of opening his theatre in the afternoons. So popular the shows proved to be that for the first time in the history of the theatre he really made an appreciable profit on his investment of the house.

Florida

Petitions asking for city commissioners to call an election in October on the subject of Sunday movies, were put in circulation last week in Lakeland. Some time ago a petition was presented to the commission asking them to put through an ordinance permitting Sunday shows. This petition was signed by 1,000. The commissioners called a public meeting and there was quite a little protest against the proposition by the ministers. The commissioners finally decided if petitions were presented to them, signed by one-fifth of the qualified voters they would call the election. The number needed to make up this one-fifth is only 625 so friends of the Sunday movement feel they will have their petitions filled pronto. However there is opposition and the election will no doubt be a hot one.

Mention was made in this column last week of a theatre fire in Green Cove Springs. The theatre burned was the Palace. Damage to the building amounted to $25,000. The other theatre there, the American, had been closed for the summer, but the owner, Frederick H. Lewis, re-opened it this week.

George Clifford, well known in the Tampa territory, has gone to Jacksonville with his show company of 16 for an indefinite engagement at the Playhouse.

John B. Carroll, general manager of Consolidated Amusements, who operate all the big down-town theatres in Tampa, is in New York arranging for attractions for the circuit. According to tentative plans, the Victory, now well established as the "Talkie" house, will again show the Keith vaudeville for three days of each week during the winter. The remaining four days will be given over to the programs consisting of Vitaphone, Movietone News and features.

The Tampa is being wired for the sound pictures and will probably show them the half of the week when vaudeville is playing the Victory. The Symphony orchestra and the organ concerts will remain a feature of the Tampa programs.

South West

FILM ROW was grieved to hear of the sudden death, recently, of Mrs. A. J. Beck, wife of A. J. Beck, operator of road shows and former manager of Vitagraph Exchange at Oklahoma City, who died at Oklahoma City Aug. 25th. Funeral was had in Fairlawn cemetery. Parents from Iowa and other relatives together with large number of film people were present.

Faye Ferguson, an all-state baseball, basketball, football and track star, student of Oklahoma City University and son of H. W. Ferguson of the Midwest Amusement Company, was rushed to Oklahoma Ctiy Hospital suffering from an attack of appendicitis, but it is believed that an operation will be avoided.

Dave Glickman, representative for the Opalume Sign Co., reports big business and more headed his way.

Basil Lowery, artist for the Criterion theatre at Oklahoma City, has returned from a two-weeks' vacation, which was spent in Missouri and Kansas.

President W. Z. Spearman of the Oklahoma M. P. T. O. together with friend wife, has returned from a three weeks trip to Washington City, Buffalo, Montreal and other eastern cities and reports having had a splendid time.

V. A. Wilkinson has leased the Electric Theater at Rush Springs, Okla.

L. E. Matthews has leased the American Theatre at Packingtown, suburb of Okla City.

The Criterion and Empress Theaters at El Reno, Okla., are being remodeled and the Criterion is to be Vitaphoned.

F. M. Tull, owner of the Camera Theatre at Stillwater, Okla, has returned from a three months tour of Europe, and is reported as having had a very nice time.

John Davis has been added to the sales staff of Pathe in Oklahoma territory.

Wallace Walthall of the National Screen Service delivered a very able address on the film industry before the Rotary Club at Covington, Okla., recently.

R. E. Griffith, of Griffith Amusement Co., Oklahoma City, visited Norman, Okla., L. C. Griffith is vacationing in New Mexico.

The new Oklahoma Theatre at Hobart, Okla., has installed a new Carrier Air Washer system with Arctic Nu-Air distributing units.

Loew's Strand Theatre reopened at Memphis, Tenn., to crowded houses last week after months of darkness.

The Milan Theatre at Milan, Tenn., will open Oct. 15th, and will seat 1000.

The Majestic theatre opened and the Strand closed at Memphis, Tenn. last week.

The new Orpheum theatre at Memphis, Tenn., will open in October.

Fire destroyed two projection machines and several films at the Strand Theatre, Memphis, Tenn., last week.

J. F. Willingham, manager, Phil Grau and E. F. Stein, all from M. G. M. at Memphis, Tenn., visited a number of Arkansas points last week.

Harry Wineberger, who recently resigned from the F B O sales force, was bidding good-bye to his film row friends this week before departing in his new car for an extended vacation which he expects to spend in California.

J. R. Brown came up from his Texan Theatre at Shamrock, Texas, to call at the exchanges and arrange his fall bookings.

Frank Nordean of the Majestic Theatre, Allen, Oklahoma, was a business visitor on Film Row the latter part of the week.

D. W. Judd of the Queen Theatre at Higgins, Texas, advises he has taken charge of this theatre again. The theatre was recently reported sold to Roy Deviney.

Morris Miller, owner of the Favorite Theatre, Lindsay, Oklahoma, spent last Thursday calling on friends in Oklahoma City.

O. E. Miller advises he is opening a new theatre in Willow, Oklahoma.

Webster and McLoughlin, who recently took over the State Theatre at White Deer, Texas, advise they have closed this house for an indefinite period.

L. R. Creason, veteran showman from Eufaula, Oklahoma, paid some social calls among film friends in Oklahoma City the latter part of the week, introducing Mrs. Creason, to whom he was married last Thursday night. Mr. Creason has been operating the Palace Theatre at Eufaula.

Mrs. Creason was formerly Miss Gustavia Zanber and for the past year or more has been in charge of the ticket window in Mr. Creason's theatre. The wedding took place in Oklahoma City.

New England

CONTRACTS for the new theatre at High and Congress Streets, Portland, Me., for the Leon P. Gorman and the New England Theatres Operating Corp. have been let. Kerr & Houston of Portland, Me. have the general contract.

Samuel Pinanski, president of Netoco, has arranged to have two of the Netoco chain present stock this season. The Franklin Park Theatre, Boston, and the Waldorf Theatre, Waltham, Mass.

John W. McCue, who formerly managed the Casino Theatre at Quincy Point, Mass., has entered the chemical business and is one of the firm of the State Chemical Co., State street, Boston.

Bernard Fay of the Fay Theatres at Providence has charge of Movietone and Vitaphone installations for the Fay circuit.

Negotiations are under way, it is understood in Boston, for the purchase of three additional theatres to the chain already operated in New Hampshire by the three Sharby brothers.

The Revere Theatre at Revere, Mass., has reopened with Manager Jo Sax in charge.

The new Tremont Theatre at Nashua, N. H., is to reopen this month with Jed Hallissey in active charge. He will have a feature and five vaudeville acts, with two programs weekly.

There is much speculation as to what the Shuberts will do with the B. F. Keith Theatre, which they have purchased and which they will take possession of when the new Keith Memorial Theatre opens. It has been rumored that a road show theatre may be the result.

Hoffman Brothers Circuit with headquarters at New Haven, Conn., has signed contracts for installation of Vitaphone equipment. These are to be installed in the Strand and Princess Theatres at Hartford, Strand and New Theatres in Waterbury, Capitol and Strand in New Britain, Capitol in Ansonia, Palace in Torrington, Gem in Willimantic and State in South Manchester, all in Connecticut.

The following new incorporations have been filed: Netoco Community Theatres of North Attleboro, Inc.; Netoco Elm Theatres Inc., Boston; Netoco Gem Theatre, Inc., Boston; Netoco Hudson Theatre, Inc., Boston; Netoco Milford Theatre, Inc., Boston; Netoco North Attleboro Theatre, Inc., Boston. All of these incorporations are for 1,000 shares each without par and the incorporators, the same in each incorporations, are: president, Samuel Pinanski; treasurer, Jacob Lourie, 19 Milk street, Boston; clerk, Julius Levenson. All of the incorporators are officials of the New England Theatres Operating Corporation, "Netoco" of Boston.

Ground was broken this week for the new State Theatre of the Netoco chain at Portland, Me., and the theatre is expected to open as a first run house by February. Movietone and Vitaphone will be installed. The theatre will be of Spanish architecture and will seat 2500.

Goldstein Brothers through the Broadway Theatre Co., are to build a new theatre and business block in Greenfield, Mass., on Main street. Mowll & Rand are architects. Contracts will be awarded this month.

The new Liberty Theatre at Dorchester, Mass., erected by the Netoco chain of which Samuel Pinanski is the head, was formally opened on Sunday. The theatre seats about 1,000, is built on the stadium plan with no balcony and will show pictures exclusively.

Sol Resnick, formerly with the United Artists of Boston, who was transferred from Boston to Cincinnati, has been promoted to the Minneapolis office.

Matthew Simons, head shipper, has been promoted to assistant booker at the Fox exchange at Boston.

The New Haven exchange bookers have organized an association and have chosen Sam Germaine of the Fox exchange at New Haven as first president.

A. Goldsmith of the Strand Theatre at Orono was welcomed to Film Row during the week for the first time in several years.

The Cameo Theatre at Palmer, Mass., will reopen this month. A. W. Holbrook will be in active charge.

T. J. McIntyre will reopen the Laconia Gardens at Laconia, N. H., this month.

Mrs. E. V. Corbett, booker at Warner Brothers, has returned from a motor tour through Canada.

Abe Montague of Independent Films has returned from a vacation spent in Northern New England and the Maritime Provinces.

Joseph J. McConville of Independent Films spent last week in New York City on business.

Miss Dorothy Dobbins, assistant cashier at Independent Films, has been spending her vacation in Pittsfield, Mass.

Chief of Police Thomas F. Foley has issued orders prohibiting the crashing of theatre doors by uniformed policemen unless specifically assigned to duty at a theatre. He says the action is taken as a result of complaints from many that policemen on duty were spending too much time watching motion picture shows.

Chicago

GREAT STATES is now operating Vitaphone in their theatres at Elgin, Bloomington, Decatur, Rockford and La Salle, and expect to have installations completed in the Rialto, Joliet; Madison, Peoria; and the Genessee at Waukegan, within a few days. Work of installing Vitaphone in a number of other theatres is proceeding and it is hoped that the following houses will be ready to run speaking and synchronized pictures by October or November. The Grand, Alton; the Orpheum, Galesburg; the Washington, Quincy; the Columbia at Streator and the Lincoln-Dixie at Chicago Heights.

Earle Cunningham, of the Heywood-Wakefield Company, Indianapolis, was a Chicago visitor this week and passed most of his time, while here, with George Feinberg.

The Crystal Theatre on North Avenue, has adjusted its prices downward and the Queen Theatre has followed suit.

The Paradise, Balaban & Katz' latest big, de luxe theatre opened its doors to the public on Friday, September 14th, after an intensive advertising campaign and got away to a good start. It is a very handsome house, and will be a credit to this big circuit.

W. O. Butts, formerly manager of the Princess Theatre, Joliet, is now field manager for Great States Theatres, Inc.

The Lincoln Theatre at Decatur, will resume the showing of vaudeville acts in addition to pictures, next Sunday, with two changes weekly. The opening of the vaudeville season has been slightly delayed due to troubles with musicians, but it is understood that everything is now arranged satisfactorily and the old policy of the Lincoln will be adhered to.

Alfred Von Beulittz has been appointed orchestra leader at Israel & Jesselson's Peoples Theatre, which is making a strong bid for patronage.

Felix Feist, who was a visitor at Metro-Goldwyn-Mayer's exchange last week, is visiting several of his company's southern exchanges and expects to be in Chicago again the end of the present week.

Ben Berinstein, well known California theatre owner, accompanied by his wife, spent Sunday in Chicago and was entertained by President Jack Miller of the Exhibitors Association of Chicago. Before returning to their west coast home, Mr. and Mrs. Berinstein will go to several eastern cities and will probably attend the convention of the Motion Picture Theatre Owners of America at Toronto.

J. S. Abrose has resigned as Chicago manager for United Artists to become connected with Sterling, Inc., well known financial publicity company, with headquarters in Chicago. Abe Fischer, formerly a district manager for Columbia, has been appointed to fill the vacancy made by the resignation of Mr. Abrose.

Fox' Monroe Theatre on West Monroe Street, has reopened after having been closed for the summer. During the time it was dark, extensive improvements were made in the house.

Frank Schaefer, who has been confined to his home by illness for the past month, is improving and was able to come down Saturday for a brief visit at Association headquarters.

Detroit

HERALDING the opening of the new Fox theatre in Detroit, Major John Zanft, vice-president and general manager for Fox, and Alexander Kempner, also a vice-president, visited Detroit last week to make preliminary arrangements. They were accompanied by a staff including M. A. Silver, assistant to Zanft; Charles Griswold, temporary house manager; Max H. Manny, temporary production manager, and S. J. Stebbins, general manager of the theatre, who will assist in the inauguration of the new house.

Eduard Werner, conductor at the Michigan, celebrated his 15th anniversary as chief musical director for Kunsky Theatres this week and Del Delbridge, the Capitol master of ceremonies, will soon celebrate his 1,500th consecutive performance in the same organization.

Seymour Simons, director and composer, has been engaged by Ben Cohen to direct the Hollywood-Sunnybrook orchestra at the Hollywood.

A new theatre seating nearly 700 and store building is being constructed in Grand Rapids. The owners are Willer and Boshoven, former operators of the Beecher circuit.

Jake Schreiber, owner and operator of the Blackstone Theatre, is the first theatre owner in Detroit to install the new Model M Simplex projectors in his booth, the machine being especially equipped for Movietone and Vitaphone installation. Harry Brewer made the sale for the National Theatre Supply Company and supervised the installation of the new machines.

Muskegon will dedicate its new theatre, the Ritz, which seats around 600, next week. The policy of the Ritz will be three changes weekly, with vaudeville and first-run pictures.

Kunsky Enterprises have found it necessary to bill Saturday midnight shows along with their regular programs at the State and Madison, where record breaking crowds are gathering nightly to see sound pictures.

Operated by George Spaeth, the Temple in Grand Rapids is undergoing extensive remodeling and will reopen early this month. The usual policy of pictures and variety will be continued, according to Spaeth.

C. J. Koopman has been placed in charge of publicity for the Keith-Albee Uptown, replacing Richard Watson who resigned to go with the Butterfield circuit.

Portlan

THREATENED strike of the theatre employees at Salem, Ore. looms this week and is expected to result in some radical changes in the operation of the three playhouses in the Capitol City. The wage contract between theatre owners and stage hands expired September 1st and a new contract has been submitted, but which is very unsatisfactory to the managers. A temporary truce was arranged by disinterested persons. It is expected that this change will also effect the showing of Fanchon and Marco attractions at The Elsinore, leading house.

Eddie Rivers, Pacific Coast showman, has purchased the Theatorium at Lewiston, Ida. He recently severed relations with the Granada Theatre, Spokane, where he was manager for some time. Associated with him in the new venture is M. Linebaugh, Walla Walla, Wash. theatre man.

Rick Warren of the Columbia force is covering the Northern part of Montana.

Buck Wade of the M. G. M. offices at Butte, Mont., reports a successful trip to Eastern Montana points, visiting Tom Wallancey, Rose Theatre, Glendive, Mont.; E. C. O'Keefe, manager of the Babcok Theatre, Billings, Mont., and Knutson and Hyde of the State and Liberty theatres in Miles City, Mont.

Frank Bligh of the Capitol Theatre, Salem, Ore., is successfully sold on "talkies," having had four during the past month and made a special trip to the "Row" to secure some more.

By putting on the usual day and night crew the new United Artists Theatre will be ready in ample time for the opening on Sept. 14th, according to Manager J. J. Parker and staff.

Verne Whitcomb of First National reports a bumper wheat crop in Eastern Oregon, where he maintains headquarters.

Frank Harwood, for some years past leader of the Pantages Theatre in Portland, Ore., has left for England via New York, where he will hereafter make his home.

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Des Moines

THE Polly Theatre at Fairbanks, Iowa, changed hands recently. The house was bought by C. J. Grantham from John Hahn.

Miss Leone Mathews, of the Des Moines Film Board of Trade, reports another theatre change last week. The house at Radcliffe, Iowa, known as the Opera House was sold by George Wahl to C. L. Drake.

W. J. Miller, Iowa theatre broker, transacted a theatre deal last week through Lloyd Albert of Primghar, Iowa. Mr. Albert bought the theatre at Mt. Carroll Ill., which had previously been under the management of H. W. Shriner. Mr. Shriner is returning to Ohio territory where he was previously an exhibitor before buying the Mt. Carroll house. Mr. Albert recently bought the theatre at Cambridge, Ill., which was owned by H. S. Record. After the deal was made Mr. Record changed his mind about selling and bought the deal off again.

The Opera House at Ratcliffe, Iowa, which has been owned by George Wahl for the past several years changed hands last week when it was sold to C. L. Drake. Mr. Drake plans a few changes in the program of the theatre.

C. E. Carrigher, who has been an exhibitor at Clear Lake, Iowa, for a number of years, where he has the Park Theatre, is also making a success of the film business in another branch. He is manufacturing a screen known as the Mercury Light Motion Picture Screen which he is selling out faster than the manufacturing plant has been able to put them out. He is planning to enlarge his plant at Clear Lake in order to handle production on a larger scale. He reports that he is selling seven or eight screens each week.

Harry Gearmin has bought the Uptown Theatre at Clear Lake. The former owner, J. C. McCoy, is planning to take up some other work. Mr. Germain was formerly manager of the Strand Theatre at Newton, Iowa, which was bought by Stern Brothers of Omaha over a year ago from E. P. Smith.

W. G. Waugh reports through Al Yarowsky, booker of the Universal exchange, the purchase of the Strand Theatre at Grundy Center. Mr. Waugh bought the house from O. B. Ells. Mr. Waugh was formerly manager of the Isis Theatre at Cedar Rapids for Bleuchal and Lannon.

How about a film romance in which the motion picture exhibitor is featured; the rise of a theatre manager pictured? For instance, there is Stanley L. Segelbaum, the new manager of the Des Moines Theatre in Des Moines, son of one of the old pioneer families of Minneapolis. After the war they told him he had but three months to live. But he had, one day when convalescing in one of the big hospitals seen a little Irishman cheer up a whole ward of fellows who were feeling pretty blue with a joke or two. And Segelbaum thought "Well, if one little fellow can do that—" His present condition attests to his cheerfulness.

Mr. Segelbaum has been everything from office boy on at the Finkelstein and Ruben organization at Minneapolis and was manager of the Garrick, the Strand and the Lyric just before he came to Des Moines. He has as his assistant manager Abe Holdberg, who came to the DesMoines theatre from the Rialto Theatre at Omaha where he was service man and also served with the Publix art department there.

Watch for these boys at the top.

Canada

ONE of the most successful Film Exchange picnics, which has been held for the past few years since the picnic has been an annual event with the movie people, was held at Ben Lomond with a big representation from all local film companies of St. John, N. B.

The party left the city by bus shortly after noon and journeyed to Johnston's, where a program of sports was carried out. Many novel prizes were given for the different events, which were run off in quick order. The lucky winners were as follows: 100 yards dash for men, Maurice Griffin; 50 yards dash for ladies, Miss Edith McInerney; three-legged race (mixed), Harold Parker and Miss Alice Sullivan; balloon blowing contest, Mabel Burke; sack race (men), Harold Parker; (ladies), Beatrice Redmond; pop drinking contest, Walter Ferguson, Samuel Buchanan and Miss Beatrice Redmond; potato race (mixed), Edward Cox and Miss Edith McInerney; relay race, first Fox Film Corporation; second, Regal Films, Limited; third, First National Pictures. Following the sports a chicken dinner was served at the Johnston House and afterwards dancing and music were enjoyed. Nathan Ross, local manager for United Artists Corporation, was in charge of the picnic arrangements, which were carried out in great style. He was ably assisted by Mrs. Florence Marr, secretary of the Maritime Film Board of Trade, St. John, N. B.

Important changes are taking place at three of the leading theatres in Winnipeg, Manitoba. The Capitol Theatre is being wired for the Movietone equipment and, at the same time, a handsome new organ is also being installed. The Vitaphone is being installed at the Metropolitan Theatre, where Manager Walter F. Davis is the manager.

The previous organ at the Winnipeg Capitol has been shipped to Saskatoon, Sask., for the new theatre which is being erected by Famous Players Canadian Corp.

A big new concert organ has also been installed at the Garrick Theatre, an independent house.

Work has been started on a suburban moving picture theatre on Queen Street East, near Pape Avenue, Toronto, Ontario, to cost $85,000, the builder being W. J. Liscombe, 2 Kingston Road. D. C. Cotton, Centre Road, Port Credit, Ontario, is the architect. The theatre, of brick and steel construction, has dimensions of 80 by 204 feet.

Famous Players Canadian Corp., Toronto, has started the construction of a theatre and office building in North Bay, Ontario, at a cost of $150,000, the structure having a frontage of 60 feet and a depth of 264 feet. The building, which is of steel and brick with stone trimmings, will have two stores and 17 offices in addition to the theatre auditorium. The contractors are Gomoll Bros., North Bay, and the architect, Murray Brown, Confederation Life Building, Toronto.

The successor of the late Thomas Logan as manager of the Capitol Theatre, London, Ontario, is R. S. Roddick, formerly assistant manager. Mr. Logan had been in charge of the London Capitol for seven years and had been prominently identified witth the theatre business in that city for 20 years or more.

The Avalon Theatre, scheduled for opening in Ottawa, Ontario, by P. J. Nolan on September 1, is not yet ready for operation but there are indications that the handsome suburban house will get under way October 1. The Avalon has an exterior stucco finish in Spanish style of architecture and is the first atmospheric theatre in Eastern Canada. It will seat 1,000 persons on two floors.

San Diego

AL LYONS, who returned to the West Coast California Theatre for a six-months' engagement, has concluded that period here and has gone to Loew's State theatre in Los Angeles. He has been succeeded as master of ceremonies and musical director by Oliver Alberti.

Randall Jerabek, formerly on the house staff at the Plaza Theatre, has become house manager of the Seville Theatre, at Chula Vista, a thriving suburban city in the Golden state.

General Manager H. L. Hartman of the local West Coast houses, announces that the New California will soon be equipped for speaking pictures, but the first release date has not yet been set. The talkies have been shown at the West Coast Cabrillo for some time.

Albany

UNDER conditions that left nothing to be desired, William Smalley's new theatre in Johnstown, replacing the one that was burned a year or so ago, opened last Friday evening to a crowd that jammed it to the roof and left many unable to secure admission. The house is one of the most beautiful in the Mohawk Valley, and represents an outlay of probably close to $100,000. Many were present from Albany's Film Row.

George Lynch, of Gloversville, buyer for the Schine circuit, accompanied Charles Stombaugh, Pathe, to New York City last week, and later Mr. Stombaugh announced that the Schine circuit had closed for Pathe product.

William Shirley, and Guy Graves, of Schenectady, took a few hours off last week and were among the thousands who watched the American Legion Parade on Friday. The business sessions of the Legion were held in Mr. Shirley's State theatre.

Myer Schine, of Gloversville, is back home after enjoying two or three days' fishing in the waters of Lake Ontario, at Cape Vincent. His brother, Louis Schine, is also back from a swing over the Schine houses in western New York and Ohio.

Father Byrne, who runs St. Coleman's Hall in East Kingston, is planning to open up in October.

The Majestic in Cohoes, owned by Louis Buettner, and which has always opened up on Labor Day, is still closed though it is understood that the theatre will shortly reopen and that the policy will be the same as last winter.

Harry Rose, who recently went to Watertown, where he is associated with the management of the Avon theatre, has adopted the northern city as his home. His theatre is playing to the best business in its entire history.

Frank Ferraro is trying to figure out these days whether his bus line running in and out of Glasgow, is a better paying proposition than his motion picture theatre. He is working sixteen hours out of the day in looking after both interests.

Peter Elliot is now a full fledged exhibitor, having reopened the Grand theatre in Watervliet, which he recently acquired. The opening took place last week and Elliot senior was right on hand to help out in seeing that everything moved smoothly. It will operate seven days a week.

Louis Saperstein is once more back on the job, handling the American theatre in Troy, which reopened last week.

Manager L. J. Carkey, of the Olympic theatre in Watertown, announced last week that he had secured William E. Green as the feature organist at the theatre. He succeeds H. F. Pearl, who is entering business in Buffalo. Mr. Green comes to Watertown from the Egyptian theatre, Hollywood.

Mr. and Mrs. James Papayanakos, are back in Gouverneur after a week spent in New York on business and pleasure. While in New York, Mr. Papayanakos signed contracts for the installation of the Vitaphone and Movietone at the Gralyn theatre in Gouverneur, and at the Rialto in Potsdam.

William Benton has negotiated an arrangement whereby Albert F. Runnell, of New York City, will organize a stock company to run the entire winter with a change twice daily at the Empire theatre in Glens Falls. The stock company will open on October 22.

W. Lamont, who runs Gardiner Hall in Troy, has a helper now in the person of Mrs. Lamont, bride of a week or so. Mrs. Lamont is helping her husband each night by taking tickets at the theatre.

Father O'Reilly, who runs the Bijou in Rosendale, has recovered from an illness of several days due to exposure in the recent flood that swept the lower Catskill region. James Spadaro who runs "Shadowland" in Ellenville, is back on the job after being closed during the flood.

The Wauwanda of Haines Falls, has been sold by Russ and Andrews to L. C. Booth.

Now that the racing season is over at Saratoga, certain of the film exchange managers in Albany, are back at their desks, some penniless, through their inability to pick winners over the track, it is reported.

According to reports around Albany, C. H. Buckley, owner of the Leland and the Clinton Square theatres, is really back of a proposition to erect a new theatre in the village of Delmar.

William R. Sykes, who operates the King theatre in Troy, and who resides across the road from Smith's Tavern in Loudonville, had a rather exciting night last week, when a shooting affair occurred outside of the Tavern and only a few feet distant from the Sykes home.

Len Garvey, reopened the Hartford theatre located at New Hartford, last week. The Strand, at Schroon Lake, run by Arthur Richardson, will probably remain open throughout the winter, it is said.

Charles Marshall, who runs the Bridge theatre at Ausable Forks, is planning on making a number of extensive alterations in his house.

James Rose, local salesman for Pathe, was hemmed in at Rosendale, in the lower Catskills, during the recent flood.

Earl R. Brink, of Buffalo, a salesman for Paramount out of that city, was found dead in bed in Rochester, one day last week. Death was due to heart trouble.

Eli Rosenbaum, of Ogdensburg, exhibitor, has a daughter, who is probably the only school teacher who has a job and yet is unable to fill it. Some weeks ago, Miss Rosenbaum hired out to teach at Hemlock, but the schoolhouse burned down last week.

W. W. Farley, of Albany, exhibitor, is displaying a "Smith for President" plate on his car.

The Rialto in Potsdam, went over to musical comedy last week but will go back to pictures in the near future.

The new church being erected on Riverside Drive in New York city by the Park Avenue Baptist Congregation, will run motion pictures on each Saturday for children.

A 3000 pound rug, measuring 36 by 64 feet, has just been completed in Amsterdam, and was shipped last week for the Fox theatre in Detroit.

Amateur motion picture cameramen, members of the exclusive Schuyler Meadows country club at Albany, are securing some rather novel pictures these days in shots taken over the golf course.

Dallas

COL. H. A. COLE, president of the M. P. T. O. of Texas states that at least fifty new members will be added to the Texas organization upon the completion of the new membership drive which is practically over. Prizes will be awarded to those who have secured the greatest number of new members.

Ben Turpin, who has been appearing as the headliner of the Majestic Theatre for the past week, accepted an invitation from the Junior Chamber of Commerce to assist in selling opening day keys for the State Fair of Texas and appeared in front of the Baker Hotel and sold the keys from an elevated platform during the noon hour Thursday. Mr. Turpin found it a very easy task to sell the keys and his action certainly aided the selling of the idea.

Senator Joseph T. Robinson, the Democratic nominee for vice-president, made a personal appearance at the Majestic theatre and gave a very short talk from the stage of that theatre on Monday evening and was warmly received. His appearance boosted business for the evening for the Majestic and also brought forth commendation to the management for securing his presence.

The Palace Theatre entertained the visiting members of the Kiwanis Clubs of Texas and Oklahoma with a complimentary midnight preview of "The Tempest."

Victor Lowry, assistant manager of the Melba Theatre, will be in Fort Worth for two weeks assuming the duties of Harry Gould, who is away on his vacation. Mr. Lowry will return to the Melba when Mr. Gould completes his vacation.

Leslie Wilkes, manager of the First National Exchange is in San Antonio where he will confer with Mr. Epstein and others for four or five days.

A marked decrease in the attendance at the Saturday matinees has been noticed since the large department stores of the city started remaining open on Saturday afternoons.

Announcement was made by Frank Starz, director of publicity for the Interstate Circuit, that the theatres controlled by Interstate would play all FBO comedies. Six FBO features have been bought and will be shown over the entire circuit.

The Princess theatre at Del Rio will install Vitaphone according to Paul J. Poag manager of the theatre. The Princess is an R. and R. house. Movietone will also be included in the installation.

W. G. Underwood, general manager of Liberty Specialty has just returned from a trip to New York.

W. E. Paschall, general manager of Dent Theatres, has just returned from a trip to New York. Mr. Louis L. Dent, president of the organization, has also just returned to Dallas after a two months trip abroad.

Arthur S. Kane, district manager for United Artists was in Dallas to confer with Ralph Morrow manager of the local U. A. Exchange.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

New York & New Jersey

AN entertainment and dance is being given the evening of Saturday September 22, by Seider and Moley at the Balconades Ball Room, 66th Street and Columbus Avenue, City. Al Moley is directing the affair in conjunction with Jim Ramsey. There will be dance contests, night club headliners and other items of interest on the program which is well calculated to please all who attend. The original Dixieland Jazz Band will supply the music.

The Willis theatre, located at 138th Street and Willis Avenue in the Bronx, opened as a vaudeville and motion picture house on Thursday, September 13. The house, one of the chain controlled by Consolidated Amusement Company, had been dark since June. Frank Jacobs is managing this theatre.

Harry Suchman, one of the Suchman brothers engaged locally in the theatre business, has been appointed to the post of general manager for the Jolson and Suchman Theatrical Enterprises. Hennie Suchman will take care of the bookings of films and vaudeville acts for the entire circuit.

Harry Harris, a wide-awake showman, has stolen a lead on his opposition, by securing the Vitaphone and Movietone for his Gotham theatre at 137th Street and Broadway in Manhattan. Equipment for the talking films will be installed right away.

There has been a postponement in Bronx movie circles. Loew's 167th Street did not open on September 12, as originally planned, but will throw open its doors on the 20th, instead.

Old Dame Rumor has been associated with the new Tuxedo theatre, a house now being built by Morris Blinders at 208th Street and Jerome Avenue, it being said along the row that a big circuit will ultimately take over the house. The Tuxedo has a seating capacity of 1,700. Vitaphone equipment will be installed just as soon as possible, it is planned.

The Paramount theatre, located one block away from the new Fox theatre at Flatbush Extension, will open, it is expected, about November 15. The Paramount is a 5,000-seater.

Julius Jolson has moved his office from 1650 Broadway to Brooklyn at the Alhambra Theatre at Halsey Street.

Walter Greene, who occupies the desk of general manager at the Chicago office of National Theatre Supply Company, was in town Thursday, September 13.

The Tremont Theatre at Tremont Avenue and Webster, Bronx, formerly a motion picture house controlled by Sidney Cohen, is now playing stock. Morris Sussman, general manager, is looking after the house.

Sam Suchman will manage the Park theatre at 173rd Street and 3rd Avenue, in the Bronx. He is one of the Suchman brothers.

A. Smith, formerly manager of the Luxor theatre before the theatre's recent consolidation, is now managing the Fleetwood theatre for the Suchman interests.

Young Ochs, Jr., son of Lee Ochs, and now in Europe, will be back in New York on September 22nd, it is thought. He has been gone for about four weeks.

One of the new features of the New York office of National Theatre Supply Company is a new showroom which is "a little theatre in itself." Here the theatre owners in search of theatre equipment will find draperies, chairs, lighting machines and everything else that goes to make up the modern motion picture house.

Joe Hornstein, general manager of the eastern division of the National Theatre Supply Company, who is well acquainted with the trend of business, reports that the business conditions of this year are in an improved state when they are compared to the similar period of last year. This year the number of theatre openings is much less than that of 1927, and the fact that business is in an improved state even in the face of these odds is a healthy indication.

The Boulevard Theatre, located at Jackson Heights, Long Island, will have a change of policy and will revert to road shows and other stage attractions in preference to its regular programs of vaudeville and pictures which the house has been playing for some time.

Harry Hecht, of Passaic and Paterson, New Jersey, has purchased several Peerless low-high intensity lamps from National Theatre Supply Company.

Mr. Winegar, who is assistant sales manager of the Steele Furniture Company which supplies theatres with seats, is now in charge of the chair department of the New York office of National Theatre Supply Company.

The Howard Beach Theatre, situated at Howard Beach, a suburb of Brooklyn, will be opened for the season on September 22.

Loew's 167th Street theatre is to open on September 20th.

What has ever been an all-vaudeville house—the B. F. Keith Riverside Theatre, in Manhattan, where the best of the Keith acts have been played following their exhibition at the Palace—will, it is rumored, change its policy to conform with that existing at the 81st Street and Broadway theatres; namely, vaudeville and picures on an all week basis.

F. B. Carter, formerly manager of the Tivoli theatre, Brooklyn, has been to Canada on a two months' vacation and has just returned to town. His future plans are unknown at this time.

J. Dolan is the new manager of the Beverley Theatre, on Church avenue in Brooklyn.

The Tiptop theatre, 357 Wilson avenue, Brooklyn, has been closed for some time and was reopened on September 15th.

The name of Schmuckler—Ned Schmuckler—will shortly be the name of a certain young lady, it is rumored in theatrical circles. The story is that Ned will soon go to Chicago for the wedding.

The New Jersey Theatrical Enterprises held the inaugural performance at their new Pascack theatre, on Center Avenue, Westwood, New Jersey, on the evening of August 30. The show and ceremonies began at 8 o'clock and a good time was had by all present.

The Ritz Theatre, at 180th Street and Boston Road, Bronx, which was formerly owned and closed by the Jolson-Suchman Enterprises, has been taken over by Irving Dashkin and Simon Osserman, the owner of the building, and will reopen shortly. The house is being entirely renovated, redecorated and re-equipped. Mr. Dashkin, who formerly managed the Ritz for four years and who recently managed Hy Gainsboro's Roosevelt theatre and Isaac Katz' Stillwell Theatre, will have complete supervision over the operation of this house.

George Seed, formerly of the S. and S. circuit, is now managing the Rugby theatre, located at 823 Utica Avenue, Brooklyn.

The Little theatre movement has grown, and grown, and grown. Michael Mindlin, who has developed little theatres in different neighborhoods to the idea of showing foreign films or reviving worthwhile efforts that have lain on the shelves, already has four theatres in the New York section to his credit and is now planning a new one for the city and two for other towns.

Mr. Mindlin's new theatre, on 57th Street and just a few steps east of Carnegie Hall, seats 400, and will serve, it is said, as the key theatre of his group. Some of the features planned for the house are a billiard room and a card room for the amusement of patrons. Of course, coffee will be served, too. This idea of coffee in the little theatre has developed into something of an institution.

Kid stars are invading Broadway. Little (or should it be Mr.) Jackie Coogan is performing at the Paramount and on Saturday of this week Hal Roach's "Our Gang" are expected to arrive for a week's work at the Capitol.

Only a short time ago her name was almost lost on the surrounding bill of stage fare at the Paramount, but now, a few blocks further up the street, her name appears in lights on the marquee of the Hammerstein theatre. That's the progress made by Helen Kane, who, in a comparatively short length of time, made the hurdle to success.

The Willis theatre in the Bronx was found by patrons to be entirely redecorated when it opened on Thursday for its fall and winter season.

The Metro theatre in the Bronx has adopted the idea of giving special concerts every Saturday night after the regular performance. The music will take in the classic as well as popular numbers. Maurice Bliss manages this enterprising Bronx house.

The constantly expanding Loew chain of theatres had another link added when on Wednesday evening the Fairmount, E. Tremont near Clinton Avenue, opened for the first time. There was a big inaugural program celebrating the event, N. T. G., of WHN fame, presiding. All seats were reserved for the premiere. The theatre, seating 2,500, will run on a continuous grind policy, and will exhibit films and vaudeville. It has practically every modern theatre improvement, including a sumptuous cooling plant.

After the Appellate Division in Brooklyn had granted a stay to the Peeksville board of trustees, restraining the operation of the temporary injunction which the Peeksville Theatre, Inc., had obtained to prevent the board from enforcing a Sunday closing ordinance, the police of Peeksville did not interfere on September 9 when the Colonial theatre showed motion pictures despite the ordinance passed by the village trustees banning Sunday exhibition of films.

Andy Anderson, city manager for the B. F. Keith's theatres in New Brunswick, New Jersey, has named K. A. Becker, formerly with the Los Angeles Times, as director of advertising and publicity of both the State and Rivoli in New Brunswick.

Personal endeavors to put the show over on the part of all connected with a theatre is what counts in building up a loyal clientele—and that goes for any house in any section.

An example of personal initiative in this respect is the case of the young organist at a picture theatre at Floral Park, Long Island, who has the task of putting over popular songs. Her idea to add a new angle to her job was tried out recently with the showing of a strip of film, 300 feet in length, showing her leaving home for the theatre, jumping into a plane because she is late for the job, hopping into an auto to finish the journey and winding up at the theatre. The screen showing her picture until she actually appears before the audience. It is something new in the job of the movie organist. Incidentally, the girl organist gets a big hand from the audience.

Going under the name of "Florence," this organist was stationed at the Floral Park originally with A. H. Schwartz, was also with J. J. McNeil, the builder, who recently took over the house. She is now again with Schwartz at his Queens Theatre in Queens Village, L. I.

D. Newman, who was with A. H. Schwartz for seven years recently resigned his position of office head at the New York office and is at present seeking new connections in the same capacity.

Pittsburgh

A THEATRE is permanently closing its doors. The Rex, seven-hundred-seat picture theatre in East Liberty, will close its doors for the last time at the end of the year. The Browarsky Brothers, Harry, Ben and Ike, who own this house, as well as the Hippodrome and Variety theatres on the Northside, have leased the Rex Theatre Building for a term of thirty years to a department store, which has also leased the storeroom adjacent to the Rex. The Browarskys have conducted the Rex for twenty years, and during these years it was a consistent money-maker, playing both first-run and second-run pictures. The brothers state that they are on the lookout for another picture theatre to add to their string by the first of the year at the latest.

The Superior Motion Picture Supply Company, independent supply house of Pittsburgh, is celebrating its second anniversary. Business is improving right along, according to A. F. Morrone, owner of the company, and a veteran projectionist and expert machinist.

Loew's Aldine, Pittsburgh, was re-opened on Labor Day after a summer closing, and the house has enjoyed tremendous business since its opening. Vitaphone and Movietone were installed.

The East Liberty Cameraphone theatre has the distinction of being the only theatre in Pittsburgh to turn out a National and State Beauty Queen. Of all the different Beauty Contests held in Pittsburgh no girl ever representing a local theatre, other than the Cameraphone has won a title.

Local theatres which have recently installed Reproduco Player Pipe Organs include the Moon, Vandergrift, and the Eclipse, Waynesburg.

Samuel Haimowitz, owner of several theatres in New Kensington, has had his name legally changed to Samuel Hyman.

Al Glazer postcards us from his home town, Scranton, where he has been vacationing. Al also took a little trip up into the New England states.

Exhibitor visitors on film row the past few days, included: Spear Marousis, Charles Freeman and John Newman, New Castle; William Gray, Monongahela; Theodore Mikalowsky, Masontown; Mike Manos, Greensburg; Carl Becker, Butler; and C. B. Hall, Parkersburg.

F. P. McGovern, manager of the Supreme Film Company, has recovered from an attack of pleurisy, and is again back on the job.

William Davis, of the Triangle theatre in East Liberty, is back in town after a vacation trip spent motoring through Canada, and a stop off in Atlantic City. Bill was accompanied by his wife and two children, and all report having had a great time. The tour covered 1,850 miles.

The Misses Ida Lieberman and Margaret Alexander have been addded to the office force of Columbia.

J. H. Lesley, local organ repairman and tuner, is vacationing "down on the farm" near Indianapolis, accompanied by his wife. John made the trip in his automobile from Pittsburgh in fourteen hours.

Harold Weinberger, of the Columbia Pictures Corporation, visited the old home town, Beason, N. Y., on Labor Day. While there, Harold met the aviator friend of his who gave him his first airplane ride fourteen years ago. Said airman gave Harold a two-hour ride on Labor Day which our boy friend will never forget. Incidentally, Harold now has a record of forty-two hours in the air, and claims the flight championship of Film Row.

M. Strum, exhibitor of Emeigh, Pa., made one of his infrequent trips to Film Row early the past week. He was accompanied by his son, C. H. Strum, who is planning to enter the dental college at Pittsburgh University this winter.

Miss Nettie Weis, cashier of Columbia Pictures, spent Labor Day visiting friends and relatives in New York City.

Jack Weyrauch, Pathe shipper, is back on the job after having spent a week's vacation camping near Prospect.

Wm. D. Jeanak, local distributor for the Selector Organs and Pianos, is back from a vacation trip to the New England States. He covered 2,500 miles.

F. C. Bonistall and Frank Windstein, both of whom are well-known local salesmen, have just joined the staff of Standard Film Exchange.

Sam'l Fineberg, whirlwind salesman for Columbia Film Service, is back from a five-day trip through the East. Sam, accompanied by his wife, stopped off one day in Atlantic City, and got enough sunburn in one afternoon to keep him awake for three nights.

C. F. McBride, of the McBride Theatre, Trafford, who has been confined to a local hospital for several weeks, is improving rapidly.

Jack G. Rainey, owner of the Film Distributing Company, has taken over the State Theatre in Mt. Oliver.

Cincinnati

AN extensive remodeling program is being carried forward at the Orpheum theatre, located at Peebles Corner, a close-in suburb of Cincinnati, of which Chester Martin was recently appointed manager. In addition to the house being wired for both Vitaphone and Movietone, it will be entirely redecorated, a new $20,000 organ installed, all lighting fixtures replaced, projection rooms enlarged and the ventilating system changed, the completed improvement to cost $80,000. When the house reopens later in September, a policy of four program changes weekly will be inaugurated to supplant the hitherto daily-change schedule.

The Boulevard theatre, Vine street and Central Parkway, Cincinnati, long used as a movie house, will shortly be taken over by the newly-organized Civic theatre for presentation of legitimate productions, according to a recent announcement.

Keith's and the Strand, Cincinnati, in line with the recently-adopted policy of the Lyric and Capitol, will hereafter open their week's program on Saturdays instead of Sundays. The Albee is the only other Cincinnati first-run house in the Libson chain to adhere to the Sunday opening.

The Park theatre, Northside, a Cincinnati suburb, has reopened after being closed for some time to permit finishing touches to many improvements which have been made in the house.

The Schines have taken over the leases of the Gem and Capitol theatres, Sidney, Ohio, from Thomas Broad and J. F. Kruel. The transfer included all equipment and furnishings, which were acquired on outright purchase.

According to announcement of James L. Weed, general manager of the Keith-Albee-Orpheum interests in Dayton, Ohio, the State theatre in that city will immediately be wired for Vitaphone and Movietone. Loew's, Dayton, has just completed installation of Movietone, while the Colonial has been featuring Vitaphone for several months.

The policy of the Strand theatre, Dayton, Ohio, has been changed to a twice-weekly change instead of full week, while the Colonial, Dayton, has inaugurated a Saturday opening instead of Sunday.

The Majestic, Columbus, of which Johnny Jones is manager, maintains "shoppers' hours," from 11 A. M. until 2 P. M., during which period admissions are reduced to 15 cents.

Miss Sidone Ebbeke, organist at the Palace theatre, Hamilton, O., is spending her vacation in New York. Before her return she expects to establish her sister in school in one of the southern states.

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Costly New Theatre in Oil City, Pa., Opened with Ceremonies

ELABORATE ceremonies marked the opening of the new million-dollar Colonel Drake Theatre, in Oil City, Pa., on August 27, the 69th anniversary of the discovery of oil in that vicinity by Colonel Edwin L. Drake, for whom the playhouse is named. The building was erected by the Vemark Theatre Company, of which George J. Veach, of Oil City, is president.

Prior to the opening there was a street parade headed by the Lions band and conspicuous in which were the girl ushers in new green and gold uniforms. This was followed by exercises in the highly ornamental promenade overlooking the theatre lobby, which was crowded with guests, including many theatre men from nearby cities and towns.

Dr. Thomas Farmer, Oil City's oldest business man, delivered the invocation, and George H. Torrey, president of the Oil City Historical Society, told the history of the discovery of oil. There was an address by Lee A. McCracken, and a few remarks by Mr. Veach, whose grandson, Master John Bemis Veach, then pulled a cord which unveiled two large mural lobby paintings by J. C. Wonsetler, of Philadelphia, depicting scenes in the early development of the oil industry. This was followed by the uncovering of a bronze tablet dedicating the theatre to the people of Pennsylvania in the name of President Veach.

The assemblage then went into the auditorium where there were addresses by Leon H. Garvin, secretary of the Oil City Chamber of Commerce; Mayor T. L. Blair; Mr. Veach, and others. The first regular performance was then started in which the feature film was "Just Married." There was music during the evening by the Lions band and the Drake Symphony Orchestra, and organ recitals were given by Charles Fiers, who will be the regular organist. The entire program was broadcast from radio station WLBW.

U. A. Portland Theatre Opens September 14

Opening of the United Artists theatre in Portland, Ore., reconstructed from the old Majestic, has been billed for September 14. Cost of rebuilding together with furnishings, which have transformed it practically into a new and luxuriously appointed theatre is placed at $250,000.

The new theatre will be operated by J. J. Parker, president of the Consolidated Portland Theatres, who now control the Rivoli and Peoples theatres in cooperation with the United Artists.

Mr. Parker began his theatre business about twelve years ago when he purchased the Majestic which he operated successfully during the remainder of the time it was open.

The theatre will have Vitaphone and Movietone. The feature pictures will be those produced by the United Artists. The opening picture will be "Two Lovers" with Ronald Colman and Vilma Banky in the title roles.

Theatre - Business Project Planned for San Diego

Announcement has been made of plans to erect a combined theatre and business structure in San Diego to cost about $1,800,000, and that the theatre will become one of the chain of West Coast Theatres. The theatre auditorium will have a seating capacity of 3,250, making it by far the largest amusement house south of Oakland. The entire building will take up a city block, bounded by 7th, B, 8th and A streets, and the theatre will have long lobby entrances on two streets. The theatre unit will have a frontage of 140 feet on 7th street and 8th street and be 200 feet deep.

Award Contract for New West Tampa Theatre

Contract was awarded last week for the construction of the new Italian club and theatre in West Tampa, Florida. The cost of the building itself will be $65,000 and work is to commence in ten days.

The Italian club have a beautiful building in Ybor City, with a theatre seating around 600. This theatre has been operated by Victory Fernandez for the past two years and has been successful with a mixed program of motion pictures and tab shows.

It is not known as yet just what disposition will be made of the theatre in the West Tampa club building. There are two houses in West Tampa now. The Cazin at the corner of Howard and Main Streets and the Casino in the Spanish club building.

Crocker-Amazon House in Frisco to Open Soon

The theatre now being built in the Crocker-Amazon tract and which, when completed will join the family of Ackerman, Harris and Oppen theatres in San Francisco, will open soon. It will be called the Amazon theatre and will seat 1,500.

The Amazon will be located on the north side of Geneva Avenue between Paris and London Streets. Six stores will be housed in the structure and the theatre proper will be completely modern in every detail. R. P. Davis is the designer and Wm. R. A. Benson the architectural engineer.

Announcement as to the managerial staff is expected to be made shortly from the offices of Ackerman-Harris and Oppen.

Work Underway Shortly on Houma, La., Theatre

Work will be started at an early date on the construction of a new 1000-seat theatre, hotel and store building at Houma, La. Miss Santa Schurto is the owner and plans are now being prepared by the architectural firm of Lockett and Chacher, Balter Building, New Orleans, La.

The plans call for a building two stories, 117 by 237 feet in L shape of reinforced concrete, brick, stone and steel. There will be nine stores on the ground floor and a 50-room hotel will adjoin the theatre. The structure will cost about $250,000.

Work to Be Resumed on Capitol, Indianapolis

Plans are being made by the J. F. Wild Company, of Indianapolis, Ind., to have work resumed immediately on the construction of the Capitol Theatre building at Meridian and Thirteenth streets in Anderson, Ind. Technicalities regarding the title to the property that Harry Muller, theatre owner, has involved in the financing arrangements are being straightened out. The local company and Mr. Muller expect to rush the work in order that the theatre may be opened for the holiday trade.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Feb.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Mar.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		April	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Smackem Alley		June	20	2 reels	
Wild Waves		May	20	2 reels	

COLUMBIA

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	19	5459 feet	
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1	4569 feet	
Broadway Daddies	Logan-Lease	April	7	5537 feet	
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	Sept. 8
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25	6048 feet	
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The	Ian Keith		
Scarlet Lady, The	De Putti-Alvarado	6575 feet	
Submarine	Holt-Revier-Graves	8192 feet	

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All in Fun	Jerry Mandy	Oct.		1 reel	
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
America's Pride	Our World Today	Oct.		1 reel	
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Come to Papa	"Big Boy"	Oct.		2 reels	
Companionate Service	Dorothy Devore	Oct.		2 reels	
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 26
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	6	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat In Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat In the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonguin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Fisticuffs	Lupino Lane	Oct.		2 reels	
Girlies Behave	Jerry Drew	Sept.	9	2 reels	Sept. 8
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Glorious Adventure	Hodge-Podge	Oct.		1 reel	
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Lucky Duck, The	Billy Dale	Oct.		1 reel	
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	6	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Stage Frights	George Davis	Oct.		2 reels	
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wife Trouble	Robert Graves	Sept.	23	1 reel	Sept. 8
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6600 feet	
Into No Man's Land	Santschi-Blythe	June	15	6500 feet	
Making the Varsity	Hulette-Rankin-Lease	July	10	6700 feet	
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Gilded Love			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Life's Crossroads	Hulette-Hamilton				
Manhattan Knights	Bedford-Miller			6000 feet	
Speed Classic, The	Lease-Harris			4700 feet	

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame in the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Captain Careless	Bob Steele	Aug.	26		
Charge of the Gauchos	F. X. Bushman	Sept.	16		
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Dog Law	Ranger (Dog)	Sept.	2		
Drinin' Sands	Bob Steele	Jan.	1	4770 feet	
Fangs of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept.	23	6337 feet	Aug. 4
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	18	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires in Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6429 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man in the Rough, The	Steele-King	May	20	4785 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaied	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April	24	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Stocks and Blondes	Logan-Gallagher	Sept.	9	5493 feet	
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
*†§Taxi 13	Conklin-Sleeper-Trevor	Sept.	2		
Terror Mountain	Tom Tyler	Aug.	19	4884 feet	
Texas Tornado, The	Tyler-Darro	June	24	4793 feet	
Trail of Courage, The	Steele-Bonner	July	8	4758 feet	
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	Feb.	26	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthas	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Day	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	8	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Movies	Mickey Yule			2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	18	2 reels	
My Wild Irish Rose				2 reels	
Oui Oui Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papas	Karr-Ross-Alexander	Jan.	9	2 reels	
Rah! Rah! Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star			Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno	Jan.	6		
Avenging Rider, The	Tom Tyler	Oct.	7		
*†§Circus Kid, The	Darro-Costello-Brown	Oct.	7		
City of Shadows, The	Luden-Lynn				
Come and Get It	Bob Steele	Feb.	3		
Down Our Way	Valli-Caldwell-Darro				
Drums of Araby	Tom Mix				
Eagle's Talons, The	Tom Tyler				
Freckled Rascal, The	Buzz Barton	Mar.	31		
Fury of the Wild	Rangor (Dog)	Nov.	4		
*†§Gang War	Borden-Pickford	Nov.	18	8337 feet	
Gun Law	Tom Tyler	Mar.	3		
Headin' for Danger	Steele-Mendez	Dec.	18		
Hey Rube!	Olmstead-Trevor				
His Last Haul	T. Moore-Owen	Nov.	11		
Idaho Red	Tom Tyler	Mar.	3		
Jazz Age, The					
Little Outlaw, The	Buzz Barton				
Orphan of the Sage	Buzz Barton	Dec.	23		
Outlawed	Tom Mix				
Rough Ridin' Red	Buzz Barton	Nov.	4		
Sally's Shoulders	Wilson-Hackathorne	Oct.	14		
Singapore Mutiny, The	Gardner James	Oct.	7		
Sinners in Love		Nov.	4		
Son of the Golden West	Tom Mix	Oct.	1		
Stolen Love	M. Day-O. Moore-Lease	Dec.	2		
Tracked	Ranger (Dog)	Jan.	6		
Trail of the Horse Thieves, The	Tom Tyler	Jan.	13		
Tropic Madness	Leatrice Joy				
Tyrant of Red Gulch	Tom Tyler	Nov.	25		
Vagabond Cub, The	Buzz Barton	Feb.	10		
Young Whirlwind, The	Buzz Barton	Sept.	16		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Kaye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
*†Barker, The	Sills-Compson-Mackaill	Sept.	30	7137 feet	July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Butter and Egg Man, The	Mulhall-Nissen	Sept.	2	6467 feet	
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	18	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
*†Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	8030 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7265 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	15	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	
Heart Trouble	Harry Langdon	July	29	5400 feet	
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night in Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 18
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
*Night Watch, The	Dove-Reed	Sept.	9	6612 feet	
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26	6100 feet	Sept. 1
Out of the Ruins	Barthelmess-Nixon	Aug.	19	6100 feet	Aug. 25
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
*Show Girl	White-Delaney	Sept.	23		
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	Aug.	12	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 1?
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5	6225 feet	
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 28

Coming Attractions

Title	Star			Length	Reviewed
*†Changeling	Dorothy Mackaill				
Cheyenne	Maynard-McConnell				
*†Divine Lady	Griffith-Varconi				
Do Your Duty	Charlie Murray				
Glorious Trail, The	Maynard-McConnell	Oct.	28		
*Hard Rock	Sills-Todd	Oct.	14		
*†Haunted House, The	Kent-Todd				
*†§Lilac Time	Moore-Coopor			8967 feet	Mar. 24
Lawless Legion, The	Ken Maynard				
*Outcast	Griffith-Lowe	Oct.	28		
Phantom City, The	Maynard-Gilbert				
Ritzy Rosie	Alice White				
*Scarlet Seas	Richard Bartholmess				
Synthetic Sin	Colleen Moore				
Thirteenth Day of October, The	Billie Dove				
Waterfront	Mackaill-Mulhall	Sept.	16		
*Whip, The	Mackaill-Nisson-Forbes	Oct.	7	6058 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov. 20		4685 feet	Mar. 24
Black Jack	Jones-Bennett	Sept. 25		4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov. 13		4558 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan. 8		4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June 17		6417 feet	June 23
Coma to My House	Borden-Moreno	Dec. 25		5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan. 15		4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June 3		5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar. 18		8586 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct. 9		8154 feet	Nov. 4
Escape, The	Valli-Russell	April 29		5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July 8			
*Fazil	Farrell-Nissen-Busch	Sept. 10		7217 feet	June 9
Fleetwing	Norton-Janis	June 24		4939 feet	Sept. 8
*Four Sons	Mann-Hall-Bushman	Sept. 2		8412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan. 1		5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept. 25		5524 feet	Sept. 23
Girl in Every Port, A	McLaglen-Armstrong	Feb. 26		5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May 13		6518 feet	May 19
Hallo, Cheyenne	Mix-Lincoln	May 13		4518 feet	May 19
High School Hero	Phipps-Stuart	Oct. 16		5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May 8		6188 feet	May 26
Horsemen of the Plains	Mix-Blana	Mar. 11		4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept. 18		6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov. 20		5599 feet	Dec. 23
Lova Hungry	Moran-Gray	April 8		5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept. 4		8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May 27		6679 feet	June 18
*Mother Machree	Bennett-McLaglen	Oct. 22		6863 feet	Mar. 17
None But the Brave	Morton-Phipps-Lynn	Oct. 21		5713 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June 10		5071feet	
Painted Post, The	Mix-Kingston	July 1		4952 feet	June 23
Pajamas	Borden-Gray	Oct. 23		5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April 22		5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct. 2		5893 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec. 2		9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug. 26			
Road House	Barrymore-Alba	July 22		4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct. 30		8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov. 27		5467 feet	
Sharpshooters	O'Brien-Moran	Jan. 15		5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec. 18		5446 feet	
Silver Valley	Mix-Dwan	Oct. 2		5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb. 5		5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar. 4		5397 feet	Mar. 31
*†§Street Angel, The	Gaynor-Farrell	Aug. 19		9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov. 4		8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Lee	May 20		5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept. 11		6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov. 6		5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar. 25		5112 feet	April 14
Wild West Romance	Bell-Lincoln	June 10		4921 feet	
Wizard, The	Lowe-Hyams	Dec. 11		5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov. 27		5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan. 8		5050 faet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April 15		1 reel	May 26
Arkansas Traveler	Variety	Jan. 8		1 reel	
Blue Grass and Blue Blood	Variety	Dec. 9		1 reel	
Cow's Husband, A	Spenser-Templa	June 24		2 reels	June 23
Desert Blooms, The	Variety	Mar. 19		1 reel	
Drifting Through Gascony	Variety	Oct. 28		1 reel	
Elegnant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May 13		2 reels	May 19
Glories of the Evening	Variety	Nov. 11		1 reel	
Head Hunters of Ecuador	Variety	Jan. 22		1 reel	Feb. 4
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan. 15		2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan. 1		2 reels	
Jack and Jilted	P. Cunning-M. King	May 27		2 reels	May 26
Jungles of the Amazon	Variety	Feb. 5		1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan. 29		2 reels	Mar. 17
Lady Lion	Lincoln-Clayton-Bletchar	Mar. 25		2 reels	May 19
Lofty Andes, The	Varsity	Aug. 5		1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan. 22		1 reel	
Love is Blonde	Rollens-Ellis	Feb. 26		2 reels	Mar. 17
Low Necker, The	Marjorie Beebe	Dec. 18		2 reels	Jan. 14
Monument Valley	Variety	Nov. 25		1 reel	
Neapolitan Days	Varlety	Sept. 2		1 reel	
Old Wives Who Knew	Hallam Cooley	April 8		2 reels	May 28
On a South Sea Shore	Variety	April 1		1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb. 19		1 reel	
Snowbound	Variety	Aug. 19		1 reel	
Spanish Influence	Variety	April 29		1 reel	
Spanish Craftsmen	Variety	Sept. 30		1 reel	
Steeplechase	Variety	Oct. 14		1 reel	
Storied Palestine	Variety	Dec. 23		1 reel	
T. Bone for Two	Tyler Brooks	April 22		2 reels	
Through Forest Aisles	Variety	Sept. 16		1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar. 11		2 reels	
Vintaga, The	Varlety	Mar. 4		1 rael	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*§Air Circus, The	Carrol-Lake-Rollins	Sept. 30		7702 feet	Sept. 8
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov. 18			
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Oct. 14			
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec. 23			
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell			4404 feet	
Homesick	Sammy Cohen	Dec. 30			
Joy Street	Barrymore-Alba	Dec. 9			
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
Making the Grade	Moran-Lowe	Oct. 7			
Me, Gangster	Collyer-Darry	Oct. 8			
*†§Mother Knows Best	Bellamy-Dresser	Oct. 28			
Our Daily Bread	Farrell-Duncan				
Plastered in Paris	Cohen-Pennick	Sept. 23			
Prep and Pep	Rollens-Drexel	Nov. 11			
Riley the Cop	Macdonald-Drexel	Jan. 6 '29			
Vampire a la Mode	Marjorie Beeba	Oct. 29			
Win That Girl	Rollens-Carrol	Sept. 16		5337 feet	
Woman, The	Astor-Boles				

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
Corpus Christi	Raquel Mayer				Sept. 8
Everybody Loves My Girl	Winnie Lightner				Sept. 8
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Banchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30
Serenade (Schubert)	Harold Murray				Sept. 8
White Faced Fool, The	Lionel Atwill				Sept. 8

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bare Knees	Corbin-Keith	Feb. 1		5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct. 1		8987 feet	
Cheer Leader, The	Graves-Olmstead	Nov. 1		8000 feet	Mar. 10
Chorus Kid, The	Faire-Washburn	April 1		8200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept. 1		6990 feet	
Hall Ship Bronson	Mrs. W. Reid-Howes-Beary	May 1		6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug. 12		6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymora	Aug. 26		6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan. 1		7000 feet	Dec. 31
United States Smith	Gribbon-Lea-Harlan	June 1		6000 feet	June 18

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A.	George Jessal				
Down Grade, The	Fairbanks-Calhoun				
*§Girl From Argentina, The	Carmel Meyers				
Thru the Breakers	Livingston-Herbert				
Turn Back tha Hours	Loy-Pidgeon	Mar. 1		8800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April 7		6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April 28		6998 feet	July 14
Adventurer, The	McCoy-Sebastian	July 14		4709 feet	
Annie Laurie	Gish-Kerry	Sept. 17		8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jan. 21		5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov. 12		6433 feet	
Ben Hur	Novarro-McAvoy	Oct. 8		11693 feet	Jan. 18, '28
Big City, The	Chaney-M. Day-Compson	Feb. 18		6838 feet	Mar. 31
Big Parade, The	Gilbert-Adorea	Sept. 10		11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct. 1		5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar. 17		6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec. 24		6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May 19		5482 feet	June 18
Circus Rookies	Dane-Arthur	Mar. 31		5861 feet	May 19
Cossacks, The	Gilbert-Adoree	June 23		8601 feet	June 30
Crowd, The	Boardman-Murray	Mar. 3		8538 feet	Feb. 25
Detectives	Dane Arthur	June 9		5842 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May 5			
Divine Woman, The	Garbo-Hanson	Jan. 14		7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb. 18		8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct. 15		6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June 16			July 28
Foreign Davils	McCoy-Windsor	Sept. 3		4858 feet	April 28
Four Walls	Gilbert-Crawford	Aug. 4		6620 feet	Aug. 25
Garden of Allah	Terry-Petrovich	Nov. 5		8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct. 29		6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb. 4		7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April 14		7045 feet	June 2
Law of tha Ranga	McCoy-Crawford	Jan. 21		5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec. 3		5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan. 2		7365 feet	Dec. 18
Lovelorn, The	O'Neill-Kent-O'Day	Dec. 17		5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June 2			
Man, Woman and Sin	Gilbert-Eagels	Nov. 19		6280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug. 11		7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Gray	Mar. 10		7289 feet	
Quality Street	Davies-Nagel	Dec. 31		7193 feet	Nov. 18
Riders of the Oark	McCoy-Dwan	April 21		5014 feet	
Road to Romance, Tha	Novarro-M. Day	Sept. 24		6544 feet	Jan. 21
Rose-Maria	Crawford-Murray-Peters	Feb. 11		7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May 12		5813 feet	
Smart Sat, Tha	Haines-Holt-A. Day	Feb. 25		6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec. 10		4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct. 22		6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan. 30		9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec. 10		6273 feet	Nov. 11
Telling the World	Haines-Page	June 30		7184 feet	July 21
Thirteenth Hour, Tha	L. Barrymore-Gadsdon	Nov. 26		5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar. 29		5901 feet	May 19
West Point	Haines-Crawford	Jan. 7		8134 feet	Jan. 7
*†§White Shadows in the South Seas	Blue-Torres	July 7		7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan. 28		5011 feet	
Wyoming	McCoy-Sebastian	Mar. 24		4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Data	Length	Reviewed
Aching Youth	Charlay Chasa	Mar. 17		2 reels	
All For Nothing	Charley Chase	Jan. 21		2 reals	Jan. 14
Amazing Lovers	Ufa Oddities	Mar. 10		1 reel	
Barnum and Ringling, Inc	"Our Gang"	April 7		2 reels	April 21
Bird Man, The	Charley Chase			2 reels	
Bits of Africa	Ufa Oddities	Sept. 15		1 reel	
Blow by Blow	Max Davidson	Mar. 31		2 reels	April 21
Boy Friend, The				2 reels	
Came the Dawn	Max Davidson	Mar. 3		2 reels	
Children of tha Sun	Ufa Oddities	Feb. 11		1 reel	
Cleopatra		July 7		2 reels	
Crazy House	"Our Gang"	June 2		2 reels	May 26
Czarina's Secret, The	Baclanova-Mlr-Rand	Mar. 17		2 reels	
Dumb Daddies	Max Davidson	Feb. 4		2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug. 18		1 reel	
*Early to Bed	Laurel-Hardy			2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar. 10		2 reels	April 7
Fair and Muddy	"Our Gang"	May 5		2 reels	May 12
Family Group, Tha	Charley Chase	Feb. 18		2 reels	Feb. 18
Fight Pest, Tha	Charley Chasa	May 12		2 reels	May 28
Finishing Touch, Tha	Laurel-Hardy	Feb. 25		2 reels	April 7
Fishing With a Microscope	Ufa Oddities			1 reel	
Follow Through	Laurel-Hardy			2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar. 4		3 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel. Date	Length	Reviewed
From Soup to Nuts	Laurel-Hardy	Mar. 24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May 19	1 reel	
Growing Pains	"Our Gang"	Sept. 22	2 reels	
Happy Omen, A	Ufa Oddities	July 14	1 reel	
Heavenly Bodies	Ufa Oddities		1 reel	
Heart of Robert E. Lee The	Daw-Walling	Sept. 22	2 reels	
Her Cardboard Lover	Davies-Asther	Aug. 25	7108 feet	Sept. 8
*Imagine My Embarrassment	Charley Chase	Sept. 1	2 reels	July 28
*Is Everybody Happy?	Charley Chase	Sept. 29	2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan. 28	1 reel	Oct. 8
Lady of Victories, The	A. Ayres-O. Matiesen-G. Irving	Jan. 21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan. 28	2 reels	Mar. 3
Let George Do It	Laurel Hardy		2 reels	
Limousine Love	Charley Chase	April 14	2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Monarch of the Glen, The	Uta Oddities	Mar. 24	1 reel	Jan. 21
Monkey Shines	Uta Oddities	Sept. 1	1 reel	
Murder	Ufa Oddities	Sept. 29	1 reel	
Nature's Wizardry	Uta Oddities	July 28	1 reel	
*Ol' Gray Hoss, The	"Our Gang"		2 reels	July 28
Palace or Honey, The	Ufa Oddities	June 16	1 reel	May 28
Pathfinders, The	Uta Oddities		1 reel	
Pass the Gravy	Max Davidson	Jan. 7	2 reels	Jan. 14
Perfume and Nicotine	Uta Oddities	Jan. 14	1 reel	
Pets and Pests	Ufa Oddities	Jan. 28	1 reel	Mar. 3
Primitive Housekeeping	Uta Oddities	April 21	1 reel	
Rainy Days	"Our Gang"	Feb. 11	2 reels	Feb. 25
Sacred Balloon, The	Ufa Oddities	Sept. 1	1 reel	
Sanctuary	Uta Oddities	May 5	1 reel	July 21
*School Begins	"Our Gang"		2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26	2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy	Sept. 15	2 reels	July 28
Sleeping Death	Uta Oddities	June 30	1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14	2 reels	Jan. 14
Tally-Ho	Uta Oddities		1 reel	
Tell it to the Judge	Max Davidson	Aoril 28	2 reels	
That Night	Max Davidson	Sept. 15	2 reels	
Their Purple Moment	Laurel-Hardy	May 19	2 reels	May 28
Tokens of Manhood	Uta Oddities	June 8	1 reel	May 28
Two Tars	Laurel-Hardy		2 reels	
Virgin Queen, The	Stanley-Dwan-Manning	May 12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April 7	1 reel	
Wives for Sale	Uta Oddities	Oct. 27	1 reel	
Wonders of Blue Gull Mexico	Uta Oddities		1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	
Your Darn Tootin'	Laurel-Hardy	April 21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Alias Jimmy Valentine	William Haines		
Baby Cyclone, The	Cody-Pringle		
Beau Broadway	Cody-Pringle	Sept. 29	6037 feet Aug. 4
*Bellamy Trial, The	Joy-Bronson	Oct. 5	
Beyond the Sierras	Tom McCoy	Sept. 15	
Brotherly Love (tentative)	Dane-Arthur	Oct. 12	
Bushranger, The	McCoy-Douglas		
Cameraman, The	Keaton-Day	Sept. 22	
*Dancing Daughters	Crawford-Brown-Sebastian	Sept. 1	
Deadline, The	Flash-Lorraine-Grey		
*Excess Baggage	Haines-Cortez	Sept. 8	
Gold Braid	Ramon Novarro	Nov. 30	
He Learned About Women	Haines-Page-Percy		
Humming Wires	Tim McCoy		
Little Angel, The	Shearer-Asther	Nov. 2	
Loves of Casanova, The	Special Cast		
Man's Man, A	William Haines		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert	Nov. 16	
Napoleon	Special Cast		
*§Nize Baby			
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine	Oct. 26	
Show People	Davies-Haines	Nov. 9	
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
Tide of Empire	Adoree-Murray		
Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*While the City Sleeps	Chaney-Page	Sept. 15	
Wind, The	Gish-Hanson	Nov. 23	
Woman of Affairs, A	Gilbert-Gatbo	Oct. 19	

PARAMOUNT

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Adventure Mad	Asther-Hell-Davis	Mar. 31	5897 feet	
Barbed Wire	Negri-Brook	Sept. 10	6591 feet	
Beau Sabreur	Breni-Cooper	Jan. 7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May 19	5808 feet	July 7
Chang	Jungle Film	Sept. 3	6536 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov. 12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb. 18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May 26	7720 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April 21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb. 25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct. 8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hell	May 12	7720 feet	May 28
First Kiss, The	Wray-Cooper	Aug. 25	6134 feet	Aug. 25
Fools for Luck	Fields-Conklin	May 5	5758 feet	June 23
Forgotten Faces	Brian-Brook	Aug. 11		Aug. 11
Gay Defender, The	Dix-Todd	Dec. 10	8376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct. 15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan. 28	8871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec. 10	5998 feet	
Half a Bride	Ralston-Arlen	June 18	6263 feet	
His Tiger Lady	Menjou-Brent	June 9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec. 3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July 14		July 28
Jesse James	Thomson-Lane	Oct. 22	8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug. 18	6039 feet	Aug. 18
Ladies of the Moh	Bow-Arlen	June 30	6792 feet	
Last Command, The	Jannings-Brent	Jan. 21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov. 28	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar. 10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandlor	Jan. 14	5737 feet	Feb. 26
*Loves of An Actress, The	Negri-Cooper	Aug. 18	7459 feet	Aug.
Magnificent Flirt, The	Florence Vidor	June 2	6440 feet	June 30
Nevada	Cooper-Todd	Sept. 10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April 7	5741 feet	April 21
Now We're in the Air	Beery-Hatton	Oct. 22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar. 3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept. 24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov. 5	5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar. 17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan. 28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan. 21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June 30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar. 10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct. 1	9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug. 25	5928 feet	Sept. 1
Secret Hour, The	Negri-Thomson	Feb. 4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Besquette	Dec. 24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct. 15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov. 12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blene	Oct. 8	5179 feet	
Show Down, The	Bancroft-Brent	Feb. 25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar. 24	4792 feet	May 26
Speedy	Lloyd-Christie	April 7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb. 11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov. 19	4934 feet	
Sterk Love	Special Cast	Sept. 17	6200 feet	Mar. 11 '27
Street of Sin, The	Jennings-Wrey	May 26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April 21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept. 17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bencroft	Sept. 24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April 14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar. 3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec. 17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb. 4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct. 29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June 23	5834 feet	
*Warming Up	Richard Dix	Aug. 4	6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Haver	Oct. 1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept. 3	5935 feet	
Wife Savers	Beery-Hatton	Jan. 7	5413 feet	Jan. 21
Woman on Triel	Negri-E. Henson	Oct. 29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Ster	Rel. Date	Length	Reviewed
Adoretion	Novelty	Feb. 25	2 reels	
Alice In Movieland	Novelty	June 23	2 reels	
Baby Feud	Krazy Kat Cartoon	Aug. 18	1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct. 22	1 reel	
Behind the Counter	E. E. Horton	Mer. 3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April 21	2 reels	
Bum Steer, A	Krezy Ket Certoon	April 21	1 reel	
Call Again	E. E. Horton	Oct. 20	2 reels	
Campus Cuties (Christie)	Billy Dooley	April 7	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Dad's Choice	E. E. Horton	Jan. 7	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug. 11	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jen. 21	2 reels	April 28
Frenzy	Novelty	Jan. 14	2 reels	
Gellent Gob, A (Christie)	Billy Dooley	Mey 26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April 28	2 reels	
Heltbeck Hanneh (Christie)	Ann Cornwall	April 14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June 2	2 reels	
Holy Meckerel (Christie)	Jimmy Adams	Feb. 11	2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug. 18	2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb. 25	1 reel	
Ice Boxed	Krazy Ket Certoon	Feb. 11	1 reel	
Just the Type (Christie)	Neel Burns	Feb. 18	2 reels	
Knights of the Air	Aviation Film	Mer. 31	2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb. 18	1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23	1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25	1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22	1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14	1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb. 4	1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mer. 31	1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June 9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan. 7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mer. 3	1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar. 17	1 reel	
Long Hose (Chrisile)	Jack Duffy	Mar. 17	2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May 12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24	2 reels	
Love Sunk	Krazy Kat Certoon	Mar. 24	1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4	1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29	2 reels	
Patent Medicine Kid, The	Krazy Kat Certoon	June 2	1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14	1 reel	
Prancing Prune	Helen Heyes		2 reels	
Rein Dropper, The	Krazy Ket Cartoon	June 30	1 reel	
Seve the Pieces (Christie)	Bobby Vernon	Jen. 28	2 reels	
Sey Uncle (Christie)	Jack Duffy	June 9	2 reels	
Scrambled Weddings	E. E. Horton	June 30	2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan. 28	1 reel	
Show Vote	Krazy Ket Cartoon	Sept. 15	1 reel	
*Skating Home (Christie)	Frences Lee	Sept. 1	2 reels	
Slick Slickers (Christie)	Neal Burns	July 7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June 18	2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept. 22	2 reels	
Stage Coached	Krazy Ket Cartoon	June 16	1 reel	
*Stop Kidding	Bobby Vernon	Aug. 25	2 reels	
Sweetles (Christie)	Bobby Vernon	Mer. 10	2 reels	
Tong Tied	Krazy Kat Cartoon	April 7	1 reel	
Two Masters	Eaton-Post	Sept. 8	2 reels	
Vacation Waves	E. E. Horton	Sept. 15	2 reels	
Wells Tell Tales	Madge Kennedy	Aug. 4	2 reels	
Water Bugs (Christie)	Billy Dooley	Feb. 4	2 reels	
Wired and Fired	Krazy Ket Cartoon	Mar. 10	1 reel	

Coming Attractions

Title	Star	Length	Reviewed
*§Abie's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*§Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20	
*Floot's In, The	Bow-Hall	Oct. 13	6918 feet Seot. 1
*†Four Feathers	Jungle Film		
His Private Life	Menjou-Carvor		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Hunting Tower	Harry Leudor				
*§Interference	Brent-Brook-Powell				
Just Married	Hall-Taylor				
Just Twenty-One	Rogers-Brian				
Kit Carson	Thomson-Lane				
Letter, The	Evelyn Brent				
Manhattan Cocktail	Arlen-Carroll				
Mating Call, The	Meighan-Brent-Adoree				
Model from Montmartre	Naldi-Petrovitch	Sept.	22		
*Moran of the Marines	Dix-Elder	Oct.	27		
Number Please	Daniels-Hamilton				
Odd Fellows	Fields-Conklin				
*Patriot, The	Jannings-Stone-Vidor	Sept.	1	9819 feet	Aug. 18
Quick Lunch	Fields-Conklin				
Redskin	Richard Dix				
Shop Worn Angel, The	Cooper-Carroll				
Side Show, The	Fields-Conklin				
§Sins of the Fathers	Emil Jannings				
*†Soul of France, The	Special Cast				
Take Me Home	Daniels-Hamilton	Oct.	20		
Three Week-Ends	Clare Bow				
*§Varsity	Rogers-Brien	Sept.	29		
Water Hole, The	Hoit-Carroll	Aug.	25	6319 feet	Sept. 8
*Wedding March, The	Von Stroheim-Wray	Oct.	6		
Wings	Bow-Rogers	Sept.		12 reels	Aug. 26'27
Wolf of Wall Street, The	George Bancroft				
Women From Moscow, The	Negri-Kerry				

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FEATURES

Title	Star	Rel.	Dete	Length	Reviewed
Alice in Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 26
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	Sept. 8
Cowboy Caveller, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Craig's Wife	Irene Rich	Sept.	23	6670 feet	
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courege	Welly Weles	Jan.	15	4398 feet	Jen. 21
Devil'e Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagover	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 16
Girl in the Pullman	Marie Prevost	Oct.	31	5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp in Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
*†§King of Kings, The	Warner-Logan	Sept.	30	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jen.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mer. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Mein Event, The	Reynolds-R. Schildkreut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mer.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Red Mark, The	von Seyffertitz-Qyartaro	Aug.	26	7937 feet	Sept. 8
Ride' Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Verconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fey	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Cerrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jen.	22	4000 feet	Jen. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marlon	Oct.	31	6447 feet	Mer. 31

SHORT SUBJECTS

Title	Star	Rel.	Dete	Length	Reviewed
Alaska or Bust	"Aesop Fables"	Sept.	9	1 reel	
Animal Snaps	Rarebits	April	8	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan.	20	2 reels	
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bargain Hunt		Oct.	14	2 reels	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Bettling Duet, The	"Aesop Febles"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jen.	22	2 reels	Jan. 14
Beneres (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dent	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Febles"	Feb.	26	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jen.	1	1 reel	
Burglar, The		Dec.	9	2 reels	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Calling Hubby's Bluff		Feb.	3	2 reels	
Campus Carmen, The	Sennett Girls	Sept.	23	2 reels	
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Catalina Rowboat Races	Jackson-Hiatt-McKee	Oct.	21	2 reels	
Caught in the Kitchen	Billy Bevan	Sept.	9	2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug.	26	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Covering Ground	Sportlight	Sept.	18	1 reel	Sept. 8
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	Aug. 18
Crowned Heads	Sportlight	Feb.	19	1 reel	
Cure or Kill	"Aesop Fables"	Oct.	7	1 reel	
Defensive Ends, The	Foothall Sense	Nov.	28	1 reel	
Defensive Hall Backs	Football Sonse	Nov.	7	1 reel	
Defonsive Line, The	Foothall Sense	Nov.	21	1 reel	
Deferred Catch	Football Senso	Nov.	14	1 reel	
*†Dinner Time	"Aesop Fable"			1 reel	
Don't Get Jeaous		May	19	2 reels	
Dumb Waitor, A	Johnny Burke	Sept.	16	2 reels	Sept. 8
Eagle of the Night (Serial)	Frenk Clarke	Oct.	14	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody'e Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	Sept. 8
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Femoue Playgrounds	Sportlight	Mey	13	1 reel	May 19
Flight That Failed, The	"Aesop Fehles"	June	3	1 reel	June 9
Flying Age, The	"Aeeop Feblee"	April	22	1 reel	April 21
Flying Elephants	Roech Stars	Feh.	12	2 reels	Feb. 11
Foolish Husbends		Mar.	17	2 reels	
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Gridiron Cocktail, A	Sportlight	Sept.	30	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Seas	"Aesop Fable"	Sept.	23	1 reel	
High Stakes	"Aesop Fablee"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Hubby's Week-End Trip		Dec.	2	2 reels	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
In the Bag	"Aesop Fables"	Aug.	26	1 reel	
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	May 19
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Magnetic Bat, The	"Aesop Fable"	Sept.	30	1 reel	
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Motor Boat Mamas		Sept.	30	2 reels	
Mouse's Bride, The	"Aesop Febles"	June	24	1 reel	June 30
New Aunt		May	12	2 reels	
No Picnic		Oct.	7	2 reels	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbdered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang	Jen.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhine	Travelesque	Jen.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Rodeo, The		Mar.	24	2 reels	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mer.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon	Sept.	30	3 reels	
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Static	"Aesop Fable"	Sept.	2	1 reel	
Sunday on the Farm	"Aesop Fables"	Sept.	16	1 reel	Sept. 8
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supple Sex, The	Sportlight	Aug.	5	1 reel	Sept. 1
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tall Waggers	Sportlight	April	1	1 reel	
Taxi for Two	Jack Cooper	Sept.	2	2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Tiger's Shadow, The	McConnell-Allan			10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
UncleTom		Jan.	27	2 reels	
Versatility	Sportlight	Feb.	5	1 reel	Jen. 28
Wendering Minstrel, The	"Aesop Fables"	Jen.	29	1 reel	
War Bride, A	"Aesop Fables"	Mey	20	1 reel	Mey 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Ster		Length	Reviewed
*†Annapolis	Loft-Brown	Nov.	18	
Black Ace, The	Don Coleman	Sept.	2	5722 feet
Border Patrol	Harry Carey	Dec.	23	
Burning Bridges	Harry Carey	Sept.	30	6 reels
Captain Swagger	La Rocque-Carol	Nov.	11	6312 feet
Celebrity	Armstrong-Basquette	Oct.	7	6 reels Aug. 11
Flying Buckeroo, The	Wally Wales	Nov.	25	6670 feet
Flying Fool, The	Monty Banks	Nov.	25	
Forbidden Love	Lili Damita	Nov.	4	
Forty-Five-Calibre War	Coleman-Loff	Feb.	17 '29	
Geraldine	Quillan-Loff	Dec.	30	
*†Godless Girl, The	Basquette-Prevost			10720 feet Sept. 1
Hawk of the Hills	Allene Ray	Mar.	17	
*Leatherneck, The	William Boyd	Jan.	13	
Love Over Night	La Rocque-Loff	Sept.	16	5733 feet
Marked Money	Junior Coghlan	Nov.	18	
Man-Made Woman	Joy-Boles-Warner	Sept.	9	5762 feet
*†Ned McCobb's Daughter	Irene Rich	Dec.	2	
Office Scandal	Phyllis Haver	Dec.	16	
Power	Boyd-Logan	Sept.	23	
Sal of Singapore	Phyllis Haver	Oct.	14	
Shady Lady, The	Phyllis Haver			
*†Shew Folks	Quillan-Loff	Oct.	21	
Sin Town	Allen-Feir	Jen.	20	
*†Spieler, The	Hale-Logan	Jen.	6	
Yellow Contreband	Leo Maloney	Oct.	28	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April	15	5600 feet	
Golden Shackles	Bonner-Withers	Mar.	15	5600 feet	
Out of the Past	Harris-Frazer	Sept.	26	5700 feet	
Out With the Tide	Dwan-Landis	June	22	5700 feet	
Web of Fate, The	Lillian Rich	Nov.	7	5800 feet	
Wilful Youth	Harlan-Murphy	Dec.	19	5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Men, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
City of Purple Dreams The	Bedford-Frazer	Sept.	15		
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July	15		
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes In Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light In the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug.	1		
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Dec.			
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Sister of Eve	Anita Stewart	Oct.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan.	30	5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept.	1	5200 feet	
Marry the Girl	Bedford-Ellis	Mar.	1	5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April	15	5400 feet	
Pretty Clothes	Ralston-Walker	Oct.	15	5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec.	15	5210 feet	
Undressed	Bryant Washburn	July	15	5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
It Might Happen to Any Girl			

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
*†Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp.	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist.	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil Dogs	Holmes-Alt	Crescent			5600 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5800 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers			6100 feet	
Gay Adventurer The	Charles Alden	A B A			6400 feet	Sept. 8
Hands of Orlac	Conrad Veidt	Aywon			6500 feet	
Hearts of Men	Harris-Keefe	Anchor			5400 feet	
Hell Ship	Special Cast	Collwyn			5800 feet	
Into the Night	Agnes Ayres	Raleigh			5712 feet	
House of Shame, The	Faire-Hale	Chesterfield	Aug.		5300 feet	
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matteson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corde	Brill	June	1	7000 feet	
No Babies Wanted	Devore-Mong	Plaza			5215 feet	
Old Age Handicap, The	Vaughn-Hughee	Trinity Pict.			5573 feet	
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Filme			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict.			5900 feet	
Romance of a Rogue The	Warner-Stewart	Quality Dist.	Aug.		6100 feet	
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			8000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4562 feet	
Simba	Jungle Film	Capitol Pict.			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camille Horn	Brill			6803 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hypocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal.	Mar.		4800 feet	Mar. 31
Two Brothers	Conrad Veidt	Ufa Eastern			6300 feet	
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Ameranglo			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros.			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
Wolves of the Sea (Serial)	Waslker-Mason	Mascot Pict.	Aug.	1		
You Can't Win (Serial)		Weiss Bros.			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Apaches of Paris, The	Special Cast	Ufa Eastern			7200 feet	
Arizona days	Bob Custer	Syndicate	Sept.	15	4345 feet	
Bachelor Club, The	Talmadge-Worth	General Pict.				
Bondage	Special Cast	Ufa-Eastern				
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet	
Exodus to the New World, The	Lyon-Prevost	Pioneer				
Guilty	Fritsch-Vernon	Ufa-Eastern				
Lookout Girl, The	Jacqueline Logan	Quality Dist.	Sept.			
House of Shame, The		Chesterfield				
Mechanics of the Brain	Educational	Amkino			6000 feet	
Milak of the Snowlands	Special Cast	Ufa-Eastern				
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet	
Poet and Czar	Special Cast	Amkino			8775 feet	
Thunder God	Cornelius Keefe	Anchor				
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)				
Two Days	Special Cast	Amkino			6500 feet	
Water, The	M. Chekhov	Amkino			7000 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet	
When Duty Calls	Special Cast	Ufa-Eastern				
Yellow Ticket, The	Anna Sten	Amkino			7000 feet	

TIFFANY-STAHL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20		
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1	6157 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 26
Domestic Relations	Claire Windsor	Aug.	15		
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July	10		
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Sept.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Sept.	20		
Prowler of the Sea	Cortez-Myers	June	30	5160 feet	
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
*†Hawaiian Love Call, The	Color Classic	Dec.	15	1 reel	
*†Japanese Carnival, A	Color Classic	Jan.	1	1 reel	
*†In a Persian Market	Color Classic	Oct.	1	1 reel	
*†In a Chinese Temple Garden	Color Classic	Feb.	15	1 reel	
*†Love Charm, The	Color Classic			1 reel	
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†Cavalier, The	Bedford-R. Talmadge	Oct.	1		
Devil's Apple Tree, The	Dorothy Sebastine	Dec.	20		
Family Row, The	Windsor-Gray				
Floating College, The	O'Neill-Collier, Jr.	Oct.	10		
George Washington Cohen	Jessel-Palmer	Oct.	20		
Ghetto, The	George Jessel	Feb.	1		
Gun Runner, The	Cortez-Lane	Nov.	10		
Man in Hobbles, The	Lila Lee	Jan.	20		
Rainbow, The	Dorothy Sebastine	Dec.	1		
*†Tollers, The	Ralston-Fairbanks, Jr.	Sept.	1		
Tomorrow	Miller-Gray	Nov.	1		
*†Toy Shop, The	Color Classic	Nov.	1	1 reel	

UNIVERSAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Allae the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21

* *Means synchronized score.* † *Means sound effects.* § *Means voice (including dialogue and incidental songs).*

Title	Star	Length	Reviewed
Anybody Here Seen Kelly?	Love-T. Moore	Sept. 9 ... 8243 feet	
Arizona Cyclone, The	Fred Humes	May 6 ... 4078 feet	
Back to God's Country	Adoree-Frazer	Sept. 4 ... 5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct. 28 ... 4788 feet	
Border Cavalier, The	Fred Humes	Sept. 18 ... 4427 feet	
Buck Privates	De Putti-McGregor	June 3 ... 6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb. 10 ... 5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan. 29 ... 4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept. 11 ... 7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct. 9 ... 5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct. 23 ... 7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb. 12 ... 4232 feet	
Cloud Dodger, The	Al Wilson	Sept. 30 ... 4322 feet	
Cohens and Kellys in Paris	Sidney-Macdonald	Jan. 15 ... 7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June 17 ... 6279 feet	
Desert Dust	Ted Wells	Dec. 18 ... 4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec. 4 ... 4295 feet	
Fearless Rider, The	Humes-Worth	Jan. 15 ... 4173 feet	
Finders Keepers	La Plante-Harron	Feb. 5 ... 6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June 1 ... 5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept. 23 ... 7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar. 25 ... 4426 feet	
Four Flusher, The	Lewis-Nixon	Jan. 8 ... 6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct. 28 ... 6474 feet	
Galloping Fury	Gibson-Rand	Nov. 20 ... 5503 feet	
Good Morning Judge	Denny-Nolan	April 29 ... 5645 feet	
Greased Lightning	Ted Wells	July 29 ... 4194 feet	
Gtip of the Yukon, The	Bushman-Hamilton-Marlowe	Sept. 30 ... 6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept. 16 ... 4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April 14 ... 4719 feet	
Hero For a Night, A	Tryon-Miller	Dec. 18 ... 5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept. 2 ... 6307 feet	
Hoofbeats of Vengeance	Rex (herse)-Perrin	June 16 ...	
Hot Heels	Tryon-Miller	May 13 ... 5874 feet	
Hound of Silver Creek	Dynamite (dog)	May 20 ... 4095 feet	
How to Handle Women	Tryon-Nixon	Oct. 14 ... 5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec. 4 ... 6958 feet	Sept. 18
Jazz Mad	Hersholt-Nixon-Lewis	Sept. 30 ... 6832 feet	
Les Miserables	Special Cast	Oct. 30 ... 7713 feet	
Lone Eagle, The	Keane-Kent	Sept. 18 ... 5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar. 4 ... 6813 feet	Feb. 11
Made to Order Hero	Ted Wells	June 3 ... 4120 feet	
Man's Past, A	Veidt-Bedford	Dec. 25 ... 6135 feet	Sept. 18
*†Man Who Laughs, The	Veidt-Philbin	Nov. 4 ... 10185 feet	May 12
*†Man, Woman and Wife	Kerry-Starke-Nixon	Dec. 30 ... 6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct. 21 ... 6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb. 26 ... 5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept. 16 ... 6702 feet	
One Glorious Scrap	Fred Humes	Nov. 20 ... 4172 feet	
On Your Toes	Denny-Worth	Nov. 27 ... 5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept. 4 ... 6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept. 25 ... 5416 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June 2 ...	
Phantom Flyer, The	Al Wilson	Feb. 26 ... 4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov. 11 ... 5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug. 4 ...	
Put 'Em Up	Fred Humes	Mar. 11 ... 4200 feet	
Quick Triggers	Fred Humes	July 15 ... 4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan. 29 ... 5382 feet	
Riding for Fame	Hoot Gibson	Aug. 19 ... 5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb. 19 ... 6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct. 2 ... 6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov. 6 ... 4393 feet	
Small Bachelor, The	Kent-Beranger	Nov. 6 ... 6218 feet	
Stop That Man	Lake-Kent	Mar. 11 ... 5389 feet	April 28
Straight Shootin'	Ted Wells	Oct. 16 ... 4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar. 4 ... 8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April 1 ... 6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb. 5 ... 6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov. 13 ... 5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April 8 ... 6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept. 4 ... 4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April 8 ... 4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar. 18 ... 5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov. 18 ... 4616 feet	
*†§Uncle Tom's Cabin	Special Cast	Sept. 2 ... 10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May 6 ... 9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov. 27 ... 5192 feet	
Wild West Show, The	Gibson-Gulliver	May 20 ... 5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct. 2 ... 4167 feet	
Won In the Clouds	Al Wilson	April 22 ... 4348 feet	

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb. 20	1 reel	April 7
All Balled Up	Charles Puffy	Feb. 27	2 reels	Feb. 4
All For Geraldine	Sid Saylor		2 reels	
Ambuscade, The	Fred Gilman	June 16	2 reels	May 19
Any Old Count	"The Gumps"	Jan. 23	2 reels	
Back to Nature	Arthur Lake	Feb. 27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan. 14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar. 24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May 2	2 reels	April 7
Big Game George	Sid Saylor	July 18	2 reels	Sept. 1
Boss of the Rancho	Bob Curwood	Jan. 7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb. 4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar. 19	1 reel	April 7
Broke Out		Aug. 1	2 reels	
Buckskin Days	Newton House	Feb. 18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June 27	2 reels	May 28
Buster's Big Chance	Trimble, Turner and Dog	Jan. 11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar. 14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb. 8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct. 17	2 reels	
Buster Trims Up	Trimble-Hardwick and Dog		2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May 23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug. 15	2 reels	
By Correspondence	Arthur Lake	Jan. 30	1 reel	Jan. 14
Colford vs. Redskins	Lewis-Gulliver-Phillips	Sept. 17	2 reels	
Card of Destiny, The	Fred Gilman	July 14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan. 9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July 11	2 reels	
Cloud Buster, The	"The Gumps"	Feb. 6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May 5	2 reels	April 7
Come on, Horace	Arthur Lake	Oct. 8	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov. 7	2 reels	
Crushed Hats	Saylor	Jan. 30 '29	2 reels	
Danger Line, The	Edmund Cobb		2 reels	
Danger Trail, The	Newton House	Sept. 1	2 reels	
Dangerous Trail, The	Jack Perrin	June 2	2 reels	May 5
Dates for Two	C. King-C Doherty	Jan. 18	2 reels	Dec. 31
Dead Game	Art Accord	Oct. 13	2 reels	
Diamond Master, The		April 8, '29	10 episodes	
*East Side			2 reels	
Fighting Destiny	Fred Gilman	May 19	2 reels	April 21
Fighting Kid, The	Newton House	June 9	2 reels	May 19
Fish Stories	Young-La Salle	Nov. 21	2 reels	
Fox Chase, The	Oswald Cartoon	June 25	1 reel	May 28
Framed	Bob Curwood	May 28	2 reels	May 5
Full Heuee, A	Long-Adams-Lymon-McPhaill	June 13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept. 22	2 reels	
Gauge of Battle, The	Fred Gilman	April 21	2 reels	Mar. 24
George Meete Georgo	Sid Saylor	June 20	2 reels	May 19
George's False Alarm	Sid Saylor	Feh. 29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May 30	2 reels	May 5
Gotaway Kid, The	Bob Curwood	Aug. 18	2 reels	
§Globo Trotters, The	Bailey-Barnum			Sept. 1
Gold Claim, The	Bob Curwood	July 21	2 reels	June 30
Good Scout Bueter	Trimble-Hardwick and Dog	July 25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept. 17	2 reels	
Handicapped	Laemmle Novelty	Sept. 24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar. 26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan. 9	1 reel	
Her Haunted Heritage	Ben Hall	July 2	1 reel	June 2
Her Only Husband	Long-Adame-Leymon-McPhaill	April 4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April 28	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan. 25	2 reels	
High Up	Oswald Cartoon	Aug. 6	1 reel	
His In Lawe	Charles Puffy	Mar. 12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept. 10	1 reel	
Horace in the Army	Arthur Lake		1 reel	
Horns and Orange Blossoms	Charlee Puffy	Jan. 29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan. 4	2 reels	Dec. 16
Hot Dogs	Oswald Cartoon	Aug. 20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May 14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug. 27	1 reel	
Husbands Won't Tell		Aug. 29	2 reels	Sept. 1
Indoor Golf	Long-Adams-Layman-McPhaill	Mar. 7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June 30	2 reels	May 28
Jackson Comes Home	Bob Curwood		2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept. 3	2 reels	
Just in Time	Edmund Cobb		2 reels	
Just Wait	Young-La Salle	Sept. 26	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct. 1	2 reels	
King of Siebas	Arthur Lake	Aug. 13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9 '29	2 reels	
Look Pleasant	Sid Saylor	Oct. 10	2 reels	
Looters, The	Bob Curwood	Mar. 3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar. 10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb. 15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April 9	2 reels	Mar. 17
McGinis vs. Jeneses	Long-Adams-Laymon-McPhaill	Aug. 8	2 reels	
Mississippi Mud	Oswald Cartoon	Sept. 17	1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May 7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue		10 episodes	
Neck n' Neck	Oswald Cartoon	Jan. 23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2	2 reels	Dec. 18
Newlywods' Anniversary	Snookums	Aug. 6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April 2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June 4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5	2 reels	Aug. 18
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May 7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23 '29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb. 8	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar. 5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	May 28	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20	2 reels	Jan. 28
Ozzle of the Mounted	Oswald Cartoon	April 30	1 reel	April 7
Panicky Pancakes	Oswald Cartoon	Oct. 1	1 reel	
Payroll Roundup, The	Bob Curwood	Mar. 31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11	1 reel	May 19
Prince and the Papa	Charles Puffy	Feb. 13	2 reels	Jan. 21
Ranger Patrol, The	Fred Gilman	Aug. 11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July 4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18	1 reel	Mar. 24
Ride For Help, The	Newton House	July 7	2 reels	
Riders of the Sierras	Edmund Cobb		2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15	2 reels	
Riding Gold	Newton House	Jan. 21	2 reels	
Ring Leader, The	Jack Perrin	April 7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar. 5	1 reel	April 7
Romeo of the Range	Bob Curwood	Oct. 6	2 reels	
Ropin' Romance	Newton House	Aug. 4	2 reels	
Rubber Necks	Sid Saylor	Sept. 12	2 reels	
Ruse, The	Jack Perrin	Aug. 25	2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April 2	1 reel	May 5
Sailor George	Sid Saylor	May 9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3	10 episodes	
Sealed Orders	Jack Perrin	Feb. 11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24	2 reels	
Sky Scrappers	Oswald Cartoon	Sept. 3	1 reel	Aug. 18
Sleigh Bells	Oswald Cartoon	July 23	1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12	1 reel	Feb. 18
Some Babies	Charles Puffy	Mar. 26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2	1 reel	Dec. 16
Son of the Frontier, A	Newton House	April 14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan. 16	1 reel	Dec. 30
Special Edition	Ben Hall	April 9	1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8	2 reels	Sept. 8
Speed Sheik, The	Arthur Lake	June 18	1 reel	May 26
Start Something	Long-Adams-Laymon-McPhaill	Feb. 1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14	2 reels	
Tenderfoot Hero, A	Bob Chandler	Sept. 29	2 reels	
That's That	Trimble-Turner and Dog	April 11	2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21	2 reels	
Trackless Trolley, The	Ben Hall	July 30	1 reel	
Icky Trickster, The	Ben Hall	June 4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25	2 reels	Jan. 28
Untamed, The	Newton House	May 12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16	10 episodes	
Watch George	Sid Saylor	Mar. 28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12	2 reels	
What a Party	C. King-C. Doherty	Feb. 22	2 reels	Feb. 4

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
When George Hops	Sid Saylor	April	25	2 reels	Mar. 31
Whose Wife	King-Doherty	June	6	2 reels	May 12
Winged Hoofs	Newton House	Mar.	17	2 reels	Feb. 25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan.	2	2 reels	
Wolves of the Range	Fred Gilman	Jan.	1	2 reels	
Woman Chasers	C. King-C. Doherty	May	6	2 reels	Mar. 21
Yukon Gold	Jack Perrin	July	28	2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
Brides Will Be Brides	Laura La Plante		
Born to the Saddle	Ted Wells		
§Broadway			
Clear the Decks	Reginald Denny	Dec. 23	
Clearing the Trail	Gibson-Culliver	Oct. 7	5311 feet
§Cohens and Kellys in Atlantic City	George Sidney		
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, The	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibson	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Erik the Great	Veidt-Philbin		
Eyes of the Underworld	William Cody		
Fallen Angels	Kerry-Starke		
Gate Crasher, The	Glenn Tryon		
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor		
*†Give and Take	Sidney-Hersholt	Dec. 2	
Grit Wins	Wells-Collins		
Hero of the Circus	Special Cast	Feb. 24	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet
It Can Be Done	Tryon-Carol		
Kid'e Clever, The	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
*†Last Warning, The	Laura LaPlante		
*†§Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
*§Melody of Love	Pidgeon-Harris-Winton		
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Port of Dreams, The	Mary Philbin		
§Red Hot Speed	Denny-Day		
Red Lips	Nixon-Rogers		6947 feet
Shakedown, The	Murray-Kent		
§Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, The	Al Wilson	Jan. 13	
Taranga	Special Cast		
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove ,The	Talmadge-Rolend	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec.	2	6460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sedie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
*†Tempest	J. Barrymore-Horn	Aug.	25	9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
*† Two Lovers	Colman-Banky	Sept.	7	8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron				
*†Battle of the Sexes, The	Bennett-Hersholt-O'Neill	Oct.	13		
City Lights	Charlie Chaplin				
†Hell's Angels	Lyon-Hall-Nissen				
King of the Mountains	John Barrymore				
*§Love Song, The	Boyd-Velez-Goudal				
*↓ Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damita				
*†Revenge	Dolores Del Rio	Nov.	3		
She Goes to War					
Three Passions	Terry-Petrovitch				
*†Woman Disputed, The	Talmadge-Roland	Oct.	20		

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr.	Oct.	15	6616 feet	Nov. 26
*Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
*Domestic Troubles	Fazende-Cook	Mar.	24	5164 feet	
*First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
*Fortune Hunter, The	Cheplin-Costello	Nov.	7	6639 feet	Jan. 21
*Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 26
*Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
*Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
*Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
*Pay As You Enter	Cook-Fazenda	May	12	4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
*Race For Life ,A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	April	21	4820 feet	
*Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*Beware of Bachelors	Ferris-Collier, Jr.				
*Caught in the Fog	McAvoy-Nagle	Sept.	22		
*†§Conquest	Blue-Warner-Wilson				
*Fancy Baggage	Audrey Ferris				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*Hard-Boiled Rose	Loy-Collier, Jr				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*†Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*Little Wild Cat, The	Ferris-Hall-Dawson				
*Midnight Taxi, The	Moreno-Costello	Oct.	6		
Million Dollar Collar, The	Rin-Tin-Tin				
*†§My Man	Fanny Brice				
*†Noah's Ark	D. Costello-O'Brien				
*No Questions Asked	Ferris-Collier, Jr.				
*One Stolen Night	Bronson, Collier, Jr.				
*†§On Trial	Fredericks-Lytell-Wilson				
*Outlaw Dog, The	Rin-Tin-Tin				
*†§Queen of the Night Clubs	Texas Guinan				
*§Redeeming Sin, The	D. Costello-Nagel				
*§Singing Fool, The	Jolson-Bronson				
§*Stark Mad	H. B. Warner-Logan-Walthall				
*State Street Sadie	Loy-Nagle	Aug.	25	7169 feet	Sept. 8
*Stolen Kisses	May McAvoy				
*†§Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†§Terror, The	McAvoy-Horton	Oct.	20	7774 feet	Aug. 25
*†§Terror, The	McAvoy-Horton	Oct.	20		Aug. 25
*Women They Talk About	I. Rich-Ferris-Collier, Jr.	Sept.	8		

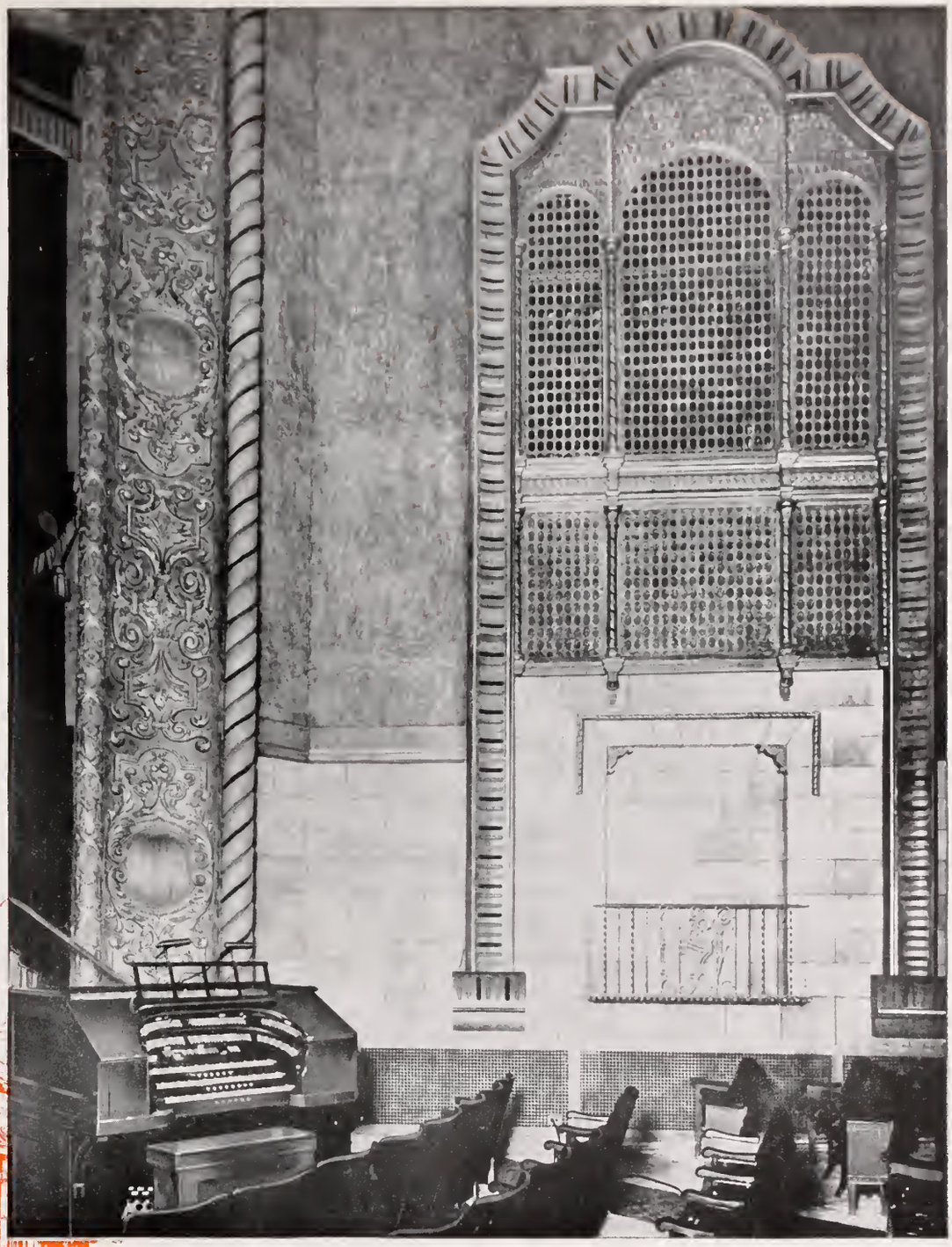
VITAPHONE SHORTS

Title	Star	Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band			Aug. 25
Book Worm, The	Harry J. Conley			July 7
Bright Moments	Benny-Marlo			Aug. 25
California Songbirds, The	Bell-Coates			Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli		1 reel	July 7
Character Studies	Florence Brady			Sept. 1
Cougat & Company	Violin, Songs & Dances			June 16
Cycle of Songs, A	Florence Brady			Sept. 1
Death Ship, The	Mitchell Lewis			Aug. 25
Dixie Days	Plantation Songs			Aug. 25
Florence Moore	Song Program			June 23
Friend of Father's	Lydell-Higins-Leah			Aug. 25
Gus Arnheim & His Ambassadors	Jazz Band			June 23
Harry Delf	Songs & Dances			June 16
Indian Baritone, The	Chief Caupolican			Aug. 25
Ingenues, The	Jazz Band			June 23
Larry Ceballos Undersea Review	Songs and Dances			Sept. 1
Lash, The	Crane-Davidson-Tucker			June 16
Man of Peace, A	Hobart Bosworth			June 23
Miss Information	Wilson-Horton		2 reels	June 30
Morrissey & Miller	Night Club Revue			June 16
Myers & Hanford	Songs & Dances			June 23
Night Court, The	William Demarest			June 16
Non-Support	Burr McIntosh			June 16
Question of Today, The	Audrey Ferris			Aug. 25
Realization	Herbert-Pam			June 16
Terry and Jerry	Songs and Gags			Aug. 25
Three Brox Sisters	Song Program			June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli			June 23

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Watch for the Special Articles appearing in the Oct. 6th issue of "The Showman."

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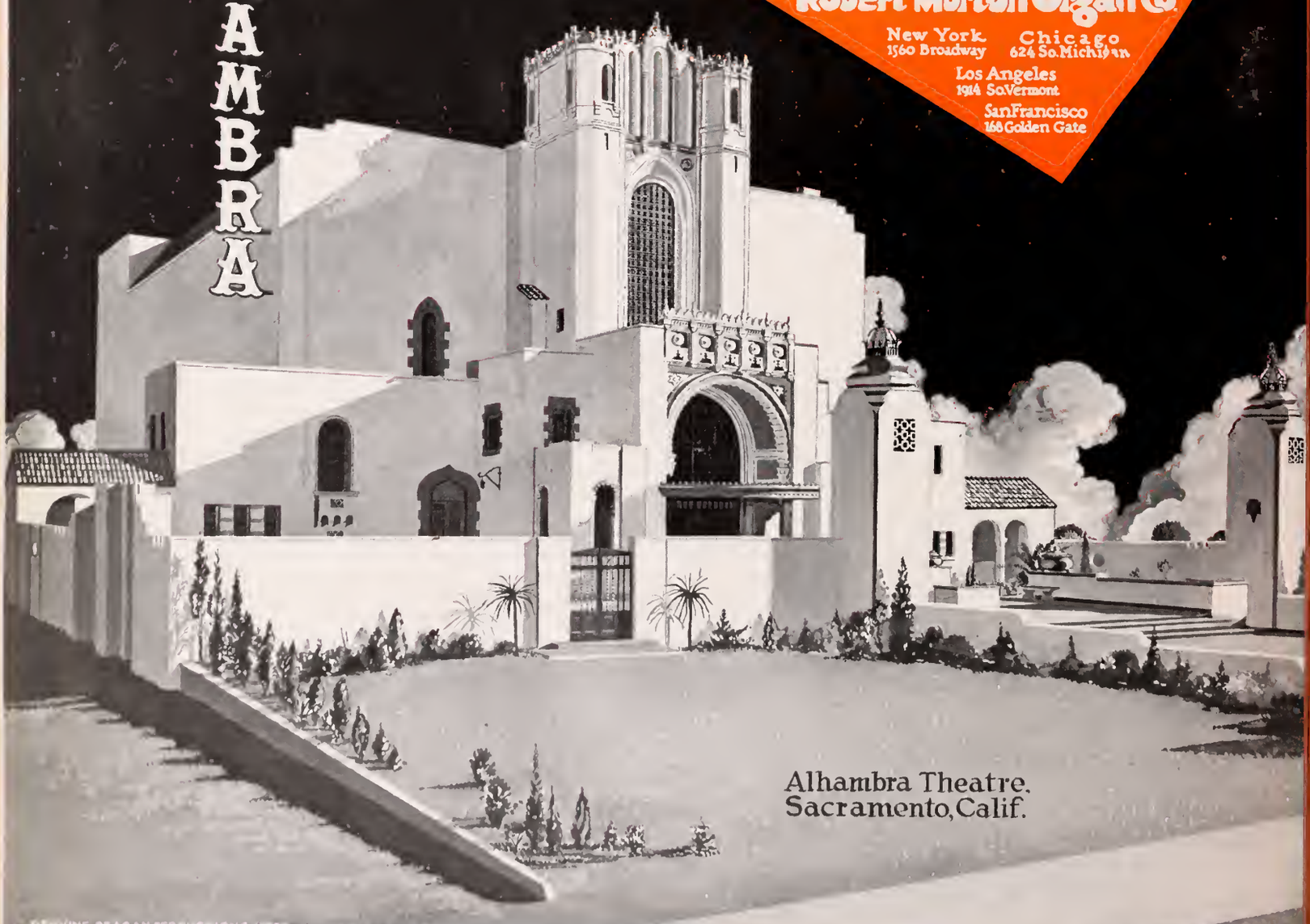
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Vol. XXXVIII No. 12

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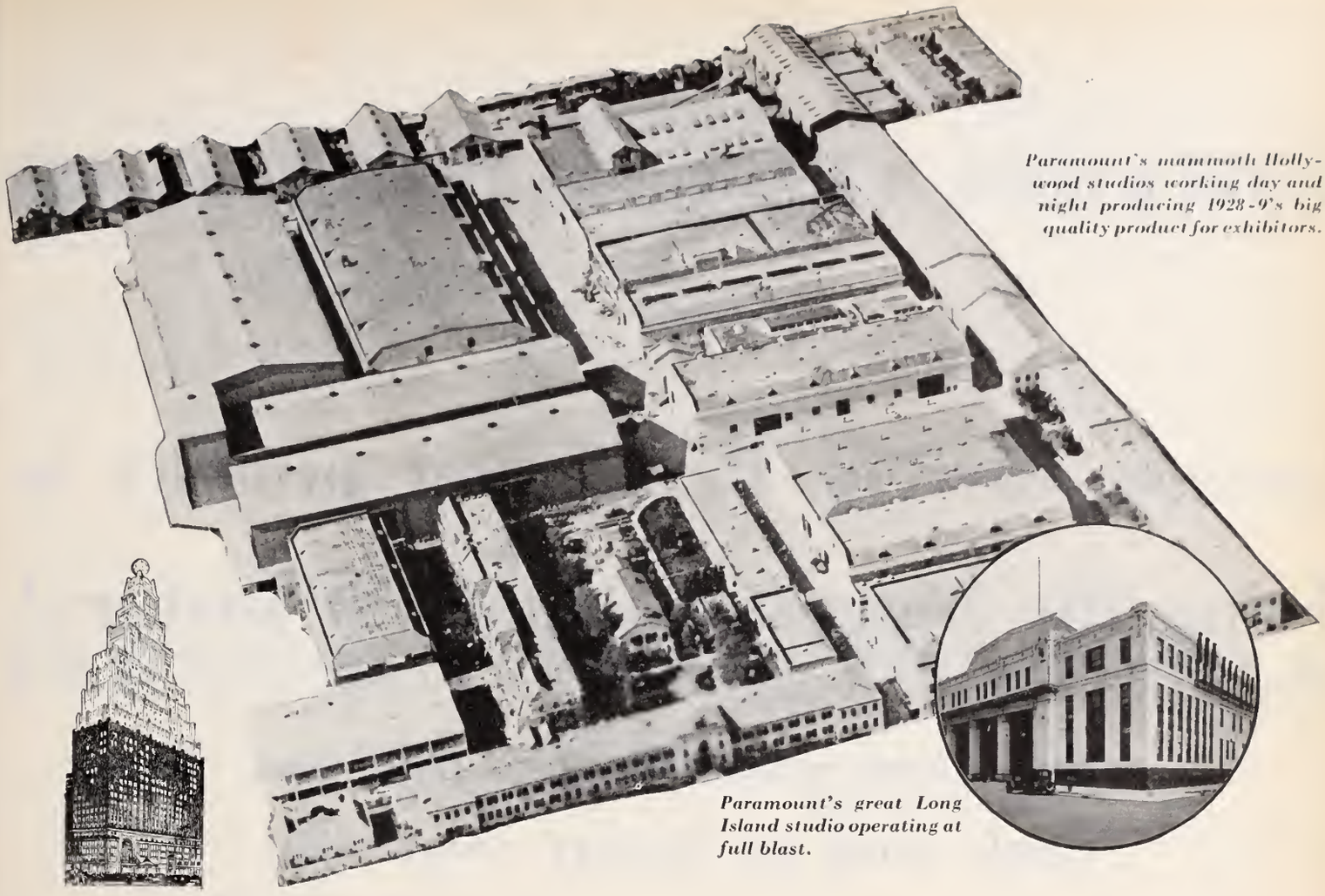
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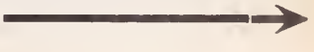
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1928-9

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THE PROOF



PARAMOUNT'S GREATEST YEAR

Pictures 1929

because current Paramount product is doing the biggest business in history!

Read these actual clippings from one single issue of Variety (Sept. 12):

"Wings," $46,000, at McVicker's, Big;

— CHICAGO

McVicker's (Publix) — "Wings" and sound (Par) (2,200; 50-75). Ace money of the loop; $46,000 on first week at pop prices; only six shows daily because of length.

L. A. Climbs; $35,000 for Bow at Met.;

LOS ANGELES —

Metropolitan (W.C.-Pub) — "The Fleet's In" (Par) (3,595; 25-75). Clara Bow close to $35,000.

BANCROFT $14,700 IN TORONTO; PAN $12,000

Jannings $12,000 at Uptown;

Loew's (2,300; 30-60), "The Drag Net" (Par). Opened Labor Day to almost record of $5,200; built week's biz to near $15,000; Bancroft seldom seen here; stage show good.

Uptown (FP) (3,000; 30-60), "The Patriot" (Par). First time house has touched $12,000 since June; picture created talk and collected real cash; some thought picture a bit too real.

BUFFALO JUMPS

"First Kiss," $36,300; Hipp, $14,000— Houses Increase B. O. Scales

Buffalo, Sept. 11.

Buffalo (Publix) (3,600; 30-40-55-75)—"First Kiss" (Par) Publix unit. House has done phenomenal business the past fortnight; went to around $40,000 with "Lilac Time" and last week good for exceptional returns also; Labor day week-end exceptionally strong; $36,300

Hipp (Publix) (2,400; 50-60)—"Sawdust Paradise" and sound (Par) and vaude. Business braced with installation of sound; over $14,000.

Portland Big, $18,000;

Portland (Publix-W. C.) (3,500; 35-60) "The Racket" (Par). Registered well; F. & M.'s "Hi Yellah" stage show; $18,000.

Broadway (W. C.) (2,000; 35-60) "The Fleet's In" (Par). Went well; Movietone news; Georgie Stoll and band; $14,000.

Metropolitan (4,000; 50-65)—"Sawdust Paradise" (Par). Nice at $42,400.

— BOSTON

"Wings" $12,000 in Legit

Youngstown, O., Sept. 11.

"Wings" did $12,000 at the Park last week, the town's only legit house, and is holding over.

-Paramount, $80,600

Paramount—"Water Hole" (Par) (3,666; 40-65-75-$1). Picture not heralded as particularly strong but house ran neatly beyond average of past weeks; $80,600; Coogan here

Rialto—"The Patriot" and sound (Par) (1,960; 35-50-75-$1) (4th week). Jannings off but $100 from second week; $44,200 and seems sure of six weeks; when it does

Criterion—"Wings" (Par) (836; long run picture glowed at $14,750 last week.

— NEW YORK

GRANADA'S NEW RECORD $33,000, "FLEET'S IN"

Granada (W. C.-Publix) "The Fleet's In" (Par) (2,785; 50-65-$1). Previous high for house, held by Bow's "It," topped by about a grand; little better than $33,000, great.

California (W. C.-Publix) "The Patriot" (Par) (2,200; 65-90). Jannings demonstrated his drawing power by passing $22,000; in for indefinite stay.

— SAN FRANCISCO

Loew's State (3,218; 50), "The Patriot" (Par). Drew best returns in several weeks with unusually commendatory notices; $15,500.

—NEW ORLEANS

DIX, $22,000 AT PALACE

Palace (Loew)—"Warming Up" and sound (Par) with Loew-Publix unit. Doing greatest consistent business of its career; almost $22,000.

Met (Stanley-Crandall)—"First Kiss" (Par) and Vita shorts (1,518; 35-50). Fay Wray and Gary Cooper credited with jump over previous picture; "Kiss," being silent, makes figure even better than the usual at $11,500; talkers and other sound

—WASHINGTON

$11,000 PROVIDENCE HIGH

Majesty (Fay) (2,200; 15-75)—"Forgotten Face" and sound (Par). Good for around $11,000.

Strand (Ind) (2,000; 15-50)—"Loves of an Actress" and sound (Par). Coined about $10,000, okay.

Capitol and Loew $500 Apart With Dix and "Faces"

Capitol (FP) (2,700; 40-60), "Forgotten Faces" (Par). Up to $17,000.

Loew's (FP) (3,200; 45 - 75), "Warming Up" (Par). Dix and good unit pulled in $16,500.

—MONTREAL

Valencia (Loew-U. A.), "Water Hole" (Par) (1,500; 25-50). Business up somewhat; $4,000 not big, but satisfactory at present low top.

Parkway (Loew-U. A.), "The First Kiss" (Par) (1,000; 15-35). Came in here with downtown success to credit; consistently good; house now getting Vita shorts and second runs; patrons like; about $4,300, a decided jump over previous week.

—BALTIMORE

1928 Paramount Pictures 1929

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"WINGS" The world's greatest attraction, sound or silent. Lucien Hubbard Production. Directed by William Wellman. Clara Bow, Charles Rogers, etc.

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"THE PATRIOT" Starring Emil Jannings, in the Ernst Lubitsch Production. With Florence Vidor, Lewis Stone, Neil Hamilton. Sound or silent.

"ABIE'S IRISH ROSE" Anne Nichols' hit. Victor Fleming Production, with Jean Hersholt, Charles Rogers, Nancy Carroll. Singing. Sound Effects.

"THE FLEET'S IN" Clara Bow's long run hit off to marvelous start. House record, Granada, San Francisco. Big everywhere. Mal St. Clair Production.

"VARSITY" Charles Rogers' success with principal scenes in DIALOG. Frank Tuttle Production, with Mary Brian and Chester Conklin.

"DOCKS OF NEW YORK" Bancroft-von Sternberg thunderbolt. With Betty Compson and Baclanova. Record, Paramount, New York.

"SINS OF THE FATHERS" Emil Jannings hit, with Jannings scenes in DIALOG. Ludvig Berger Prod. With Ruth Chatterton, Barry Norton.

"REDSKIN" Richard Dix special on "Vanishing American" scale, filmed in TECHNICOLOR. Victor Schertzinger Production.

"CANARY MURDER CASE" Principal scenes in DIALOG. Malcolm St. Clair Production. William Powell, James Hall, Mary Brian, etc.

"TONG WAR" The year's greatest melodrama, with Wallace Beery and Florence Vidor. William Wellman Production. SOUND.

"WOLF OF WALL STREET" Starring George Bancroft, with Fay Wray. Roland V. Lee Production. SOUND.

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After 13 sensational weeks at the Embassy, at $2.00 top, "Tempest" opened at the Rivoli, United Artists, to tremendous receipts and for the first three days of second week set a new house record. NEW YORK CITY

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"Outstanding. A picture to see."—*Globe.* "A screen triumph. See it by all means."—*Post-Dispatch.* "One of the best of the year."—*Star.* . . Business, Loew's State—Very Big. ST. LOUIS



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By Israel Zangwill

Directed by BERT GLENNON

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GERTRUDE ASTOR DAPHNE POLLARD

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SENSATION AT ROXY'S . . .
CLEAN-UP EVERYWHERE!

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JOE E. BROWN [*Fresh from Hit of the Show Triumph*]
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POODLES HANNEFORD & TROUPE

From the story by James A. Creelman

A GEORGE B. SEITZ PRODUCTION

BIGGEST CIRCUS THRILLER IN A DECADE!

Watch for FBO's Ser

SOUND SHOWS

4 GANG WAR

with

OLIVE BORDEN — JACK PICKFORD

EDDIE GRIBBON & WALTER LONG

From the story by James A. Creelman

Second

BERT GLENNON SMASH!

5 TAXI 13

CHESTER CONKLIN

with

MARTHA SLEEPER & HUGH TREVOR

From the story by W. Scott Darling

Directed by MARSHALL NEILAN

WILDEST LAUGH RIDE OF THE AGES!

6 BLOCKADE

with

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Directed by GEORGE B. SEITZ

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The New York Times.

Ingeniously contrived undersea melodrama. Scenes are so compelling and acting so competent that interest never slackens . . . A realistic conception of the horrors aboard a sunken submersible. Another praiseworthy point is that the characters are particularly well drawn. Direction is especially clever.
—*Mordaunt Hall.*

The Sun

An undersea disaster graphically depicted. Vivid and affecting. Admirably photographed and acted. As arresting a melodramatic episode as the past season has brought. When the big moment arrives, it is big indeed.—*John S. Cohen, Jr.*

The Morning Telegraph

A genuine hit. Has everything that movie audiences literally eat up . . . . Breath-taking suspense, heart interest, a well developed story, an excellent cast and perfect direction. Abounds in interesting sequences of submersibles and numerous instructive shots to us 'land-lubbers' who have no doubt seen our subs only in news reels. Unusual humor in the characters. The picture is a triumph.—*H. D. S.*,

DAILY EXHIBITORS' REVIEW

A natural box-office success with a theme that millions of people have become acquainted with and that will cause hands to grip seats and lumps to rise in everyone's throat. Good cast, fine direction and advance expoitation already created gratis, before you play it.—*Wilkerson.*

NEW YORK Herald Tribune

Something of the overpowering horror of a submarine disaster, of the hideous tragedy of a group of men left to go mad and gradually suffocate in the ocean's depth, is graphically depicted. Nothing short of brilliant in its sheer dramatic effectiveness. With considerable attention to detail and romantic effect, it captures the proper mood of its timely and terrifying subject with authentic power.
—*Richard Watts, Jr.*

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A thrilling movie which stands beside the $2 specials turned out by the big boys. Has laughs, tears and thrills. And what thrills! Has such a wallop it tears you out of your seat.—*Bland Johaneson.*

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—*Russell J. Birdwell.*

The World

Shockingly vivid scenes showing what happens inside a submarine when one of these vessels is rammed and sunk... Much of informational value in the production. Interior shots of submersible splendidly made and technical scenes explanatory of the action of the men when danger threatens were excellent.—*Quinn Martin.*

The Film Daily

THE NEWSPAPER of FILMDOM — ALL THE NEWS ALL THE TIME

Touted as the best picture the company has ever made, it lives up to that forecast with plenty of margin to spare. Easily a production which would do credit to the biggest company in the business. The picture is a darned good one. So good, in fact, that it rates first-run showings everywhere from the Roxy right down the line.—*Kann.*

New York Evening Graphic

Realistic shots of stricken seamen in the doomed undersea craft deserve serious consideration.—*Betty Colfax.*

New York Journal

The most powerful bit of movie property I have seen in years. A thriller, if there ever was one. The suspense is overpowering.—*Harry Hershfield.*

The Evening World

A picture which anyone of the major producers would have been proud to sponsor. One is deeply thrilled by the undersea sequences. These are fully worth the price of admission.—*George Gerhard.*

VARIETY

Is a strong and stirring picture ... Columbia's second straight picture on Broadway and will add lustre to the Company's standing nationally. A dramatic and box-office clicker.—*Land.*

Daily News

Good audience fare. Should prove of interest to movie-goers. Breath-taking and really wholly absorbing. Clutched at the heart and brought many a tear. You're bound to like "SUBMARINE".—*Irene Thirer.*

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Dorothy Revier
Ralph Graves
A
FRANK R. CAPRA
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VOL. XIV

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729 SEVENTH AVENUE N.Y.C.

NEW YORK
CHICAGO
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Corinne Griffith in The Divine Lady

Presented by
Richard A Rowland

Motion Picture News

Volume XXXVIII NEW YORK CITY, SEPTEMBER 22, 1928 No. 12

Talkies and Silents

Classification of Theatres and Pictures Advocated by An Exhibitor

By William A. Johnston

AN exhibitor friend of ours—Leon Jarodsky, of Paris, Ill.—writes us a letter which deserves the attention of the whole industry. It goes straight to the heart of the sound-silent picture problem, and whether you agree wholly with what he says or not, his argument is very much worth listening to:

Improvement in Pictures

Dear Mr. Johnston:

In April you published a letter in your editorial which I had written you. Whether it was just the general trend of the business or whether any attention was paid to this letter by the producers, I do not know; nevertheless it is distinctly noticeable that the pictures are being made more towards the lines which I suggested in that letter. The results are very satisfactory and business for the past thirty days has been steadily and surely improving. Here is a peculiar thing about the patron of the motion picture theatre. The lady patron wants pictures two or three seps above her own station socially; that is, she wants to live through a picture of that type. The man generally likes his pictures several stations below him in life. This is peculiar but nevertheless is a fact. The professional trade, doctors, lawyers, etc., and particularly doctors, want action pictures while the clerk in the store likes the same type of story that his ladylove likes.

If you will remember, I said that I did not believe that the talking picture would ever replace the silent drama. I still hold to that with certain reservations. Our town is seven thousand and has no Sunday movies while our neighboring city of seventy-five thousand has Sunday shows. It is only nineteen miles from us with street car and bus service. One theatre in this town has had Vitaphone equipment for well over a year. While I will own that that equipment has pulled this house out of the rut, the house is also being handled in a very showmanlike manner. The competitive houses to this house are in the hands of one of our biggest vaudeville chains and their two picture houses are not doing so well but their vaudeville house is doing better. In other words, the Vitaphone and vaudeville houses are doing most business. But you will notice my claim that the talking picture house is in the hands of a showman and the vaudeville house is in the hands of vaudeville people, while the other two picture houses, being in the hands of the vaudeville people, do not appear to be doing so well.

If the motion picture business does not watch its step it will rush headlong into suicide with this talking picture craze. I still say that talking pictures are a novelty. Here is what is going to happen: Virtually every patron in this town goes on various Sundays to Terre Haute because of this town being closed and we are probably in a better position to get the reaction of these patrons than possibly any other town having a first run situation such as we have, without having the talking picture installed in our own house.

Patrons and Talkies

There is a distinctive split in the attitude of the patrons towards the talking picture. Nine out of ten, in fact, I would say 95 per cent of our patrons, advise us not to put in the talking picture. This comes from the very best of our patrons and from people with whom we have very close contact. They do not like distortion in their music and the canned effect. They do not like talking pictures (most of them have seen "Lights of New York") except from a novelty standpoint. They liked the "Jazz Singer" but were smart enough to call it the exceptional and occasional. They all claim that the silent picture with the regular orchestra and organ music has a much greater appeal. One patron, for instance, said to me. "What would 'The Covered Wagon' have been with talking pictures, or the 'Ten Commandments,' or 'Ben Hur'?" Probably "What Price Glory" and "Big Parade" might have been all right but a lot of the close powerful action would have been sacrificed in the technique and that action is just what appeals to us.

A debate in the high school among the Juniors recently in the class to which my daughter belongs found that out of forty some pupils all but three had seen and heard the talking picture. It may sound peculiar but each and every one of these students, including the teacher, decided that they preferred silent drama and

Talkies And Silents—*Continued*

that the talking picture had its place in the future but that it would never overcome the silent drama.

Two Distinct Demands

Here is my thought on this subject: The demand for talking pictures will be individual and distinct from that for the silent drama. The houses having talking pictures will cater to their fan and the house with the silent picture will cater to the silent picture fan and both will cater to high-class audiences. The talking picture will not have the broad appeal that the silent picture has and the big money makers will be fewer and farther between, than among those of the silent drama. It will be necessary for theatres to run this in a manner similar to those towns operating today on a vaudeville and straight picture policy and you will find that their trade will follow the best picture among the talking pictures or rather the talking picture fan will follow the best pictures among the talking pictures and the silent picture fan will follow the best in the silent pictures.

I say one thing, and it had better be done and done at once. We have all made our money, big and little, from the silent picture business. We have all seen slumps and flush time. We have seen inventions come and go; but let the present day producers go straight ahead with their picture business catering and appealing to the silent picture business and institute a department wherein they make talking pictures for talking picture houses. Let them make their certain number of pictures for this trade and not attempt to cater and appeal to the silent picture business with it. If the talking pictures become strong enough and appeal to large enough classes, it will then of its own accord become the dominant thing in our business. While on the other hand by ruining silent pictures to make them fit for talking pictures you are going to force the silent picture out of the business for a business which I do not think will eventually have one-half the appeal that the present silent picture has.

Let the business take its own natural course and make pictures for the houses with talking equipment but keep that department distinctly separate and aside from the silent picture. In regard to synchronized pictures with music, after the picture has been made, if they care to synchronize it with music it will not hurt the picture. Have you ever stopped to think that this business has at various times catered to vast units of minority trade rather than the majority?

As an example, there is a big vaudeville house in a town of one hundred thousand people. This house actually does not cater to the majority but rather to the minority. There will be fifteen hundred people in this house next Sunday afternoon. It is generally forgotten that this house will cater to trade within a radius of fifty or sixty miles surrounding it. It will pick fifty people from this and that community out of that radius and if there are ten or fifteen such communities surrounding it, this alone will make a thousand people. While at the same time several thousand people may have gone to the picture shows in each of these communities. If this big house shows to five thousand people on that day and there are twenty little towns and each shows to eight hundred people and the picture houses of that bigger town, where the vaudeville house is located, have shown to a great many people, taking it in the aggregate we will find that the majorities have attended the straight pictures rather than the vaudeville. Of course, taking the people who came from each community to the vaudeville house, in the aggregate, it forms a tremendous crowd but that crowd is nothing compared with the balance of those who attended the straight pictures. That is what I am afraid the talking picture is headed for. Cater to the minorities but congregate them and do not force the majorities to accept their dictates.

Separate Picture Departments

Let us not ruin this business. It is good enough for any showman in any community where conditions are any ways near right and there is no use to try to bolster up a business with a false or futuristic front just to help the man who doesn't know how to get people into his theatre. Let the producers create separate picture departments for talking pictures and let the business take its own course and eventually it will prove out one way or the other. Let them produce and make their own stars instead of stealing and ruining, for the silent patron, those stars who are not able to talk.

I intend this letter strictly as constructive and if you can get any thought out of it which means anything to you, I am, with best wishes,

Yours very truly,
Leon Jarodsky.

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Earl Hudson Joins M. P. News As Assistant Publisher

Well Known Motion Picture and Publishing Expert Takes Important Executive Position with This Publication

IT is with great satisfaction that I announce this week the return of Earl J. Hudson to the executive staff of *Motion Picture News*. He has already entered upon his duties as Assistant Publisher.

Mr. Hudson is returning to us (he was the first Circulation Manager of *The News,* back in 1914) after a wide and successful experience in other branches of the industry. He comes back to the publication business—the activity to which he first gave his fine talents and for which he is pre-eminently fitted.

As a newspaper man, he gained his first training in his home town, Elgin, Ill., going afterwards to Chicago, where he rose rapidly and became a feature writer for *The Tribune.* Motion pictures attracted him, and his association with *The News* followed.

He joined First National as a publicity man and made a distinguished record in that field. In the creation of news material which newspapers and trade papers were glad to print, Mr. Hudson showed unusual originality and initiative. Subsequently, he was promoted to be assistant to J. D. Williams, when the latter was general manager of First National, and occupied a similar position after R. A. Rowland joined the company.

At the time First National began to produce its own pictures, Earl Hudson went to the Coast as the business manager of a unit. His production abilities won immediate recognition and soon he was placed in charge. Under his supervision some of the best box-office pictures were turned out; and this record was followed by his appointment as the head of First National production units in the East.

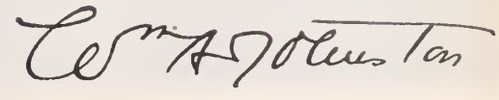
It has always been the policy of *Motion Picture News* to bring into its organization men fully acquainted with the film industry; who know its problems; and who are fitted to work constructively and sympathetically in furthering the progress of the screen.



Earl J. Hudson

In addition to this invaluable experience in production, Mr. Hudson is fully acquainted with distribution problems. He also has a very extensive knowledge of exhibition, and numbers many theatre owners and managers as personal friends.

I know of no man in the industry better equipped to undertake, and carry through successfully, the important executive and administrative functions which are now his on *Motion Picture News.* I regard Earl Hudson as one of the ablest men in the whole publication field. And I am sure his association with us will meet with widespread approval and interest throughout the motion picure industry.





How a scene looks to the "sound" cameraman from his booth. Richard Arlen can be seen in the background





Dorothy Mackaill and Ralph Forbes in a love scene from "The Whip" (First National)

Above (center) Pathe "sound" news truck which gives hearing as well as sight to Pathe News

At right—Fannie Brice doing a number for "My Man" at the Vitaphone stages

Below—Mary Pickford confers with her staff: Allan McNeil, John Grey, Charles Rosher, Miss Pickford, Sam Taylor, "Lucky" Humberstone









Above—Paul Wegener and Brigette Helm in a scene from "Unholy Love" (Affiliated European Producers, Inc.)

At left—Norman L. Sper and George R. Rogan, authors of "The Minstrel Man," just purchased by "U."

Below (center)—Elimination beauties in F B O-Macfaddeu contest at City Hall, N. Y. C., With Mayor Walker and Bernarr Macfadden.

Lon Chaney as he looks in his character portrayal in M-G-M's "West of Zanzibar"

Below—Tom Terriss gives Eve Southern a few pointers about her role in "The Naughty Duchess" (Tiffany-Stahl)







Troy Musicians Not to Ask Increase in Wages

Musicians at Troy theatres have decided not to ask for any increase in wages. In fact, a request for a year's contract from September 1 was denied at two or three of the theatres.

The projectionists union in Troy is watching the installation of talking equipment and in case of its installation at the Lincoln Theatre, the operators there will demand a boost in pay. The chief operator at the Troy Theatre is now receiving $75 a week, when talkies are shown, while the other three men to the booth receive $50 each.

New Films Put Into Work At Universal City

New productions that were put into work within the past few days at Universal's studios at Universal City included "The Hell Wrecker," starring Hoot Gibson; "Speeding Youth," a new two-reeler of the "Collegians" series; "The Ridin' Romeo," a short western, featuring George Chandler, "U's" new western player; and "The Society Cirens," a new Arthur Lake comedy. "The Hell Wrecker" will probably have a change of title, "Blow by Blow" seeming to be the name that it will eventually have.

Distribution for Gaumont-British Thru Canadian

Arthur A. Lee, vice-president of Gaumont-British Corporation of Canada, Ltd., has arranged for the physical distribution of their pictures in Canada through the Canadian Universal Film Company, Ltd., with offices throughout the Dominion. The Gaumont-British Corporation will have their own sales organization under the direction of Edward Auger, Managing Director. They will release from twenty-four to thirty feature pictures.

Pathe Discontinues Road Show Department

The road show department of Pathe Exchange, Inc., was discontinued September 8th, because of the postponement of the road tours of "The Godless Girl" and the synchronization of this production. Sam Blair, who was handling the booking, and Joe Shea, in charge of the publicity, have left Pathe.

David Bader Promoted to "U" Sales Department

David Bader, manager of Universal's accessory department for the past three years, has been promoted to be assistant to Ted Schlanger, eastern sales manager of Universal.

The post of accessory manager will be filled by Leo D. Balsly.

W. S. Rand Manager of Columbia Omaha Branch

Walter S. Rand has succeeded George W. Sampson as manager of the Omaha branch of Columbia Pictures.

In another field of the company's activities, in the story department, Howard Green has joined the staff of writers.

Arbitration Will Be Resumed by Northwest Exhibitor Unit

ARBITRATION by members of the Northwest Theatre Owners Association will be resumed Sept. 21, and all is peaceful between C. C. Pettijohn and W. A. Steffes, according to a recent report from Minneapolis. Mr. Steffes heads the Theatre Owners Association while Mr. Pettijohn is General Counsel for the Film Boards of Trade.

The start of the differences occurred some time ago when the Northwest Exhibitor Association refused to let its members sit on cases in which United Artists were involved. Soliciting of non-theatricals in direct oppositon to regular accounts was the main issue. Under the new order of things, all cases tried by the so-called "outlaw board," will be retried where the request is made.

Deal Not Imminent, Says Warner

No Immediate Prospect of K-A-O Purchase, He Declares; Is Asked to Head Sapiro Organization

FOLLOWING the official announcement of last week that the Warners had acquired Stanley, Harry M. Warner issued a statement denying that the purchase of Keith-Albee-Orpheum by Warners was imminent.

"In particular with reference to the statement that Warner Bros. are about to take over the Keith-Albee-Orpheum chain of theatres," states Mr. Warner, "at this time there is no immediate prospect of such a deal being consummated. We are, of course, as a developing firm, seeking an outlet for Vitaphone and Warner Bros. pictures, always ready to consider any proposition which would broaden our selling strength. That does not mean that Warner Bros. are indiscriminately going to buy theatres singly or in chains. When negotiations of importance have reached a stage where facts can be given, it will be our pleasure to communicate them to the newspapers and the public."

It is believed that any final negotiations for the purchase of K-A-O by Warners will not be entered into until the return of Joseph P. Kennedy, J. J. Murdock and Pat Casey from Europe. They are scheduled to arrive in New York next week.

With reference to First National, it is reported that Warners are seeking to pool with the First National franchise holders, contingent on the consummation of the K-A-O deal. There is nothing official on this, however.

Harry M. Warner has been asked by the New York exhibitor-co-operative (the Sapiro organization) to become its business advisor. Herbert R. Ebenstein stated that Aaron Sapiro would continue as head of the organization. The proposal to Warner is seen as a protective move for the members of the co-operative.

It is also reported on Broadway that Warners are negotiating a deal with the Shuberts, which would give the former a supply of play material for talkies and sound pictures, and additional theatre outlets.

S. M. Berg Assumes Sam Fox Co. Post

S. M. BERG, composer and authority on motion picture music, has been signed by the Sam Fox Publishing Company of America to take over the newly established department of sound picture synchronization and also the music scores department. Mr. Berg has for the past six and one-half years been associated with Keith-Prowse and Company in England.

With offices established in the Paramount Building, New York, Mr. Berg will be associated with J. S. Zamecnik and William Frederick Peters, who are under contract to the Sam Fox company. These latter have composed several photoplay scores, among them "Wings," "Abie's Irish Rose," "Way Down East" and others. Louis Francesco and Edward Kilenyi will also be associated with Mr. Berg in the special work.

Charles R. Rogers Signs New Kid "Find"

Back from a European trip with his family, Charles R. Rogers, producer for First National, revealed that during his stay in Berlin he signed to a long-term contract a child actor, Bobby Burns by name. The boy has already appeared in two pictures made in Berlin and he will come to America this January. He is four years old.

While in London, Mr. Rogers acquired options on two current stage productions, the titles of which he will announce just as soon as the final papers have been signed.

Judell Gets Chesterfield Program for Chicago

Judell, Inc., Ben Judell, president, this week signed for the product of Chesterfield Productions and will handle the latter in Illinois and Indiana territories. The Chicago exchange will confine its activities, it is said, to the Chesterfield program alone.

"The Singing Fool"

ALL the predictions of what sound can mean on the screen come true in "The Singing Fool". It is one of the greatest box-office attractions ever made, and places Al Jolson securely in the front rank of picture stars; gives him a position so commanding, in the new order of things, that no star, at the moment, stands beside him.

If "The Jazz Singer" brought the revolution, "The Singing Fool" intensifies it a hundred fold. Compared with the earlier production, "The Singing Fool" is a big leap forward, and it had to be, because "The Jazz Singer" itself was a notable achievement.

The night of September 19th, at the Winter Garden, New York, ranks in importance and revolutionary effect with any night ever witnessed in any department of the theatre; is of equal meaning with the premiere of "The Birth of A Nation", for instance, an occasion which transformed the motion picture overnight.

The screen is now definitely a new thing because of "The Singing Fool". All the efforts that will be made in sound will have to be compared with it, and will be compared with it by the public, which is absolutely certain to give this picture an overwhelming reception.

It is, moreover, incomparably the finest voice picture to date, an extraordinary combination of three elements: Jolson's seven songs; dialogue in which all the principal characters participate; and just the right admixture of silence.

It is, of course, the songs, plus Jolson's remarkable personality, that make the film a sensation. These passages are irresistible. They range from the "Mammy" mood to the pathos of "Sonny Boy", and are delivered by this great artist in magnificent fashion. The Winter Garden audience was stirred as few audiences have ever been, and every one of the songs brought an ovation.

But there is more in this picture than the songs, splendid as they are. Jolson demonstrates, far better than he did in "The Jazz Singer", that he is a great screen actor. His handling of the scenes with a new and wonderful child actor, David Lee, made history. Contrasting, are the fine passages of humor, brought to life by song, chiefly, but dialogue as well.

In no picture ever made have humor, heart interest and pathos been quite so well blended, because sound as the new factor makes all three far more effective than complete silence could.

On the eve of going to press we have time for only these few remarks. We shall have more—much more—to say of "The Singing Fool". It is a triumph for all concerned. For Jolson and his supporting players—Betty Bronson, Josephine Dunn, Edward Martindel, Arthur Housman, Reed Howes, Robert Emmett O'Connor and David Lee; for the director, Lloyd Bacon; for the scenarist, Graham Baker; the author, Leslie S. Barrows; for the cameraman, Byron Haskin. And, naturally, for the Warners, who have again, with a single picture, given the whole industry a tremendous push forward, and written a complete answer to those who believe that sound is only the passing fancy of a few enthusiasts.—Oscar Cooper.

New Companies Chartered In New York State

Albany, Sept. 17.—Motion picture companies incorporating in various branches of the industry in New York state during the past week, and including the talking movie, were as follows: First Movietone Corporation, $20,000, with Charles Marks, Arthur E. Christie, New York City; Geo. Immerman, Tarrytown; Terrell Productions, Inc., $20,000, Harry Lewis, Helene A. Stein, Abraham Axelrod, New York City; Efrem Amusement Corp., Rochester, $20,000, Lewis Robinson, Dewey Michaels, Jack A. Frankenstein, Buffalo; Primus Film Corp., $17,500, Daniel Pompilio, Angelo Salerno, Nicholas Foea, Mt. Vernon; Biophone Disc Pictures Corp., capitalization not stated, Leo Guzik, Irving Saltsman, Anna Jassy, Brooklyn; Rialto Motion Picture Co., Inc., $25,000, Dominick Diana, John J. Roche, Louis I. Maisell, New York City.

J. L. Rome Resigns Post With Md. Circuit

J. Louis Rome, aviator and general manager of the Associated Theatres Company, Baltimore, has sent in his resignation as president of the Motion Picture Owners of Maryland, Inc., due to the heavy work connected with his chain of theatres.

Mr. Rome was ordered to cease work for a short time by his doctor and he went to Boston by boat.

His resignation of the M. P. T. O. of Maryland has not been accepted by the directors of that organization but he has been given leave of absence for several months.

While he is away the affairs of the organization are being managed by Louis Garman, vice-president.

6 Features From FBO During October

There will be six feature releases from FBO during the month of October and they include the first of the Tom Mix westerns for the company.

The six follow:

"Son of the Golden West," starring Tom Mix, October 1; "The Circus Kid," with Frankie Darro, Joe E. Brown and Helene Costello, October 7; "Singapore Mutiny," with Ralph Ince and Estelle Taylor, also on October 7; "The Avening Rider," Tom Tyler, the last of the October 7 releases; "Sally's Shoulders," with Lois Wilson starred, October 14, and "Lightning Speed," featuring Bob Steele, October 21.

Pathe Offers 8 New Shorts Week of September 30

On September 30 the Pathe exchanges will release five new short subjects. The group set for this date are as follows: "A Gridiron Cocktail," a Grantland Rice Sportlight; "Soldier Man," a three-reel short feature starring Harry Langdon; "The Magnet Bat," an Aesop cartoon; "The Death Trap," chapter nine of "The Terrible People;" Topics of the Day No. 40; Pathe News Nos. 82 and 83, and Pathe Review No. 10, which is composed of "Where Fish Cakes Come From," "Orgy of Exaggeration," and "In the Wake of the Forest Fire."

Joins "Jaydee"



Joseph F. Skirboll

Skirboll's Appointment Is Officially Announced

Official announcement was made this week by World Wide Pictures, Inc., of the appointment of Joseph S. Skirboll as General Sales Manager. Two weeks ago MOTION PICTURE NEWS exclusively forecast Mr. Skirboll's appointment.

He will proceed at once with the organization of a national and Canadian sales staff, the men to work out of Educational exchanges which will physically distribute World Wide product.

A. H. Fischer Becomes U. A. Chicago Manager

Succeeding J. S. Abrose, resigned, A. H. Fischer has been appointed sales manager for United Artists in Chicago. Russell Egner has succeeded Kenneth Hodkinson as sales manager in San Francisco. Sam Jacobs replaces N. Ross as the St. Johns, N. F., sales manager.

Hart Contracts for Jones Vehicle for Wisconsin

Buck Jones' production will be handled in the Wisconsin territory by Harry Hart of Hart Pictures Corporation, who has signed for the handling rights of "The Big Hop." Hart will distribute it in the northern peninsular of Michigan and in addition to Wisconsin.

Rayart Establishes New Branch in Omaha

Rayart Pictures, Inc., is the name of a new exchange in Omaha, which will exclusively handle Rayart pictures in the Iowa and Nebraska localities. E. J. Drucker, of the Rayart organization, will have charge of the office.

Discusses World Wide

Aronson Tells of J. D. Williams' Extensive Plans for Distribution of Foreign Pictures

By HEINRICH FRANKEL

Berlin Correspondent, Motion Picture News

Berlin, Sept. 4, 1928.—The announcement of Al Aronson severing his connection with Metro-Goldwyn-Mayer and still more so the first news leaking out about his own plans, created an almost sensational stir of excitement in the German trade, thus newly emphasizing the weight of Aronson's personality and the importance rightly attached to any new scheme connected with his name.

After his many years' practical experience in Europe Aronson had come to the conclusion that a fair amount of European product should deserve considerably better and more lucrative exploitation on world markets than it actually got, so far an unproportionate amount of the profits having gone to agents and other intermediaries. Obviously all those short-comings are mainly due to lack of organization, and that's what made Aronson consider it a sound business proposition to supply such organization for any European product deserving it.

As J. D. Williams' plans in connection with World Wide and Earl Hammons were forming and starting to materialize at the same time and very much on the same lines, Aronson and Williams decided to join interests.

Mr. Aronson told your correspondent that he wishes it to be strictly understood that his new scheme does not in any way mean competition against American concerns and interests. What it means is just to open up and develop new ground which so far, lacking proper organization, had to be entirely neglected by European producers. The exploitation of the American market is, of course, only to be part of the new concern's enterprise. As its name implies, the idea is to open up all markets of the world's big ones and minor ones and thus to give European productions the chance which American concerns are enjoying thanks to their superior and all round export organization, the benefits of which are now for the first time to be accorded to European pictures.

The experience of the executives connected with the scheme will doubtless guarantee a proper selection of pictures; they will just be selected on their merit and on certain market values and they will be offered and sold to the exhibitor accordingly. Mr. Aronson pointed out to our correspondent that a big American concern could not possibly handle certain European product without incidentally lowering the market value of its own line-up, so that even a direct profit resulting for one or a few European pictures would be more than outbalanced by an indirect loss incurred for the company's own standard production. This handicap, Mr. Aronson went on, will be non-existing for the new concern which can afford to offer its product to the exhibitor, just according to its individual value, and without having to bother about the above mentioned handicap a big American concern would be faced with.

Thus obviously the new venture is sure to do a lot of good towards improving feelings between the trade in America and Europe by way of relieving American companies of sort of a moral burden incurred by (for the above mentioned reasons) often having to refuse to handle certain European product which will now be satisfactorily dealt with.

Furthermore, Mr. Aronson gave me to understand that very likely Central European distribution of his new concern's product will be unified very much on the lines of the old Fanamet organization, which comprised ten Central European markets. Mr. Aronson rightly pointed out that the idea of Fanamet, viz., the joint handling of different products with a number of minor territories, that this idea by no means proved a failure, but on the contrary, evidence has been supplied for the fact that those minor markets can be properly exploited and can afford satisfactory prices (which so far had never been gotten out of them), as long as a suitable organization is provided. This organization will be supplied. Likely developments of the scheme may very well result in unified physical distribution of all this selected product even in Germany and on the other big European markets.

Sound Pictures May Save Veteran House from Closing Down

THE sound pictures may be the means of saving the Stillman theatre, Cleveland, Ohio, from closing down despite the fact that plans have been under way to make this veteran house a thing of the past. At any rate, the way things stand at present, according to Assistant Manager William Haynes, is that everything is indefinite.

First National's "Lilac Time" proved the life saver for the Stillman. It broke all the Stillman's records and is the third picture in a year to hold at this house for four weeks. It is now stated that "Lilac Time" will be followed by "White Shadows" and "Wings."

Changes in policy for other Cleveland theatres have been announced. Specials, with and without sound and Maurice Spitalny with an enlarged symphony orchestra will become the policy of the Allen. Publix units will be moved from the Allen to the State while the State's combination policy will go into the Park theatre.

A. M. P. A. Holds Annual Election Meeting

Gallup Retires and George Harvey Is Newly Elected President; Harris Trophy Presented

THE annual closing meeting of the Associated Motion Picture Advertisers, Inc., was held last Thursday noon at the Paramount Hotel, New York City. Business of the day included the election of a new set of officers, the installation of the new president and his cabinet, and the acceptance of the Sam Harris trophy for award by the Association. Bruce Gallup, the retiring president, presided at the meeting and summed up the work of the past year.

The body voted unanimously for the election of George Harvey, president; Paul Benjamin, vice-president; Dave Bader, secretary; Charles W. Farrell, treasurer; Directors: Bruce Gallup, Walter Eberhardt, A. L. Selig, Edward McNamee, Alex Moss; Auditing Committee: A. P. Waxman, Hopp Hadley, Leon Bamberger; National Counselor of the U. S. Chamber of Commerce, Al Fineman; Managing Editor of the Bulletin, J. D. Trop; Business Manager of the Bulletin, Joe Fine; Trustee, C. L. Yearsley.

Before turning over his office to the newly-elected president, Bruce Gallup advanced a suggestion that the past presidents, many of whom are now high executives in the industry, form a group which could function in an advisory capacity to the governing body of the organization in the handling of important problems arising from time to time. C. L. Yearsley and Walter Eberhardt, past presidents, and others of the body approved this suggestion.

Edward L. Klein presented the Sam Harris trophy in behalf of Mr. Harris. Bruce Gallup accepted the cup and explained that the trophy would be awarded to the individual in the motion picture business, who has contributed by act, deed or suggestion, the best idea tending to create a better understanding and closer cooperation between British and American film industries, the cup to be held by the winner for one year. Gallup, as chairman of a committee composed of trade paper editors, will select the winner for the period from Sept. 1, 1927, to Sept. 1, 1928.

Labor War Continues

Serious Situation Reported at Kansas City and Other Points Still Remain Unsettled

A NON-UNION projectionist shot in Kansas City where a serious labor situation exists, closed door sessions in Minneapolis with hopes of an amicable settlement, the granting of a restraining order against Mansfield, Ohio projectionists and a no-decision meeting between union and theatre men in Pittsburgh sums up principal developments in the wage controversy during the past week.

In Kansas City the M. P. T. O. Kansas-Missouri and the projectionists' union recently agreed on a contract for the ensuing year, but individual cases between exhibitors and various unions have made police guards necessary at one theatre.

Shortly after the shooting of a non-union projectionist at the Gayoso theatre, a large audience in the Capitol theatre was thrown into a turmoil when a "stench bomb" was thrown into an alley window.

Robert E. McDowell, the non-union projectionist of the Gayoso theatre who was shot, is in a dangerous condition.

Harry W. Roberts, manager of the Madison Theatre, Mansfield, Ohio, alleging that Howard L. Straub, Delbert Guthrie and Harry Delaney, projectionists, threatened to go on a strike without serving the customary two weeks' notice, applied to the courts for an injunction enjoining the men from carrying out their proposed action. Roberts, in his application points out that he entered into a new contract on September 1 of this year with Mansfield Local No. 576 of the International Alliance of Stage Employees to pay the wage scale agreed upon.

A temporary injunction was granted restraining the men from putting their proposed action into effect.

It is understood that in sessions being held behind closed doors the Minneapolis Operators' union is formulating a series of demands to make upon theatre owners.

It is said that they plan to demand an increase in wages and the doubling of present crews in houses having sound equipment. The first official meeting between the Northwest Theatre Owners' Association and members of the operators' union was held last week. One prominent exhibitor gave as his opinion that an amicable settlement would be reached.

No decision has as yet been reached between the theatre owners and officials of the Pittsburgh operators' union on the new wage scale presented by the operators. Several meetings have already been held, but no agreement has as yet been reached.

Change in F. N. September Dates

First National announces a change in the line-up of September releases. "The Whip" has been substituted for "The Barker" as the release for September 30th.

Other First National releases for September are unchanged.

Columbia Studios Have 5 Features in Work

Work has been started on five new feature productions at the Columbia studios on the coast.

"Sinners Parade" has almost been completed. This vehicle stars Victor Varconi and Dorothy Revier with Marjorie Bonner supporting. "Driftwood," "Stool Pigeon," "Greenwich Village" and "The Power of the Press" are other features upon which filming has started or preparatory work begun.

Harold Lloyd Starts His Initial Sound Film

Harold Lloyd has started work on his new comedy effort for Paramount which will have sound and dialogue. His new role will show him as the son of a police official of San Francisco and his search for criminals. Twenty acres of Westwood Hills property have been transformed into a Chinatown for atmospheric scenes. New sound stages are being completed at the Metropolitan studio for the comedian's unit. No leading lady has been chosen. Ted Wilde is directing with Lex Neale, Clyde Bruckman, Jay A. Howe and Felix Adler co-operating with the gag material. John L. Murphy will be in charge of production.

Five M-G-M Features for Release in October

Five pictures are set for release next month by Metro-Goldwyn-Mayer. The quintet includes "Show People," with Marion Davies and William Haines; "Napoleon," the French production; "The Masks of the Devil," featuring John Gilbert; "Brotherly Love," a new Karl-Dane-George K. Arthur comedy; and "Shadows of the Night," a new vehicle for the dog star, Flash.

FBO's "Hardboiled" Has Sally O'Neill and Ince

Sally O'Neill and Ralph Ince will be the featured players of the FBO production, "Hardboiled," which Ince will also direct. The story, from the pen of Arthur Somers Roche, originally appeared in the "Cosmopolitan Magazine."

Renee Adoree Borrowed for "The Spieler"

Renee Adoree has been borrowed by Pathe from Metro-Goldwyn-Mayer to play the role of a carnival high diver in "The Spieler," which Tay Garnett will direct.

Mascot Serials Have All-star Cast

THREE serials, each having in its cast well known players who have been individually starred in feature pictures, will be released during 1928-29 by Mascot Pictures Corporation, Nat Levine, president.

The first production, "Vultures of the Sea," is now being released and its cast includes Shirley Mason, Johnnie Walker, Tom Santschi, Frank Hagney and Boris Karloff. The second, "The Vanishing West," numbers among its players Jack Daugherty, Leo Maloney, Yakima Canutt, Jack Perrin, William Fairbanks, Fred Church, Eileen Sedgwick and little Mickey Bennett. This will be ready for release Oct. 15. The third serial is "The Fatal Warning," a mystery melodrama, which will shortly go into production.

Buying Circuit Signing Up Major Product

THE product of Paramount, Metro-Goldwyn-Mayer, Pathe and Columbia had been purchased by Affiliated Theatrical Utilities Corporation, New York State buying combine of which Nikitas Dipson and Fred Zimmerman are the heads. Last year this buying circuit experienced no little difficulty in acquiring the product of the major companies, but that is not the case this season.

On the contrary, companies seem eager to obtain bookings at the present time. This may be traced to the fact that Affiliated's position is strong, its 59 houses not having heavy opposition in their Buffalo zone and its 163 theatres in the Pittsburgh area also existing in a healthy condition. The rumored friction between Dipson and Zimmerman over the signing of the M-G-M product has been removed, it is said.

9 FBO Shorts Are Being Issued This Month

Nine short subjects are being released during the present month by FBO. The shorts and their respective release dates are as follows: "The Wages of Synthetic Sin," starring Alberta Vaughn, September 2; "Mickey's Movies," featuring Mickey Yule, September 9; "The Arabian Fights," another Vaughan vehicle, September 16; "Ruth Is Stranger Than Fiction," also starring Miss Vaughn, Sept. 23; "Curiosities, No. 1," September 26, and "Mickey's Battles," another of the Yule vehicles, September 30; "You Just Know She Dares 'Em," also with Alberta Vaughn, September 9; "Horsefeathers," the first of the Barney Google comedies, September 9; and "Fooling Casper," the first of the Toots and Casper series, September 16.

"Our Gang" in New York On Vacation Trip

Hal Roach's "Our Gang" made their first vacation to New York this week, arriving last Saturday, September 15, from Chicago on the Twentieth Century. Mr. Roach and Major Edward Bowes received them at the station. During the week they have been a featured part of the program at the Capitol. Last Sunday night they broadcast over WEAF as a part of the weekly radio hour of the Bowes theatre. A. L. French and Ray Coffin accompany the young film stars.

Warners Complete "On Trial," All-Talkie

"On Trial," entirely recorded through the Vitaphone and featuring Pauline Frederick, with support from Bert Lytell, Lois Wilson and others, was completed last week by Director Archie L. Mayo at the Warner Bros. studio in Hollywood.

Prominent British Film Men N. Y. Visitors

Harry Hall and J. C. Derham, both of Blackpool, England, and prominent in English exhibition circles, were visitors to New York the past week.

Missouri and Illinois M.P.T.O. Meeting

Members Decide Strict Neutrality on National Politics and Discuss Sound Pictures

STRICT neutrality upon all matters of a political trend is the only safe course for the moving picture exhibtors to pursue, especially during the excitement of a presidential year, the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois decided in annual convention at the Elks' Club, St. Louis, on Tuesday, September 11.

The concensus of opinion of those present was that Mayor Jimmy Walker had handed out some very wholesome advice in his speech at Hollywood some weeks ago, when he stated that the motion picture industry should not become too active in partisan politics. The motion pictnre industry must tend to its own business and let the politicians look after themselves is the general view.

Because of the failure of the larges distributors of talking picture devices to send experts to St. Louis to address the convention it was not possible to put on the kind of demonstration of sound pictures President Wehrenberg and the other officers had hoped for. However, sound pictures occupied most of the time devoted to the executive session and all phases of sound picture exhibition were gone into.

Most of the exhibitors present agreed that from a practical standpoint the immediate installation of apparatus for showing sound pictures is out of the question so far as the small exhibitors are concerned. Sound pictures are too costly to be practical for the small theatre of this territory was the general view.

Fred Wehrnenberg, who operates several theatres in South St. Louis and who long has been prominent in St. Louis and Missouri independent motion picture affairs was re-elected president of the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois for the second time, making him the first man in the history of the organization to be elected president for three terms.

Other officers elected at the meeting were:

Vice-president, W. W. Watts, Springfield, Ill.; I. W. Rodgers, Poplar Bluff, Mo., and Cario, Ill.; J. F. Ross, Wallsvile, Mo.; J. C. Hewitt, Robinson, Ill., and T. E. Yemm, Duquoin, Ill. Secretary, Louis C. Hehl, 3242 South Jefferson avenue, St. Louis, Mo.; Treasurer, Oscar C. Lehr, St. Louis, Mo.; Sergeant-at-Arms, G. M. Luttrell, Jacksonville, Ill.; Executive Committee—Joseph Mogler, St. Louis, Mo.; J. C. Hewitt, Robinson, Ill.; W. W. Watts, Springfield, Ill.; Miss Mabel R. Miller, Madison, Ill.; Charles Goldman, St. Louis, Mo.; Maury Stahl, St. Louis, Mo.; W. O. Reeves, St. Louis, Mo.; T. E. Yemm, Duquoin, Ill.; Mrs. A. Hall, Dupo, Ill; L. A. Burenstein, Springfield, Ill.; I. W. Rodgers, Poplar Bluff, Mo., and Cairo, Ill.; Thomas James, St. Louis, and the president, secretary and treasurer of organization.

Board of Arbitration—Oscar C. Lehr, Ralph Goldman and Clarence Kaiman, all of St. Louis, and Fred Wehrenberg and Joseph Mogler, alternates.

Delegates to represent the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois at the National Convention to be held at Toronto, Canada, October 6, 17 and 18, 1928—Fred Wehrenberg, Oscar C. Lehr, Charles Goldmen, Thos. James and Clarence Kaiman, all of St. Louis; Robert C. Cluster, of Sparata, Ill., and Johnston City, Ill.; T. E. Yemm, Duquoin, Ill., and G. M. Littrell, Jacksonville, Ill.

M. P. T. O. A. Annual Meet

Canadian Members Active in Preparation for Toronto Convention, October 16, 17, 18

ACTIVE preparations are proceeding for the annual convention of the Motion Picture Theatre Owners' of America, which is to be held in Toronto, Ontario, at the King Edward Hotel, October 16, 17 and 18. Local arrangements are under the direction of John C. Brady, for many years an outstanding worker for independent exhibitors, who is proprietor of the Madison Theatre, Toronto. Mr. Brady, who is president of the Canadian M. P. T. O., is chairman of the general convention committee.

Co-operation for the Toronto convention has been extended by the Motion Picture Distributors and Exhibitors Association of Canada through President John A. Cooper, Toronto, and by the Toronto Tourist and Publicity Bureau which has been sending out special literature. Col. Cooper is the head of the Hays organization in the Dominion.

In addition to Mr. Brady active workers in charge of certain features include Sam Major, exhibitor of Toronto; Miss Laura Elston, sec'y.; Alderman W. A. Saunders, Toronto; Harry Alexander, Toronto; and Harry Sedgwick, also of Toronto.

Release of "King of Kings" Backed by National Advertising

BACKED by a simultaneous advertising campaign in eight nationally-circulated magazines, "The King of Kings" (Pathe) will be shown in approximately 300 theatres on or about September 30, release date. Twelve and one-half per cent of these showings will be in sound. Hugo Reisenfeld prepared the musical score, rendered in the synchronized version by a symphony orchestra with incidental chorus of 110 voices.

Trade Reported Paralyzed in Porto Rico; No Word from Florida

THE motion pieture business has been paralyzed in Porto Rieo. due to the hurrieane whieh lately swept the entire island. aeeording to dispatehes reeeived in New York City. There are approximately 100 motion pieture theatres in Porto Rieo and praetieally every one of them have been put out of business by the storm, it is said.

Up to the time this was written no word has been reeeived as to theatre loss and damage in the devastated Palm Beaeh seetion of Florida. Millions of dollars damage have been reported and it seems reasonable to believe that theatres suffered their share. From Palm Beaeh the storm leaped along the Georgia and Carolina coasts and further damage is expected to be reported from these seetions.

Air Film Presentation

Will Hays to Give Lindbergh Picture to United States Government at Aero Society Dinner

WHAT the motion pieture eamera has done in the way of presenting aeronautieal news events will be demonstrated when for the first time a seven reel picture of Colonel Lindbergh's flight over the Atlantic, around the United States and through Central and South America, is shown at an appreciation dinner given by the Aeronautieal Industry to the motion picture industry, Waldorf-Astoria Hotel, New York City, next Monday night.

This film is not for comercial purposes, and will be presented to the Aeronautieal Chamber of Commeree by Will H. Hays, and in turn a copy will be presented to the United States Government. Subsequent to the dinner, Major Lester D. Gardiner, president of the Aeronautieal Chamber, will head a commission abroad which will make presentations to England, Franee and Belgium.

Among the guests from Washington offieial eireles will be Hon. Trubee Davison, Assistant Sec'y of War for Aviation, Major General James R. Fechet, Chief of the Air Corps, Hon. E. P. Warner, Assistant Sec'y of the Navy for Aviation, and Mr. W. P. MeCracken, Assistant Sec'y of Commeree for Aeronautics. Crack flying officers, members of foreign embassies and other dignitaries will also be included in a total of 1,000 guests. Col. Lindbergh may be present.

A. G. Fokker, in behalf of the Atlantie Aireraft Corporation, has placed one of this company's ships at the disposal of the dinner committee.

Against Price Cutting

Jack Miller Warns Exchanges Small Theatres Will Go If Slashing Continues

STATING that a price cutting war between some of the larger theatre circuit organizations in Chicago will eventually sound the downfall of the smaller eirenits and the exhibitor who operates the small theatre, Jack Miller, head of the Chicago exhibitor organization, recently warned the exchanges to that effect.

Miller asks that the exchanges sell the fifteen cent admission theatres at least eight to ten weeks behind release date and also advises members to add a protection clause in contracts. On ten cent houses he recommends that pictures be played a whole year behind release.

The trouble started when the admission of the Lincoln-Hippodrome theatre dropped to ten cents at matinees and to five and fifteen cents in the evening. Lubliner and Trinz then cut the Michigan's charge to five and fifteen cents in the afternoon and to live and twenty-five cents at night. The pictures played were as recent as one week after general release. A fifteen cent theatre in the downtown district is running pictures in the first week of their release and it is reported that two other Chicago houses expect to put on a like policy.

Ambassador Breaks St. Louis Theatre Records

ALL attendance records for St. Louis theatres were shattered by Skouras Brothers Ambasador Theatre, Seventh and Locust Streets, during its second year which closed on August 22, last. In the twelve months period 3,047,160 persons passed through the doors, an increase of 500,000 over the first year.

The average weekly attendance for the year was 58,599, a gain of 8,000 over the 1926-27 record.

Jackie Coogan proved the biggest drawing card of the year, pulling in 95,707 patrons, but did not equal the high mark set the previous year by Paul Whiteman and his orchestra. In Christmas Week, 1926, Whiteman played to 113,000 persons.

Sterns Start Off With 'Newlyweds" Release

This month the Stern Brothers, producers of comedies for Universal, began the new season by finishing four two-reelers for current showings. The first of the group is a "Newlyweds and Their Baby" comedy. "The Newlyweds' Hard Luck" is its title. It was directed by Franeis Corby, with Jack Egan and Derelys Perdue supporting Snookums. "Rubber Necks," with Sid Saylor, continue the adventures of George and was directed by Gus Meins and has Jean Doree and Harry Martell in the east. Buster Brown, played by Arthur Trimble, is the subject of "Half Back Buster," which has also Lois Hardwick, Tige, the dog; Sam Newfeld directed it. The final new Stern comedy is "Just Wait," in William Joe Young and Ned La Salle play Mike and Ike. Their feminine support comes from Betty Welsh and Harriett Mathews; Gus Meins directed.

FBO Regional Sales Meet in Chicago

FBO held a meeting for Chieago regional sales units last Sunday, September 9, at the Drake Hotel in the Windy City. J. I. Schnitzer, senior vice-president in charge of distribution, presided over the conclave. Other FBO officials present included E. B. Derr, treasurer, and Lee Marcus, general sales manager.

The meeting also included the following: Charles Rosenzweig, New York State sales manager; William Dahler, chief statistician; Sam Abrams, Milwaukee, manager; M. J. Friseh, Minneapolis, manager; Roy Zimmerman, Sioux Falls; S. W. Fitch, Omaha; Harry Frankel, Des Moines; Roy Churchill, Kansas City; Harry Weiss, St. Louis; Claud Penrod, Indianapolis; A. M. Elliott, Detroit; Harry Michalson, Cincinnati; A. J. Mertz, Cleveland, and Harry Dixon, Buffalo.

In and Out of Town

HAROLD SHUMATE, associate producer with Sam Sax in the production of Gotham's line-up, arrived in New York this week for the purpose of synchronizing "Times Square." He will spend much of his time at the Bristolphone studios at Waterbury, Conn.

RALPH BLOCK, associate producer at the Pathe studio in Culver City, arrived in New York Wednesday, September 19, for a series of story conferences. While in the city he will survey the story and play market.

M. A. BLOCK, who is in charge of the Year Book and Equipment Exhibit of the Ninth Annual Convention of the M. P. T. O. A. to be held at Toronto next month, has returned to New York after a three weeks' trip on the road. On Sunday evening, Octotrip on the road. On Sunday evening, September 4, Block will leave for Toronto to assist the convention committee.

AL ROCKETT, production and studio manager of First National, is now in New York, conferring with Irving D. Rossheim, president, and other executives. He expects to remain in the east for about two weeks.

AL JOLSON, who came to New York to attend the premiere of "The Singing Fool," will sail on Saturday, September 22, on the Ile de France. Upon arriving in England he will make a personal appearance at the first London showing of "The Jazz Singer," scheduled for September 27, at the Piccadilly Theatre.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Small Exhibitors Wait Developments

Royster Says High Installation Costs Halt Southern Owners

N. L. ROYSTER, secretary-treasurer of the Theatre Owners' Association of North Carolina, in a letter to William A. Johnston, publisher of MOTION PICTURE NEWS, writes an interesting letter of conditions obtaining in the states of North Carolina, Tennessee and Virginia with regard to sound pictures and their effect on the small town exhibitor. He declares for the most part the exhibitor will await developments before making the costly installations.

The Royster letter follows:

Mr. William Johnston, Editor,
Motion Picture News,
New York City, N. Y.

Dear Mr. Johnston:

Having just completed a trip which took me through most of North Carolina, the Eastern half of Tennessee, and a portion of Virginia, I thought possibly your magazine would be interested in getting a first-hand report on the sound picture question in general, and conditions as a whole in this territory, which represents a great portion of the South.

As Secretary and Treasurer of the Theatre Owners' Association of North Carolina, I have naturally in this capacity inquired of, and have looked searchingly into the business conditions of small town exhibitors in general, as well as larger towns and cities, with a view of presenting several questions before our annual convention when it meets in December, therefore, I have very carefully tabulated conditions as I have found them.

To begin with, conditions as a whole through this territory, have been almost as bad as they were in and during the panic of 1907, and most certainly the worst they have seen since 1920. Many of the smaller town exhibitors have not only lost money operating their theatres, but a great many of them have been forced to borrow money to carry on. Loaded up with contracts, and with film rentals which averaged at least fifty per cent and more of their gross business, many of them have had tough sledding this spring and summer. I have checked up on film rentals in theatres throughout the above territory, and in most smaller towns, that is towns ranging from 3,000 to 25,000, I found that a great majority of the exhibitors were paying from fifty to sixty-five per cent of their gross receipts for film rentals on the average program pictures up to what we call specials.

I know of several small towns of 2,500 to 3,500 population where one theatre has to hustle to make a good return on the investment, but who now have opposition encouraged by some exchanges who have shot film rentals higher. Due to the sound picture question injecting itself right now, some of the exhibitors have gotten "panicky" and have allowed themselves to be led to signing contracts at prices that they can't possibly pay, and make a decent profit on their investment.

Regarding the "sound" picture question in small towns, and in some of the larger towns.

Every exhibitor who has competition, is watching his neighbor, and is wondering about various sound installations. The general opinion among the small town exhibitors seems to be that they are going to wait until the sound equipment for talking pictures gets standardized so that they won't have to install two or three different kinds of equipment to play the various talking pictures that are released. Another thing in their mind is that the average small town of 3,000 to 10,000 can't afford to install sound equipment at the present prices and rentals asked for them.

The vast majority of towns seem to be waiting for a year, or more until the prices on sound equipment come down in reason. Then too, exhibitors claim that they can't get a definite expression from headquarters as to what the equipment actually costs, terms and time of installation. I personally have inquired into the opinion of the general public in many towns as to what they thought of sound pictures, of those they saw, and opinions are about equally divided as to their likes and dislikes. I believe that in the average small town the sound, or synchronized films will no doubt increase business, but the thing uppermost in the minds of exhibitors, next to prices, is, are there enough capable actors and actresses in the motion picture industry to carry the talking picture forward as it should be carried. The small town exhibitors argues, with much plausibility, that the novelty of the talking picture has packed those theatres who have them, but will it last unless the actors become better actors in their manner of speech?

In Charlotte, N. C., I really and truly believe that the thing that has held business at its high summer peak, has been the Vitaphone and Movietone, while in Knoxville, Tenn., the general public there does not rave over it to any extent, and only in exceptional cases does the theatre which has the Vitaphone and Movietone, stand them in line as the Charlotte theatres do, hence it's a question for each individual town to figure out. If this information will prove of any benefit, you are at liberty to print and pass it on, if not, throw it in the waste basket.

Sincerely,
N. L. Royster, Secy.-Treas.,
T. O. A. of N. C., Charlotte, N. C.

Kansas Public Gives Opinions on Effect of Sound Pictures

AFTER a week of expression of public opinion on sound pictures through a column in the Kansas City Star it would seem that the populace in the Kansas City territory is of the following opinion:

Sound pictures will bring high class vaudeville attractions to the smaller towns which otherwise never could hope to see such acts in the flesh.

Sound pictures, in so far as news events of importance, political addresses, etc., are concerned, will be a huge success in the larger cities.

Sound pictures of a vaudeville nature are doomed for failure in the larger cities and, through their failure, will serve to augment interest in vaudeville acts in the flesh.

Dialogue for "Alias Jimmy Valentine"

"ALIAS JIMMY VALENTINE" will be the first Metro-Goldwyn-Mayer picture to contain a talking sequence. It is now in production on the coast, with William Haines in the starring role. Finishing touches will be put on the film before the end of the month.

Jack Conway is directing the picture, and Leila Hyams has the feminine lead. The supporting cast includes Lionel Barrymore, Tully Marshall, Karl Dane, Howard Hickman and Evelyn Mills.

Golden Given Charge of "U" Talkies

Universal has placed Edward Golden in charge of talking pictures and he is now organizing a special department at the home office, which will book direct for the time being synchronized pictures for which sales plans have not already been announced.

Sound Picture Reviews

By CHESTER J. SMITH

A Bit of Old Scotch

KITTY DONER has one of the liveliest short acts seen and heard on the Vitaphone to date. A vaudeville artist of international reputation, she puts all the pep and vim into her numbers on the screen that she does on the stage. Her voice registers splendidly and her dance numbers are exceptionally good. She sings an English number which she has done on the vaudeville stage for several years and then goes into a lot of Scotch patter with which she intermingles her lively dance steps. She is a real entertainer and her act will doubtless go big.

Crooning Along

The Croonaders, a male trio of uke and song artists present an act that goes over reasonably well. They perform as a trio and individually, but their numbers are not well chosen. Perhaps they will improve with more camera experience, but they seem too self conscious to do themselves full justice. Their instrumental work was better than their singing. There was no fault to be found with the way their voices registered, but they need better material to get over as well as they should.

Chips of the Old Block

The Foy Family carry on in this Vitaphone number, which has a bit of comedy, a song or two and some dancing individually and collectively by the troupe. It is a fairly lively act with the dancing the feature of it. Each apparently tries to outdo the other in the individual dancing and they cut some hot capers. The comedy is better than the average in these sketches. The act will undoubtedly go well.

Scott Tells of Furore Created by Talkies in Far East

WILLIAM SCOTT, FBO representative in Australia and the Far East, probably has as wide a knowledge of the effect of sound pictures on theatre audiences and exhibitors as anyone in the motion picture industry; at least he has been through an experience with them and is entirely familiar with their reactions in his territory. While this was not a particularly happy experience Mr. Scott is inclined to the opinion that the all-talkies will have a considerable vogue for some time to come and that they have a good chance for success in Australia and the Far East.

According to the FBO representative Australia and the Far East enjoyed synchronized pictures and the talkies some time previous to the world war. They created the same furore there then as they are doing in America today and it lasted less than a year. They had synchronization superior to ours, he said, but the amplification was not so good. Theatres having the foreign manufactured devices were packed to the doors for months before the adverse reaction set in and then they died.

"I am not saying the American sound pictures will not succeed," said Mr. Scott. "In fact I think they have every chance for success, particularly the all-talking melodramas and musical shows. In Australia and the Far East just before the war we went through a similar experience to which you are now having. The device used was the Gaumont Chrono-Megaphone and the synchronization was absolutely perfect, but the amplification not so good. In some parts of the house you could hear perfectly but in other parts the sound was somewhat blurred.

"Nothing in the way of feature length pictures was attempted, but celebrity artists such as Harry Lauder were used and audiences went wildly excited over these films for a period of about nine months or a year. Perhaps because of a lack of talent or something they quit producing them at that time and there has been no cry for them since. Recently the old time melodrama has come back strongly in my territory. Legitimate houses are doing extremely well with this type of play and I think talking melodramas would succeed equally well.

"The American film business in the Far East is rather a difficult proposition with the German market cutting in heavily. German distributors are extending the most liberal credit with the idea of coralling all of the business. They are giving exhibitors from three to six months, or practically what time they need to meet payments. The Krupps are making a projector considerably cheaper than it is being produced on the American market and these projectors are being generally used. I understand they will soon be making sound projectors and when they do it will undoubtedly be at a much lower price than is being offered now and at more liberal terms of credit.

"In the Far Eastern country the talkie is limited to the English speaking people. In India they had the Chrono-Megaphone, but there are too many dialects out there for it to be very popular with all of the theatre goers as a great number of different records would be necessary to make them all understand. In different cities in China, too, they have as many as twenty-two dialects and it would be almost impossible to satisfy them all. The question of expense is something much to be considered. Australia is the best market but there are comparatively few houses that could well afford American equipment as it is now priced. The largest Australian houses seat just about 3,000 but you can understand how they have to keep their overhead down to realize a profit when I tell you the largest of these houses gross not over $15,000 on the week. This is so because of the fact that the beaches offer too many counter attractions. In most parts of Australia they have ten months of Summer weather and in the other parts they have Summer the year round. They are consequently an outdoor-loving people there and you cannot drag them into the picture houses in the afternoon. The result is that on a full day's business they realize just about one capacity house. The top price at the leading houses is $1.

Sophie Tucker to Star in Vitaphone Picture

Sophie Tucker, among the foremost vaudeville artists, has been signed by Warner Bros. to make her screen debut in an all-talking and singing Vitaphone picture. No details with regard to the production are yet forthcoming.

Miss Tucker is internationally popular as a vaudeville star and as the star of many revues. She has won high favor in the United States, London, Paris and Berlin. By her contract with Warners she will appear exclusively on the screen in Vitaphone specials. Other stars exclusively on the Warner roster include Al Jolson, John Barrymore, George Arliss, Fannie Brice, H. B. Warner, Richard Bennett and Ted Lewis.

First National Starts First Sound Stage

First National Studios have started construction work on the first unit of the new sound stage groups to be erected at the big Burbank film plant. According to the building estimates, various sound stage units will be completed in thirty, sixty and ninety days.

A unit consists of four stages and one recording building, and First National will have several units. Half of the first unit, however, will be completed before work starts upon others, so that two companies may then start the production of sound pictures. The building program is estimated to cost a half million dollars.

Pauline Frederick Signs Long Warner Contract

Pauline Frederick has been signed to a two years starring contract by Warner Bros. as a result of her work in an all-talking Vitaphone special, "On Trial." Her voice is said to register perfectly and she is gifted with dramatic ability.

"On Trial" will bring Miss Frederick to the screen for the first time in several seasons.

First National Stars Back in School

THE first "talking school" for sound films has been established at the Burbank film plant of First National Pictures. Teachers, classes, lectures, examinations and all—with stars and leading men and women for students!

On an experimental stage, devoted to scientific research not only in sound pictures but other advances of film technic, the stars are going to school again, figuratively speaking. So are director and scenario writers, but they are attending different classes.

The examinations are "voice tests," and every film player wants one. Speaking "lines" correctly and with pleasing, realistic accents; dialect for character roles; gauging the voice in volume in accordance to the distance of players from each other, not from the audience—these are just a few of the things the stars are learning in their "school."

M-G-M Decides Upon Two to Start Talkies

"The Bellamy Trial," and "The Little Angel," forthcoming starring vehicle for Norma Shearer dealing with a crook's regeneration have been picked as the first two dialogue films on M-G-M's line-up.

Monta Bell directed "The Bellamy Trial," with a cast headed by George Barraud, Leatrice Joy and Kenneth Thomson. Rehearsals are now taking place for talking sequences in the picture, the main setting for which is a courtroom during the dramatic events of a murder trial.

"The Little Angel," recently went into production with Sam Wood directing. Wood recently suffered an attack of appendicitis, which made an operation necessary and it is sure that Robert Z. Leonard will make the picture.

"Haunting Melody" Will Be Dialogue Picture

"The Haunting Melody," an original by John Farrow, soon to be published in novel form by Putnam & Sons, will serve as a co-starring vehicle for Fay Wray and Gary Cooper, and will be made entirely in dialogue and with music.

"The Haunting Melody" will be played by a world-famous figure of the musical concert stage, who will have a role in the picture. The locale of the film is laid in the colorful background of Spain, with Cooper as an English Dragoon officer and Miss Wray as the Spanish girl who inspires his regeneration.

Denny Will Be Heard in Next "U" Feature

Reginald Denny's stage voice is to synchronize with his next picture. An original story by Gladys Lehmann and Earl Snell called "Clear the Deck" has been purchased by Universal as Denny's next starring vehicle and it will be made with sound.

Nick Barrows, formerly with the Harold Lloyd organization, has been retained for the comedy construction, while Joseph Henaberry will handle the direction. Work is to start on production within the next few days.

Schlesinger Interests Will Promote Phonofilm

THE Schlesinger interests of America, England and South Africa are announced as being behind the formation of three companies to be organized for the purpose of providing Phonofilm installations for theatres and the licensing of producing companies to make pictures under the same system. The third company will be a nation-wide organization to distribute the product of the system.

General Talking Pictures Corporation is the title of the licensing and installing company. It was recently chartered in Delaware with an authorized capitalization of 500,000 shares of common stock of no par value. It will start immediately upon the manufacture of theatre projection apparatus and also upon the manufacture of recording apparatus.

The second Schlesinger company formed is American Sound Film Productions, Inc. It is the first company licensed to produce the Phonofilm patents and will immediately become active. The company plans to start production in New York with short subjects and later to go into the feature picture field.

General Talking Pictures Corporation will maintain a studio for the use of licensed producing companies and will synchronize sound and musical effects to pictures of licensed companies.

Dr. Lee De Forest, inventor of the Phonofilm system, has taken a stock interest in the installation and licensing company, and has also accepted a long-term contract with it to act as adviser and chief consultant in the research department. His services will be available for all licensed companies.

Negotiations for the transfer of all the patents and rights of Dr. Lee De Forest, De Forest Phonofilms, Inc., a New York corporation, and De Forest Phonofilms Corporation, a Delaware corporation, to the installing and licensing company, are now pending, and are expected to be consumated immediately.

International Photoplay Distributors, Inc., will immediately be expanded to take care of the distribution of the product of American Sound Film Productions. Exchanges will be established in all of the key cities.

Hollywood Rushes Construction Work on Sound Stages

CONSTRUCTION work is going ahead rapidly at a number of the Hollywood studios and from all indications building activities will occupy much of the attention of motion picture executives for many months to come. It was all brought about in the rush in preparation for sound pictures and every effort is being made to complete the work at the earliest possible moment.

Ground was broken last Tuesday for the immediate construction of four new sound proof stages to augment the present facilities at the Paramount lot, Hollywood. Frank A. Brandow, studio manager, returned from New York Sunday with construction plans. These were originally formulated by Roy J. Pomeroy, director of sound effects at the Paramount-Famous-Lasky studios, in collaboration with engineers of the Western Electric and Bell Telephone Companies, and call for the erection of the most modern type of sound stage made possible by scientific research and development. Each of the four new stages will be 70 feet wide by 100 feet long.

Metropolitan studio's new sound proof stage is about completed and an additional stage is planned by the Christie Brothers on this lot. A novel cooling device has been added to the new stage with immense fans occupying a separate building underground some distance away from the new stage.

Work on the First National sound stage is progressing rapidly. It occupies space back of the dressing rooms formerly used for studio parking and will conform to the other handsome stages on this lot. The new sound stages at Universal cover considerable acreage and will be last word in modern sound stages.

500 Bristolphones Due by Jan. 1, Is Claim

BUDD Rogers, vice-president of Gotham Productions, which handles the distribution of Gotham-Bristolphone, a sound disc device, declares that 500 houses will be equipped with Gotham-Bristolphone by January 1, 1929, and that 2,000 more will be installed by March 1, 1929.

Two sound stages are now being constructed at the Gotham studio on the coast and two at the Bristolphone Studios in Waterbury, Conn. "Times Square," recently completed, will be Gotham's first Bristolphone picture. Harold Shumate, associate producer for Sam Sax, and Alice Day, the star, have arrived in the East to add the sound effects to the picture.

Largest Vitaphone Stage Now in Operation

Swinging into action for the first time, the fourth and latest of the Vitaphone sound-proof stages, was initiated with the synchronization of "Stark Mad," the all-talking Warner Bros. Vitaphone production. Culminating a period of two years of constant research and in the filming of talking moton pictures, this newest Vitaphone stage, erected at a cost of $300,000, embraces the most advanced features of electrical engineering. In this new stage cutting rooms, playback rooms, recording apparatus, projection rooms and other equipment are directly connected in a manner which facilitates the working of each different phase.

Phonofilm Injunction Asked Against Canada Famous

A HIGHLY interesting legal development over sound picture installations has taken place at Montreal, Quebec, in the application by the De Forest Phonofilms of Canada, Limited, before the Superior Court at Montreal on September 15 for an injunction to restrain Famous Players Canadian Corp., Toronto, from proceeding with the use of Movietone equipment in the Palace Theatre, Montreal, the first house in the Dominion to offer sound pictures as a permanent feature.

The hearing of the case has been enlarged to permit Famous Players Canadian Corp. to enter an answer in writing to the application and, in the meantime, the Palace continued to offer sound programs.

In its statement of claim, the DeForest Phonofilm of Canada declared that the DeForest company had been incorporated in Canada in 1906 and subsequently had acquired ownership of certain rights to inventions as described in eight letters patent which, it is stated, were granted by the Dominion Government. These rights, it is claimed, are now being violated by Famous Players Canadian Corp. by the use of the Movietone equipment in the Palace Theatre since September 1. This apparatus embodies the inventions covered by the patents, it is claimed.

The DeForest company has also asked for damages to the amount of $25,000.

Famous Players Canadian Corp. is wiring some ten of its largest theatres for the presentation of Movietone or Vitaphone productions.

The Canadian situation has no bearing on the American suits pending over patent rights in which the Phonofilm Company is involved with the Fox-Case Company, and which suit is now definitely set for decision in the local courts in October. The DeForest Phonofilm Company sold its rights for the Dominon of Canada to the DeForest Phonofilm Company of Canada in 1906 and it is the latter company that is suing Famous Players Canada Corporation to restrain them from the use of Vitaphone equipment.

Sills' Next to Contain Full Dialogue

Milton Sills' new starring drama, hitherto titled "Changeling" and now tentatively known as "Stranded in Paradise," will contain full dialogue sequences, it is now definitely announced by First National Pictures. Dorothy Mackaill is playing opposite Mr. Sills. Under the direction of George Fitzmaurice, the company is shooting exteriors on the South Sea Islands. The dialogue sequences, however, will be synchronized at the First National Studios in Burbank when the company returns about two or three weeks hence.

"Captain Swagger" Will Be Synchronized

Pathe has added "Captain Swagger," a Rod La Rocque starring vehicle, to its list of sound pictures for the season. It will be synchronized by the RCA Photophone process with sound effects and music and will be available for exhibition on October 28. The silent version will be released on October 14. Rudolph Berliner, musical director, worked out the synchronization.

Pathe's list of synchronized pictures for the season, in addition to "Captain Swagger" includes "The King of Kings," "The Godless Girl," "Show Folks," "Annapolis," "The Spieler," "Ned McCobb's Daughter," "Noisy Neighbors," "The Leatherneck," "Square Shoulders" and "Listen Baby." In addition to Pathe News, the short feature sound group includes to date, Aesop's Film Fables, Topics of the Day and the Grantland Rice Sportlights.

Palace, Montreal, First Canada House Wired

Talking picture developments in the Canadian theatre field are progressing as scheduled, following the re-opening of the Palace Theatre, Montreal, on September 1, as the first wired house in the Dominion.

Announcement has been made by J. R. Muir, of Vancouver, representative of Famous Players Canadian Corp., in British Columbia, that the Vancouver Capitol will open October 1 with synchronized programs. Two important Famous Players houses in Winnipeg, the Capitol and Metropolitan, are also being wired and talking features will be heard there very shortly.

Manager Thomas Daley, of the Tivoli Theatre, Toronto, has also announced talking programs there at an early date, this house also being controlled by Famous Players.

Manager George Rotsky of the Palace, Montreal, had "Four Sons," Fox Movietone, as the attraction during the week starting September 15. Despite the talkies, Manager Rotsky has been featuring the Palace orchestra, having engaged Jerry Shea, recently at the Roxy Theatre, New York, as musical director. Mr. Shea is a prominent Montreal musician.

Wesco Executives Discuss Sound Film Problems

Anticipating revolutionary changes in the operation and exploitation of "sight and sound films" executives of West Coast Theatres throughout the state convened at the St. Francis Hotel September 6th. Harold B. Franklin, president of West Coast Theatres, was the chief speaker. The sudden popularity of the current wave of "sound" films, Franklin believes, presents a new problem.

Other speakers were A. M. Bowles, local division manager; Jeff Lazarus, publicity chief for the circuit; Howard Sheehan, vice-president in charge of theatre construction; Jack Mansfield, assistant to Franklin; Herman Webber, western representative of Paramount-Famous-Lasky Corporation, and Charles K. Thall, booker for Northern California.

Talking Sequences for "Leatherneck"

Talking sequences are being considered for "The Leatherneck," to be made by Pathe this autumn.

It will be a William Boyd starring picture with Alan Hale and Robert Armstrong, which Ralph Block will put into production the latter part of September. The story is an original by Elliott Clawson, and will be directed by Howard Higgin.

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"Collegians" Series to Be Synchronized

The fourth series of Universal's "The Collegians" will be synchronized with sound effects and dialogue, according to Carl Laemmle, Jr., who has been responsible for all of the "Collegian" series. The pictures are two-reelers confined to college sports and activities and lend themselves readily to synchronization.

Extensive plans are under way for the selection of suitable stories for the synchronized "Collegians," which, however, will be made also in a silent version as a great number of the users of the series are not yet equipped for Movietone.

Obtains Handling Rights for Bristolphone

Jesse Fishman, general manager of the Standard Film Service Company, has acquired the sales and distribution rights to the Gotham-Bristolphone for the Ohio and western Pennsylvania territory. Installations of the sound device will be made within a month in Cleveland, Cincinnati and Pittsburgh. Following these demonstrations in the key points of the territory, a sales campaign will be conducted. Fishman states that immediate installations will be made following orders.

Vitaphone Installations in Cleveland Houses

Vitaphone installations are going merrily on in the Cleveland territory. The Allen theatre will be ready to present talking movies in about two weeks. Variety Amusement Company has closed a contract for installations in all of their Cleveland houses. Their Lorain house, the Palace, is now being equipped and will open with "The Jazz Singer." John Pekras is having Vitaphone installed in his Capitol theatre, Elyria, at the present time, and as soon as completed, he will open with "Tenderloin."

Fotovox to Make Shorts at Paragon Studio

Fotovox Talking Pictures has taken over the Paragon Studios in Fort Lee, N. J., and will start immediate production on 52 short subjects under the Powers Cinephone process of recording. The Fotovox company is headed by Joseph Gransky, a Broadway ticket broker, while on the board of directors are Frank G. Bowers, Inter-Revenue Collector in New York; Eddie Dowling and Frank Lauste, formerly associated with De Forest Phonofilm.

Han-a-Phone Installing Theatre Equipment

Dale Hanshaw, president of Hanshaw Pictures, which controls production rights under the Han-a-Phone system of recording, says that the sound reproducing machines are now being turned out at the rate of fifty a week, and that theatre installations are under way.

Hanshaw is planning to produce twelve pictures under this process and is now making his selections from the nineteen stories he has acquired.

National Radio Tieup to Advertise Warners Vitaphone Pictures

IN addition to the one million dollar advertising campaign to be conducted in big city newspapers by Warner Bros. on their Vitaphone pictures, negotiations have now been completed for a gigantic radio tie-up on the same pictures. The Vitaphone Jubilee Hour is scheduled for each Monday night from 9.30 to 10 o'clock over station WOR in New York and the entire Columbia Broadcasting Chain throughout the country. The chain includes twenty broadcasting stations in America.

Each week some internationally famous entertainer will be brought before the microphone through the courtesy of Vitaphone and Warner Bros. Pictures. The first program was given September 17 with Al Jolson the star of the evening. A short introductory address was delivered by H. M. Warner and then Jolson went on the air with monologue and songs. Among his numbers were, "Rainbow 'Round My Shoulder" and "Sonny Boy," which are heard in his latest Vitaphone picture, "The Singing Fool." The radio programs will continue for twenty-six weeks.

M. P. Arts Academy Technicians Discuss Acoustics

A DISCUSSION of acoustics in motion picture synchronization and a comparison of the various types of sound equipment was had at a meeting of the Technicians' branch of the Academy of Motion Picture Arts and Sciences, at the Hotel Roosevelt, Los Angeles.

The speakers of the evening were Vern O. Pelton, associate professor of physics, University of California at Los Angeles, and consultant of the leading studios of Hollywood, Fred Pelton, a director of the Academy and technical engineer formerly with United Artists, and Delmar Whitson, inventor of the Whitson sound apparatus.

"The Principals of Acoustics in Sound Proof Stages" was the subject of Vern Pelton's address and proved very interesting. Fred Pelton told of his recent tour of sound laboratories in the East and Mr. Whitson compared the various sound equipments on the market and in prospect.

At an open meeting held by the Academy on Monday, Sept. 10, W. B. Pettis, through a letter addressed to the meeting, stated: "American talking pictures rapidly are spreading the use of the English language in foreign countries. Prof. Pettis pointed out that gradually English is becoming the world language and as a result of this progress it will mean less misunderstanding among nations and a consequent decrease in war. Helen Miller Senn, director of public speaking department University of Oregon, declared that talking pictures will develop a new technique in voice transmission and that producers should not look too much to the stage for pointers.

Donald Crisp and William DeMille also addressed the meeting. DeMille said he was convinced the silent drama will remain the principal part of screen entertainment and that talking parts merely will be added.

Dean Kay Immell of the U. S. C. speech department and Prof. W. M. McDonald of the U. S. C. dramatic department told of voice testing and a newly devised method of classifying actors on a basis of voice characteristics as well as physical features. Monte Blue, Alec B. Francis, Francis X. Bushman and Jean Hersholt added their opinions and advice to the Academy's discussion.

Pathe Sound Newsreel Reality With Delivery of First Truck

THE RCA Photophone Company has delivered the first sound news truck to Pathe and as a consequence Pathe Sound News is now a reality. The delivery was made on Saturday morning, September 15 and the outfit was immediately shot into action by Editor Ray Hall.

This new sound truck is an advanced development in portable visual and sound recording equipment, capable of shooting news stories at great distances and thus capturing the most difficult news stories for reproduction on the motion picture screens of the world. The equipment has a visual camera range of 2¼ miles and a total range of 87 meters.

Immediately upon the delivery of this first Pathe Sound News truck to head-quarters photographs of it were telegraphed by A. T. & T. transmission to the Pathe branch offices throughout the country. Sales meetings were held simultaneously and the transmitted photographs were received with the wildest enthusiasm by the Pathe executives and salesmen.

These photographs were telephotoed to the following seven cities having facilities for the receiving of pictures by this method: Boston, Atlanta, Cleveland, Chicago, St. Louis, Los Angeles and San Francisco.

It has not yet been definitely announced by Pathe when the first of these sound news reels would be released for motion picture screens, but the initial release will doubtless be forthcoming in the near future.

Opinions on Pictures

The Docks of New York

Crook Drama Does Very Well

(Reviewed by Laurence Reid)

THEY'RE still shooting at the target of crook melodramas—which happens to be "Underworld," and though this one doesn't hit the bull's-eye, one can safely tell his neighbor that it does very well. Von Sternberg knows what he's shooting at since he directed "Underworld," and his newest essay along the paths of crime once again indicates that he knows his slums and his boys "who take 'em for a ride."

As long as Sternberg is permitted to make these melodramas and George Bancroft to lend his personality in making them colorful, no exhibitor should pass them up.

So we have Bancroft in another fine cameo performance—playing, as he does, the role of a rough, tough, super he-man with fine emotional flair and a most commendable restraint to balance it.

The story is not so new, but it is well treated as to action and suspense. There is something of a hint of Sternberg's "Salvation Hunters" in the backgrounds and atmosphere and realism of the goings-on.

So it shapes up as worth while—a picture which is really stereotyped if you dissect the plot, but which rises above the obvious through its "kick." Baclanova, Betty Compson, and others assist with excellent acting.

Drawing Power: Played up as another "Underworld" should draw them. Also cast. For any house. **Exploitation Angles:** Play up title, director and George Bancroft. Also Betty Compson and Baclanova.

THEME: Melodrama of heroics against heavy odds.

Produced and distributed by Paramount. Length, six reels. **Released,** September, 1928. **Cast:** George Bancroft, Baclanova, Betty Compson, Mitchell Lewis, Clyde Cook, Gustav von Seyffertitz. **Director,** Joseph von Sternberg.

Mother Knows Best

Satisfying Film on a Slender Theme

(Reviewed by Laurence Reid)

EVERYTHING has been done to make the celluloid version of Edna Ferber's yarn as entertaining as the original. It moves along in tip-top shape, carrying just enough Movietone to provide novel appeal, and showing first class character work by Louise Dresser and Madge Bellamy.

The former gives a remarkable performance of a woman with a terrific mother complex. She makes the figure genuinely real. It is her task to be bobbing up to remind the daughter of any errors in her conduct, even to romance. She even turns up behind the lines in France where the daughter is entertaining the soldiers. And she makes the doughboys register as much fear as the girl. Humor stalks large in this story. The mother is not exactly the *mean Moll* type. Miss Dresser humanizes her and makes her very likeable, indeed.

The film, punctuated with Movietone effects, permits Madge Bellamy to do imitations of Al Jolson, Anna Held and Harry Lauder. She acquits herself very nicely, even though there isn't much carry in her voice. The dialogue is best attended to by Miss Dresser. It is a neat little picture and if some of its closing scenes were snapped up a little, it wouldn't have a flaw. It should be a great bet with the mothers and their daughters.

Drawing Power: The title and popularity of author's stories. **Exploitation Angles.** Bill as clever film version of interesting yarn. Feature author, Miss Bellamy and Miss Dresser. Tease the title. Announce that Madge does some fine imitations through Movietone. Suitable for all types of houses, particularly neighborhood houses.

THEME: Treats of mother who keeps an ever-watchful eye on her daughter.

Produced and distributed by Fox Films. **Length,** six reels. **Released,** September, 1928. **Cast:** Madge Bellamy, Louise Dresser, Barry Norton, Albert Gran, Lucien Littlefield. **Director,** John Blystone.

Good Morning Judge

Good Comedy

(Reviewed by Raymond Ganly)

THIS Reginald Denny vehicle hits a fast gait and is well supplied with comedy quirks to make it entertaining. The story contains many opportunities for the comedian's gift for light comedy. It gets quite humorous when Denny sets out to capture the girl, who has the reforming instinct, by telling her that he's a hardened criminal. This little fib gets him in a pile of difficulties and a large batch of laughs result.

Mary Nolan is the heroine, very attractive. Considerable support in the comedy sequences comes from Otis Harlan, in the role of a reformed hobo.

The humor being carefree and infectious and Denny being the competent farceur he is, this vehicle should satisfy the hordes and clean up generally.

Drawing Power: A good attraction. **Exploitation Angles:** A good title which can be sized up from many different angles. Ballyhoo Denny and the prize fight sequence.

THEME: Comedy. Rich young idler meets a girl, who runs a haven for reformed crooks. By telling her he's a hardened criminal he gets her interest. When some of the inmates of her institution attempt to rob her friends at a party given in the crooks' honor, the young idler throws aside his role of reformed thief and recovers her friends' jewelry and, incidentally, wins the girl.

Produced and Distributed by Universal. **Released,** April, 1928. **Length,** 5,645 feet. **The Cast:** Reginald Denny, Mary Nolan, Otis Harlan, Dorothy Gulliver, William Davidson, William Worthington, Bull Montana, Sailor Sharkey, Charles Coleman. **Story,** Harry O. Hoyt. **Adaptation,** Earle Snell. **Continuity,** Beatrice Van. **Cameraman,** Arthur Todd. **Director,** William A. Seiter.

The River Pirate

First Rate Melodrama—Entertaining

(Reviewed by Laurence Reid)

CARRYING a colorful title which spells an eyeful of action, with characters drawn from realities, and acted with feeling, this picture is sure to please them. It's adapted from Charles Francis Coe's crook story and is treated with sympathy by the director, William K. Howard. The scenes are vivid in a story which is well constructed to bring forth sufficient action and suspense.

It's the type of yarn which makes its crooked characters appealing. Since Victor McLaglen plays the central figure the sympathy for him is not misplaced. This trouper has a way of clicking with his audience because he projects his roles with tremendous personality.

In this picture he enacts the part of an all-around tough egg—a robber and gunman of the swash-buckling type. He meets up with a detective who gives him more than half a chance to prove his mettle. The fight between the two disciples of law and disorder is a humdinger. Donald Crisp is not far behind McLaglen in the force of his acting.

There is a love interest to soften the tougher moments—and it brings the bad man's younger pal into the picture. Nick Stuart plays the youth with creditable colorfulness. And Lois Moran makes the girl appealing.

A surprise is tacked onto the finish which employs the Movietone. A man appears and relates what happened to the central characters in the story. In all it's a moving melodrama that should entertain most any type of fan.

Drawing Power: Title, cast, For all kinds of houses. **Exploitation Angles:** Play up author and director. Feature principals of cast. Bill as actionful melodrama.

THEME: Crook melodrama of gangster and detective, with love interest straightening out the complications.

Produced and distributed by Fox Films. **Length,** seven reels. **Released,** September, 1928. **Cast:** Victor McLaglen, Lois Wilson, Donald Crisp, Nick Stuart, Earle Foxe, Robert Perry. **Director,** William K. Howard.

"Pathe Review No. 39"

(Pathe—One Reel)

AS pointed out in these columns recently by Mr. Reddy, the Pathe review issues are getting real classy under the able editorship of Terry Ramsaye. This new Review further bolsters up that assertion. Golf and girls are on display here and they mix very well.

The girls are from Chester Hale's troupe of dancers, who entertain nightly at Major Edward Bowe's Capitol on Broadway. This sequence shows Johnny Farrell instructing them in the fascinating game.

Other interesting offerings are a study of Mont San Michel in old Normandy charmingly done, and "Flowering Fields and Eternal Winter," portraying the waters of Baffin Bay. —RAYMOND GANLY.

Virgin Lips

Good

(Reviewed by Raymond Ganly)

THE languorous Olive Borden is seen to excellent advantage in this Columbia production, really an entertaining release. A Central American locale, a lone American girl whose safety is threatened by a bandit chief, and an American ace who has crashed in the neighborhood of the bandits and been taken captive—with these ingredients, the author, Charles Beahan, has mixed a nice concoction that simmers invitingly. Strengthening the picture further is the capable acting from John Boles as the ace, and Richard Alexander as the bandit chief. Miss Borden works her drooping mouth with good effect and gives a clinging vine portrayal.

When the bandit is about to execute the American flier and threaten all sorts of harm to the girl, help comes in the form of a cavalry squadron and the bandits are scattered. This is a conventional climax, but it is tried and true, and is evidently what the public likes to see.

"Virgin Lips" is a good little feature, and should please 'em.

Drawing Power: Good. **Exploitation Angles:** Play up the situations in the story, the American about to be shot, the girl in the power of the bandit, etc. Aviation displays, lip stick tie-ups with drug stores, etc.

THEME: Drama of the predicaments of American flier, captured by bandit chief. He falls in love with an American girl and does his best to protect her from the bandit. He gets word to the militia by a ruse and when help has arrived the bandit is captured and he is at liberty to wed the girl.

Produced and **Distributed** by Columbia Pictures. **Released,** July 25, 1928. **Length,** 6,048 feet. **The Cast:** Olive Borden, John Boles, Marshall Ruth, Alexander Gill, Richard Alexander, Erne Veo, Harry Semels, Arlin Pretty, William Tocker. **Story,** Charles Beahan. **Scenario,** Dorothy Howell. **Cameraman,** Joe Walker. **Director,** Elmer Clifton.

Sal of Singapore

(Reviewed by Ray Murray)

Well Acted, Well Directed Sea Story

ELLIOTT CLAWSON has given us something different in a sea story. It is a simple little tale concerning an abandoned baby, a rough sea captain and a scarlet woman. It was adapted from "The Sentimentalists" by Dale Collins and there isn't a rumrunner or a hi-jacker in the picture, heaven be praised. The story opens with several interesting shots in a honky-tonk resort in the Orient, where the various characters are introduced. The scene then shifts to the deck of a Pacific freighter where the balance of the action takes place.

"Sal of Singapore" gives Alan Hale a real opportunity to extend himself and as the hard-boiled seaman he delivers with telling effect. It is undoubtedly one of the best roles Hale has had since giving up his directorial megaphone. There are several clever bits of action original with Hale and he is never out of character.

Phyllis Haver in the role of the resort girl, who is shanghaied by the captain and compelled to mother the abandoned baby, gives an outstanding performance. She takes up the character she enacted in "What Price Glory" and follows it through. Other excellent performances were contributed by Henry Kohler, as Hale's rival for Sal's hand, and a comedy bit by Noble Johnson.

This is the third picture Howard Higgins has directed for Pathe and shows adroit direction. The action is closely knit and holds the attention throughout footage. Splendid photography marks the production.

THEME: Sea drama. Ship captain finds baby waif and shanghais cafe girl to mother it during ocean trip. The girl plans revenge on the captain and at the first opportunity leaves his ship to go over to a rival captain. The other captain gives pursuit, subdues his rival and compels him to marry him and the girl.

Produced and distributed by Pathe. **Release date,** November 4, 1928. **The Cast:** Phyllis Haver, Alan Hale, Fred Kohler, Noble Johnson, Dan Wolheim, June Cowles, Pat Harmon and Harold William Hill. **Director,** Howard Higgin. Adapted by Elliott Clawson from story by Dale Collins. **Cameraman,** John Meseall.

Walking Back

Well Done Jazz Story

(Reviewed by Raymond Ganly)

MODERN youth—its faults and virtues—is the motif of this entertaining picture, well mounted and directed, with convincing acting. A note of sincerity pervades the whole, and the majority of the millions who throng the motion picture houses are generally seeking such entertainment as is to be had in this production.

Sue Carol and Richard Walling are the juveniles, a source of constant worry to their parents. Quite independent, they live at a speedy pace and they do not heed the counsel of their parents until adventure—adventure which almost results in death—comes into their lives and makes them, or rather re-makes them, into something more than a jazz-crazed couple. How this contact with evil re-moulded them is excellently portrayed.

Miss Carol and Walling are youth personified. The feuds of youth, their unreasonableness, their enrage when in the power of a gang of murderers, their response to filial affection—all their qualities good and bad find representation here. The climax is an excellent bit of picture making. Some of the titles, in the scene where the gunmen get them in their clutches, are modeled after Hemmingway.

Drawing Power: Good. For first-runs and other houses. **Exploitation Angles:** The question of youth's mode of living is always with us. The press sheet is freighted with hints on how to exploit it.

THEME: Drama of modern youth. Young boy neglects his studies, wrecks his father's car and disobeys his parent—all because of a girl. She, in turn, realizes how worthless are their efforts to find happiness in jazz capers. When bandits rob the bank of the boy's father, wound the latter and compel the boy and girl to drive them to safety, the boy speeds up the car to a terrific gait, terrorizes the bandits and ultimately drives them into the police station. His parents forgive him and he and the girl find happiness together.

Produced and **Distributed** by Pathe. **Released,** Oct. 10, 1928. **Length,** 5,035 feet. **The Cast:** Sue Carol, Richard Walling, Ivan Lebedoff, Robert Edeson, Jane Keckley, Florence Turner, James Bradbury, Arthur Rankin, Billy Sullivan. **Adaptor,** Monte Katterjohn. **Director,** Rupert Julian.

Man-Made Women

Entertaining and Well Done

(Reviewed by Chester J. Smith)

THIS is an entertaining story, well done by a good cast and should prove an attractive program picture. Described as a society comedy, it is more dramatic than humorous. In fact it is almost void of humor. The story is not altogether new, but it is so capably enacted that it holds the attention throughout.

Leatrice Joy is starred in the picture, with John Boles, H. B. Warner and Seena Owen in the chief supporting roles. That quartet, directed by Paul L. Stein from a screen play by Alice D. G. Miller is almost bound to provide good entertainment, and they do so.

Miss Joy is the young wife who tires of the life laid down for her by her husband, John Boles. The latter would confine her to his clique, whose staid ways are not to her liking. She prefers the gay life of Jules Moret, an artist, and his friends. So when the husband protests too vigorously against her action she decides to leave him and earn her own way in the world. She answers an ad for a companion and upon getting the place learns that the woman is the mistress of her artist friend. The jealousy of the latter is almost immediately aroused. There is a quarrel and the woman leaves the artist, who then professes his love for the young wife. They evolve a plan by which the young husband's love will be put to the test. If the plan succeeds she will go back to him. If it fails she will marry the artist. The plan succeeds and all ends happily. It is a very nicely worked out plot and the direction is splendid.

Drawing Power: A good program with a strong cast, it should do well as a box-office attraction. **Exploitation Angles:** The theme lends itself admirably to a newspaper controversy as to divorce for mismated couples; the popularity of the leading players.

THEME: Society drama in which a young couple apparently mis-mated decide to separate, but are happily re-united when the gay wife finds the butterfly life is not all that she anticipated.

Produced by Ralph Block for De Mille Pictures Corp. **Distributed** by Pathe. **Length,** 5,762 feet. **Released,** Sept. 9, 1928. **The Cast:** Leatrice Joy, H. B. Warner, John Boles, Seena Owen, Jay Eaton, Jeanette Loff, Sidney Bracy. **Director,** Paul L. Stein. **Story** by Ernest Pascal. **Screen play** by Alice D. G. Miller.

"High Seas"

(Pathe—One Reel)

WHAT the Pathe publicity department calls "a romance of the waves" is this newest cartoon creation from the studio of Paul Terry and his busy staff of assistants. These gentlemen turn out no less than 52 cartoons a year, which is maintaining a speedy production tempo. This cartoon is quick and devilish from the moment Rita Mouse is kidnapped from the loving arms of Milton and taken aboard the pirate ship.

Heroically, Milton dashes to the rescue, befriended by a sympathetic whale. Ingeniously (and what cartoon character isn't) he bombards the buccaneers with cannon balls, saves his darling mouse and sinks the ship with the help of the hard-working whale. The two then ride back to safety astride their obliging friend.

The action is very fast, and the gags show no reluctance in making their bows.

A good cartoon.—RAYMOND GANLY.

The Whip

Old Timer Bobs Up—Not so Hot

(Reviewed by Laurence Reid)

WELL, well, here's an old-timer as old timers go in plots. Carrying most every known ingredient known to melodrama it shakes some mean strips of celluloid in telling its Berthaclayish story.

The original first saw the light at Drury Lane and it looks awfully old-fashioned, though it is our suspicion that the players didn't take it any too seriously. The characters are nearly mid-Victorian in design. There's the fair lady, his lordship and the despicable villain—to say nothing of the faithful horse who champs at the bit and does his bit to bring reward to virtue. And interwoven through the story is a mixture of everything that goes to make up a harum scarum plot.

It is up to date in its costumes and sets, and the acting by Dorothy Mackaill, Anna Q. Nilsson and Lowell Sherman is as convincing as the story permits. So look upon "The Whip" as something out of the past. Most of the folks will get entertainment out of it at that.

Drawing Power: Popularity of stars and the horsey flavor. For average houses. **Exploitation Angles:** Play up the horse race, etc. Feature Miss Mackaill.

THEME: Melodrama of virtue triumphant over villainy—with a horse making the good people happy.

Produced and **distributed** by First National. **Length,** seven reels. **Released,** September, 1928. **Cast:** Dorothy Mackaill, Lowell Sherman, Ralph Forbes, Anna Q. Nilsson, Albert Gran, Marc MacDermott. **Director,** Charles J. Brabin.

The Circus Kid

A Weak Feature Film

(Reviewed by Raymond Ganly)

THERE'S little to recommend this feature, below par as an attractor. This is no fault of Joe E. Brown and little Frankie Darro who are fine in their respective parts. The general circus atmosphere has been caught, too, thus lending the scenes a great deal of conviction. What does fall down—and fall badly—is the story, which is a faint echo of "He Who Gets Slapped," "Laugh, Clown, Laugh," and other tales of grief-torn punchinellos, who behind their greasepaint, suffer terribly. In this case, however, the central character is not a clown but a lion tamer, but even new variations on an old theme will grow tiresome.

A burden of woe rests heavily on the lion tamer, hopelessly in love with another woman, who loves another man. He also has a weakness for strong drink, but through the influence of the girl and his kid friend, he abandons the vice. When he stumbles over the fact that the girl does not love him, he takes recourse to liquor. He then dies saving the girl's lover from an escaped lion.

Drawing Power: The picture is not so strong, but it is a fair bet for the houses that book the regular program line of films. **Exploitation Angles:** The circus atmosphere, the lion-tamer's sacrifice, the popularity of young Darro, Brown's work.

THEME: Drama of the circus wherein a lion tamer gives his life to save the lover of the woman he idolizes. His passing brings sorrow to all, especially to a homeless boy whom he had nursed along into a circus attraction.

Produced and **Distributed** by F B O. **Length,** 6,085 feet. To be **released,** October 7, 1928. **The Cast:** Joe E. Brown, Frankie Darro, Helene Costello, Poodles Hanneford, Sam Nelson, Lionel Belmore, Charles Miller, Johnny Gough, Sid Crosley, Charles Gemora, Clarence Moorehouse, Frank Hemphill. Original story by James Ashmore Creelman, **Continuity,** Melville Baker. **Cameraman,** Phillip Tannura. **Director,** George B. Seitz.

The Port of Dreams

Pleasing Romance

(Reviewed by Ray Murray)

THE directors are flocking to the waterfront for comedy-dramas these days. Wesley Ruggles' latest Universal production is based on a story by John B. Clymer. It revolves around a youth on parole from San Quentin prison, who befriends a street waif and eventually marries her to save her from the clutches of a villain. The director has worked up the heart interest to the highest pitch and injected bits of comedy that makes it sure fire box office.

Most of the action centers around three characters—the girl, played in perfect tempo by Mary Philbin; the boy—entrusted to Fred McKay, a new-comer at Universal; the retired sea captain—very ably handled by Otis Harlan. In fact, Harlan came very near stealing the picture. He has dropped his grimacing and plays the role straight with several subtle touches that prove invaluable in a picture of this kind. Walter Anthony's titles were an asset to the production, also.

A very pleasing little and one that will hold audiences.

THEME: Young convict is serving eight years for a crime committed by his father. To shield latter and spare his mother he does not reveal facts. He is paroled in charge of old sea captain and works in a shipyard. A street waif hides away on ship which houses boy and captain and she becomes part of the little family. When discovered boy is threatened with return to jail. Captain takes them out to sea and marries them and they return to face hard-boiled parole chief, who relents and permits them to go on their happy way.

Produced and **distributed** by Universal. Release date and footage not yet determined. **Cast:** Mary Philbin, Otis Harlan, Fred Mackay, Edmund Breese, Mary Alden and Francis McDonald. **Adapted** by Paul Schofield. **Photographed** by John Stuman. **Supervised** by Harry Decker. **Director,** Wesley Ruggles.

"Felix the Cat in Jungle Bungles"

(Educational—One Reel)

AFRICA and its native animals form the background against which the little black cat contributes his latest bit of pantomime. It is a good cartoon, as happy as the cat's name, and except for an old gag (which first appeared in "She's a Shiek) it is up to the standard of these Sullivan cartoons. Like many of his contemporaries in the flesh, Felix enjoys the role of cameraman.

He is provided with material adequate enough for the needs of a cartoon, and comparable in its way with the stories of Bebe Daniels and Nick Stuart and all the other boys and girls who have been appearing in the role of camera reporter. Traveling down to Africa for choice bits of film morsels with which to thrill the public, Felix meets with adventure and thrills. There are more animals than one generally sees in the Felix cartoons.—RAYMOND GANLY.

The Wright Idea

Breezy and Full of Humor

(Reviewed by Raymond Ganly)

JOHNNY HINES gives vent to lots of fun in his newest comedy, his best in a long while. He achieves laughs throughout the story, a good one by the way, well gagged and a splendid vehicle for Hines' funny antics. The star plays one of those nervy chaps who breeze to success solely on their nimble wits. Johnny is not beyond his depth in a role of this sort—rather, he's just in his element.

The picture is so arranged to provide suspense as well as high-grade laughs. The story has fine support from such veterans as Edmund Beese, Fred Kelsey, George Irving and others. Louise Lorraine, his leading lady, is charming in her bit.

Drawing Power: A good laugh attraction. **Exploitation Angles:** Tell the fans that it is Hines' best and publicize his supporting cast. As ink figures to great extent in story arrange tie-ups with stationery stores. Dress up a man with yachting uniform to attract attention.

THEME: Comedy of young inventor's efforts to land his blotterless ink.

Produced by C. C. Burr. **Distributed** by First National. **Released,** Aug. 5. **Length,** 6,225 feet. **The Cast:** Johnny Hines, Louise Lorraine, Edmund Breese, Walter James, Fred Kelsey, Henry Barrows, Henry Merbert, Charles Giblyn, Jack McHugh, George Irving, Charles Gerrard, Betty Egan, Blanche Craig, Richard Maitland. **Story,** Jack Townley. Good titles by Paul Perez. **Director,** Charles Hines.

Five and Ten Cent Annie

A Weak Number

(Reviewed by Raymond Ganly)

AN attempt at hilarious fun doesn't make out so well in this vehicle, ultra whoozy when it comes to plot. As the leads are Louise Fazenda and Clive Cook, a good pair of comics. There's slapstick galore, and Louise is quite a sketch.

From street cleaning to riches is the jump enjoyed by Clive. He gets his fortune on the condition only that he be present at the home of his deceased benefactor on a certain evening, his share of the fortune going to his butler if this condition be not observed. So the wily butler has Clive shanghaied, but Louise follows him on board the ship disguised as a seaman and, between the two of them, they foil the kidnappers and get back to safety and the fortune.

William Demarest is effective in the role of the butler.

Drawing Power: Neighborhood and second-run fare. Just a program attraction.

Exploitation Angles: Play up this Warner Bros. comedy team and the situations on board the ship.

THEME: Comedy of street cleaner and his shop girl sweetheart. The street cleaner inherits a fortune, but his butler seeks to do him out of it by having him shanghaied. With the help of the girl, he escapes from the ship and regains the shore and the money.

Produced and **Distributed** by Warner Bros. **Released,** May 26, 1928. **Length,** 4,975 feet. **The Cast:** Clyde Cook, Louise Fazenda, William Demarest, Gertrude Astor, Tom Ricketts, Douglas Gerrard, Andre Beranger, Flora Finch, Sunshine Hart, Bill Franey, Eddie Haffner. **Scenario,** Charles Condon. **Director,** Roy Del Ruth.

Key City Reports

New York City

BROADWAY theatres again came through in good style the past week with those showing sound pictures making the most consistent showing. A couple of the large houses probably registered some disappointment, one having what was looked upon as an exceptionally strong added attraction and the other easing off considerably from a prosperous previous week's trade.

Jackie Coogan and the elder Coogan were booked along with First National's "Heart to Heart" at the Paramount but all the big Publix house could do was to register just a good week's business—no better than plenty of other weeks at this house without any boy wonders or what have you. This does not mean that the Paramount did not make a nice profit on the week—it always does—but much more was looked for.

The house that took the backward step was the Roxy and the gate here tumbled quite a bit from its previous showing of "Fazil" (Fox). This red hot one made an excellent gross the first week but the second eased off so noticeably that "The River Pirate" was brought in as its successor.

The Capitol had nothing to kick about with a second week's playing of "The Cardboard Lover" (M-G-M), attendance being almost as good as during the first week. Down the street at the Rialto "The Patriot" (Par.) continues to please the large army of Jannings fans and at the Rivoli "The Tempest" (U.A.) is still a paying venture despite its long stay in town. This one is due to go out the current week. The Strand made it another good and last week with a holdover of "State Street Sadie.' "The Whip" came in.

M-G-M's "White Shadows" continues its pleasing pace at the Astor and this pace is a money-making one and the same goes for First National's "Lilac Time" at the Central. Columbia's "Submarine" is making a most excellent showing at the Embassy, attendance at capacity right along. The small Cameo finished the run of Selwyn's "Dawn" to good business for the entire three weeks. The Warner-Vitaphone production, "The Terror," at Warners' continues at a smart pace, as have the previous talkie features at this house.

The Fox Movietone "Air Circus" at the Gaiety, plus a Movietone program, goes along at a fair pace and "Mother Knows Best" has taken the place of "The Red Dancer" at the Globe, current week. More next week about this one.

The premiere of Warners' latest Vitaphone Al Jolson feature, "The Singing Fool," took place on Wednesday night of this week at the Winter Garden, home of the chorines. Much is looked and hoped for on this one. A big ballyhoo, featuring Al Jolson, went on the air on Monday night over station WOR. Jolson did the warbling and he was good as usual.

Los Angeles

MATINEE business everywhere fell off perceptibly last week due to daily events in connection with the National Air Races which attracted thousands of air-minded Southern Californians and scores of visitors to Mines Field. After-dark performances did not seem to enjoy any stimulating effect and the week, on an average, was not a particularly good one.

At two down-town houses pictures which previously ran at road-show prices were the attractions. For instance, "Four Sons" at the Metropolitan. This did only fair despite added features of personal appearances of popular players. "The River Pirate" followed and opened to average attendance. Both Fox pictures.

At the Criterion, the same situation governed the attraction "Wings," which ran also some time ago.

"Two Lovers," which has held forth at United Artists Theatre, is closing after a run of three weeks. Business slight the past ten days.

"The Godless Girl" at the Biltmore did fairly well.

"Lilac Time," on its last two weeks at the Carthay Circle, is holding on. However, plans for the opening of "Mother Knows Best" at this house are already under way.

The Marion Davies picture, "The Cardboard Lover," in which the star was supported by Nils Asther and Jetta Goudal, benefited by the extravagant publicity campaign in its behalf and did well. Another "repeaer" follows—"Fazil," which formerly ran at the Carthay Circle.

"The Terror," Warner Brothers Vitaphone subject, has continued to do good business at their Hollywood Theatre, with matinees slightly off, and while "White Shadows in the South Sea" still continues to draw at Grauman's Chinese, the advent of "Noah's Ark" is already being announced on the screen, which indicates that "White Shadows" will soon give place to the Biblical epic.

Minneapolis

THE State had the big office attraction of the week in Minneapolis — Colleen Moore in "Lilac Time." This picture did a fine business and had to be held over for a second week, one of the very few pictures in the history of the State to warrant two consecutive weeks. The Strand opened up on Thursday after being closed all summer and made a good showing with "Wings," which was road-showed last winter at the Metropolitan. This picture will also be shown all next week. "The Whip" was the film attraction at the Minnesota, and it got good crowds. The program was supplemented by the Publix stage unit show "Flapperettes."

"Dawn," the Edith Cavell picture, was shown at the Metropolitan, but it didn't attract a great many persons. Critics agreed it was a good picture, but it didn't seem to have a great box office appeal. The Metropolitan is a legitimate house, but shows an occasional picture.

The Grand Theatre, a second run loop theatre, has just had Vitaphone equipment installed, and it made a very nice showing in its first sound offering—Al Jolson in "The Jazz Singer." Pantages showed Laura La Plante in "Home James," just a fair drawing card, and the Hennepin-Orpheum found "The Perfect Crime" a popular attraction.

Neighborhood houses were showing such pictures as "The Mysterious Lady," "Warming Up," "Skirts," "Easy Come, Easy Go" and "Forbidden Hours" and were rewarded with about the average business.

The chief competition of the theatres is a dance marathon, but as this is the second one in Minneapolis, it is not cutting in to theatre business as did the first one, which affected the theatres badly for almost three weeks.

Cleveland

LAST was an exceptionally big week for the downtown theatres. It has, in fact, been an exceptionally big season for the downtown houses. Cooling plants, early release of the new pictures, and sound equipment combine to create a greater interest in the movies than ever before. And because the neighborhood houses do not have cooling plants or sound equipment or even the new pictures, this has been a particularly disastrous season for them.

"Lilac Time" continued to play to capacity audiences at the Stillman right through to the last performance of its four weeks' run. This picture has rare entertainment qualities, with a universal note that makes it irresistable.

"The Tempest" had a very big week's business at the Allen, where it was presented with sound effects.

"Oh Kay" pleased State Theatre audiences. Business was average.

"Fazil" did big business at Keith's Palace. This picture of burning love in burning sands made a great hit with the young folks especially.

"State Street Sadie" continued to make a good showing during its second week at the Cameo. It was the first talking picture offered at the Cameo and for that reason received a great deal of advertising.

"None but the Brave" and "The Vanishing Pioneer" divided the week at Keith's East 105th Street. "The Vanishing Pioneer" was the better liked of the two pictures, being a vivid presentation of an interesting phase of our national development. "None but the Brave" did just fairly well, although it is breezy and entertaining in spots.

"Cardboard Lover" was well attended the first part of the week at the Park" and "The Night Watch" got its full share of the week's business the last half of the week.

Milwaukee

THE fall season has started with some broken records for big business. Last Sunday marked one of the busiest of the season in all the down town houses, and several houses have broken house records during the week. With such a start managers are looking forward to one of the biggest seasons in history.

"Street Angel" in its second week at the Strand continues to pack them in with such gusto that a long queue forms shortly after lunch at noon waiting for the box office to open. The picture will run for two additional weeks, making a four weeks stay. "The Garden of Eden" at the Majestic is doing exceedingly well. The Wisconsin offered "The River Pirate" and succeeded in keeping the house well filled.

"Tempest" closed its second week at the Garden with a flourish. It was very well attended throughout its entire showing. "The Foreign Legion" did fairly well at the Alhambra. "Forbidden Hours" did moderately well at the Merrill. The Orpheum featured "Happiness Ahead" and packed the house at every performance. The Riverside did fair business with "Hit of the Show" as feature.

Neighborhood houses, too, found business greatly improved during the last week. "The Mysterious Lady" played to very good houses at the Tower and Oriental. "Lion and the Mouse" drew good business to the Garfield, Uptown and Modjeska. "The Cop" was well attended at the Venetian.

Cincinnati

OPTIMISTIC predictions on the part of Cincinnati exhibitors for the past few months are being fulfilled, and how! Business in practically all of the local houses is back to normalcy, and the exhibitors are happy.

The Capitol, with complete synchronization of "The Street Angel," as also Movietone features, did a marvelous business, so much, so in fact, that the picture will be held over an additional seven-day engagement.

"Four Sons," at the Lyric, got unusually good breaks for the week. The picture was well received, and the crowds kept coming regularly. The picture will be held over for another week.

Victor McLaglen in "The River Pirate" at the Albee, together with the vaudeville acts, got off to a flying start which was maintained throughout the week. This house has been steadily gaining in patronage, and attracts quite an appreciable out-of-town clientele from contiguous territory.

"The Water Hole," at Keith's, was well liked, and a big week's business was the result.

The Strand enjoyed a profitable week with Buster Keaton in "Steamboat Bill, Jr.," at which house a novelty film, "Face Value," was also shown.

"The Upland Rider," the first half attraction at the Family, with "The Strange Case of Capt. Ramper" for the second half, both piled up a nice gross at this house.

The Palace, vaudeville and pictures, one of the houses in the K-A-O chain, maintained a steady attendance throughout the week, with a bill that pleased the fans in every particular.

There are now two dramatic stock organizations playing, with the opening of the regular legitimate season just around the corner, but this seems to have had a stimulating rather than a demoralizing effect on the movie houses.

Seattle

ANOTHER fair week at the film houses in this city, with attractions pulling in direct ratio to their quality in most instances.

"The Terror" opened an extended run at Hamrick's Music Box Theatre, following four weeks of "Glorious Betsy," and on the opening two days of the first week all records were smashed, despite the fact that "Betsy" was the attraction that opened the house. Day and night the present film has been standing them out in line, playing to capacity at every performance and requiring extra shows at night to accommodate the crowds.

Directly across the street at Hamrick's Blue Mouse Theatre "Women They Talk About" was the attraction, and it also played to very large houses with long waiting lines every night. Another week for this film, which is playing to big business at every performance.

At the Seattle Theatre, business dropped off to a noticeable extent. "The Mating Call" was the attraction, and critics and audiences alike proclaimed their dislike, resulting in business below normal.. Fanchon-Marco's "Spangles Idea" on the stage was lavish and entertaining, and Gene Morgan had some clever specialties as master of ceremonies, but the film kept them away.

"Sunrise" at the Fifth Avenue Theatre did not draw according to its worth as a fine production. It is distinctly out of the class of "audience films" and consequently failed to do any tremendous business. The week was probably below average, although those who appreciated fine films were enthusiastic in their praise.

"King of Kings" in its second week at the Columbia Theatre continued to play to the mediocre houses that greeted its initial week, but it is apparently being held over to comply with contracts. Very little interest in the film from any quarters, and business rather quiet.

"Under the Tonto Rim" at the Coliseum Theatre and "The Desert Bride" at the Embassy were average attractions that played to fair houses only. "Half a Bride" was the attraction at the Orpheum, in conjunction with a very poor vaudeville program, and business at this house was off, after showing a nice increase for the last few weeks. At the Pantages, "How to Handle Women" was the screen attraction, but the real headliner was Mae Murray and her Brazilian Band on the stage. She succeeded in doing a very pleasing business for this house, although former appearances in this city at the Fifth Avenue Theatre did not build her up much as a return attraction.

Dallas

"THE PERFECT CRIME" with Clive Brook and Irene Rich, brought the Majestic a big week's business and grosses for the week showed a large increase. This picture was an F.B.O. talkie and was heavily billed . Much criticism was heard concerning the off spots in the talking sequences which was very noticeable. The unusually clever plot made up for these discrepancies. The best Interstate vaudeville of many weeks was included in the program and helped keep business up.

At the Melba "Women They Talk About" with Irene Rich and Audrey Ferris failed to attract and business for the week was not so good. The picture pleased those that saw it and the low business could not all be charged to that source but more than likely was caused by the after effects of the poor offering the week before which was "Sawdust Paradise" and was a flop.

The Palace enjoyed another unusually good week with "Tempest," starring John Barrymore. The name John Barrymore is synonamous with the words "Good Business" in Dallas and receipts for the week again proved this fact. Every evening performance checked off a full house and more than pleased the patrons.

"The Foreign Legion," featuring Norman Kerry and Lewis Stone, and "Tenth Avenue," with Phyllis Haver, Joseph Schildkraut and Victor Varconi, was responsible for good business at the Capitol throughout the week. Business at the Capitol the past few weeks has shown a very marked improvement.

At the Old Mill "Oh Kay," featuring Colleen Moore, and "The Magnificent Flirt," with Florence Vidor, brought average business for the past seven days.

"Half a Bride," with Esther Ralston and Gary Cooper, and "Forbidden Hours," with Ramon Novarro and Marceline Day, accounted for good receipts at the Arcadia.

Oklahoma City

WITH cooler fall weather prevailing, the theatrical business in Oklahoma City has been very good.

The Capitol showed "Women They Talk About," a Warner Bros. production, with Vitaphone, and Irene Rich, Audrey Ferris and Willie Collier were each excellent in their individual parts.

Billie Dove in "The Night Watch," a First National attraction, enjoyed a week's good business at the Empress.

A Movietone picture, "The River Pirate," also enjoyed excellent business at the Liberty.

John Barrymore in "Tempest," a United Artists production, supported by Camilla Horn and Louis Wolheim, did splendily at the Criterion for the entire week.

"Lilac Time," First National air epic, starring Colleen Moore, has broken the Empress's attendance record in Oklahoma City. The picture opened August 20 and closed September 7th, and showed to enormous pleased crowds of people every afternoon and at night.

Albany

THE talkies again demonstrated what they could do in the way of drawing the crowds in Albany, for "The Terror," running the entire week at the Mark Strand Theatre, packed them in even though muggy midsummer weather prevailed for at least one half the week. The crowds simply flocked to the theatre each day regardless of weather conditions. The picture proved a money getter.

Another good bet from the standpoint of the box office proved to be Billy Dove in "The Night Watch," running at the Mark Ritz in Albany. While this house is a comparatively small one, the picture drew so well that it could have handled hundreds of persons more each evening. The Leland ran well last week with "The River Pirate" although the torrid weather no doubt kept the crowds down for the first part of the week. The Clinton Square Theatre in Albany running double features, which last week included "Say It With Sables" and "The Escape," demonstrated conclusively once more that the people are looking for their money's worth when it comes to entertainment. This theatre has been doing very well since it went over to first run double features. Harmanus Hall in Albany continues to report good business with its combination of pictures and vaudeville as well as frequent "gift nights." Proctor's Grand used "The Magnificent Flirt" the latter part of the week, along with its vaudeville, and did well.

In the neighborhood city of Troy, "The Patriot" did not go over well, some of the evenings witnessing only a half filled house. People in the collar city did not seem to take to the picture and either remained at home or went to some other theatre. The Lincoln in Troy did a good business; in fact, had the crowds standing for the second show each night in Marion Davies' presentation of "The Cardboard Lover," running for the first four days. Even better business characterized the last three days when "Grain of Dust" became the feature at the Lincoln Theatre. The American, in Troy, is using first run features with a split week and filled the house with "None but the Brave." Proctor's Troy theatre used "Under the Tonto Rim" and this, along with its vaudeville, played to exceptionally good business last week. Troy residential theatres report business as being on the gain.

Pittsburgh

THE Stanley had a good week with "State Street Sadie," along with the sound and talking accompaniment. An average underworld type drama, enhanced in entertainment value by the talking sequences. One of the newspapers in its review, said that the voices sounded as if they were coming from the bottom of a barrel.

The Penn had Buster Keaton in "The Cameraman." This is a great comedy and brought gales of continuous laughter from the audiences. Business was good.

The Aldine in its second week of "The Street Angel," with sound accompaniment, held up well, playing to S.R.O. at many performances.

The second and last week of "Simba" at the Nixon did a good business.

The Regent had "The Lion and the Mouse," with talking accompaniment. The film scored a big hit, and Lionel Barrymore's voice was the talk of all the film fans. Business was very good.

The Grand and Liberty both played "Forgotten Faces." An enthralling underworld drama that was well received. Business was above average at both houses.

"Forbidden Hours" at the Cameraphone was but average entertainment and got but average business.

"Detectives" at the Alhambra, co-starring Dane and Arthur, was an ordinary comedy and business was just average.

Boston

THE period between Labor Day, when the vacation season officially ends in New England, and the opening of the colleges, usually the first week in October, has always been a period of good business for the motion picture theatres. This year is no exception.

Paul Whiteman's appearance in person with his band at the Publix Metropolitan has been the week's big box office attraction and has given the Metropolitan long box office lines every night. On the same bill is "The Mating Call," which title, in itself, has an appeal for college-age youth. The week's business bids fair to establish a mark for mid-season for some time.

"Four Walls" at Loew's State, with a good musical stage number, has kept the seats well filled at that playhouse and has brought business for the month well forward. The film was well received by Boston.

The new plan of day and date showing at the Fenway and Washington Street Olympia Theatres of the Publix chain is still going strong and will probably be continued through the year. "Four Sons" is the film this week and is doing excellent business.

There are strong rumors that within the month the two other first run houses will book day and date and this has also led to the rumor that Publix has secured the two theatres but so far neither rumor has been verified nor denied.

"The Twin Houses, Modern and Beacon, are playing "Uncle Tom's Cabin" and will hold the film over another week. This special takes the place of the usual double feature bill. The fact that it is to be held over tells the story of its success.

Other theatres reporting good business for the week are Loew's Orpheum with "Tempest," Bowdoin Square with a double bill instead of the usual triple bill, with "The Mysterious Lady," and "Chicken a La King;" Exeter with "Loves of an Actress" and "Walking Back;" Keith-Albee Boston with "Home James;" Scollay Square Olympia with "Fazil," and at the Strand a reshowing of "Tenderloin."

Harrisburg, Pa.

THE cream of the week's business undoubtedly was taken by "Simba," which was shown to consistently crowded houses at the Majestic, twice daily, with the top night prices at $1.50. Yet the other picture houses offered particularly strong shows, and the business they did was far from a flop. "Excess Baggage," starring William Haines, Josephine Dunn and Richard Cortez, scored heavily at Loew's Regent and was pronounced an especially clever show by both the newspaper critics and by patrons who on several nights filled the house to capacity.

At the Colonial, Colleen Moore in "Oh Kay" did quite a nice business. Colleen always has been a special favorite of Harrisburg fans and she surpassed herself as a comedian in "Oh Kay" in the opinions of many. "The Water Hole," featuring Jack Holt, had strong pulling power and was described as one of the best of the Zane Grey Western thrillers. The box office benefited accordingly.

The State's picture offering the last half of the week was Rex Bell in "Cowboy Kid," which proved popular. The Grand brought Clara Bow in "Hula," back to Harrisburg for a second run. This play made a box office killing when first shown in a downtown first run house several months ago and the popularity it attained then seemed to have remained with it.

The Broad Street did fair business with "The Skyscraper," starring Sue Carol and Alberta Vaughn, while the National presented a Zane Grey story, "Under the Tonto Rim," with quite gratifying financial results. There was a double bill shown at the Russell Theatre on Friday, consisting of Buddy Roosevelt in "The Painted Trail," and Belle Bennett in "Wild Geese."

The Royal had fair success with Vera Reynolds in a prize ring thriller, "The Main Event." The weather in Harrisburg was hot and muggy the first four days of the week but grew much cooler and this stimulated business on Saturday night.

Ottawa

SEVERAL pictures stand out prominently among those which were presented in Ottawa, Ontario, theatres during the week of September 10. Incidentally, business was all to the merry, wet weather and lack of outdoor sports sending people to the moving picture houses in droves.

The outstanding feature was "Excess Baggage" at the Imperial Theatre. The picture had a punch and aroused real applause.

Another outstanding bit was "The Fight Pest," the comedy at the Regent Theatre, in which Charlie Chase pulled some great gags. The feature was "Fazil," a romance of Araby that rolled like a flat tire in stretches. "Fazil" had some hot advance advertising and plenty went to see it but the story just missed being an eye-opener.

"Man-Made Woman," with Leatrice Joy, was a substantial society drama with lots of wonderful gowns and a domestic problem theme but it had no smashing scene. Big crowds at B. F. Keith's Theatre enjoyed it, calling it a good picture.

Colleen Moore was an excellent draw at the Centre Theatre where she appeared in "Happinss Ahead.". Quite up to Colleen Moore standard.

The neighborhood houses did well with high-class second-run attractions. These included "Seventh Heaven" at the Rex; "Student Prince" at the Fern and "Very Confidential" at the Columbia, during the first half of the week. These were particularly appreciated by adult patrons, but the juveniles revelled in the features during the last half, including Tom Mix in "Silver Valley" at the Columbia; "Silent Avenger" at the Fern Theatre and "Wolf Fangs" at the Rex. Neighborhood managers well-filled cash boxes with these varied programs.

Tampa

SONG writers glorify the "rainy Sunday." If the rain starts at dawn and stops before three in the afternoon, as it did in Tampa last Sunday, then the showmen will heartily endorse the sentiment, for this kind of a rainy Sunday keeps the people from the beaches and every house in Tampa enjoyed a whooping big Sunday business.

"Two Lovers" was the feature of the first half at the Tampa. The picture seemed to be well liked, but somehow it failed to draw the way it was expected and outside of the big Sunday the other three days were hardly better than average. For the last half they had a double bill, with "Out of the Ruins" as the screen feature and Jimmie Rodgers, a Victor recording artist, on the stage. Jimmie seemed to make more of a hit than the picture, but the combination showed up about average at the box office.

"The Loves of an Actress," with sound accompaniment, headed the Victory program. The picture failed as a card and the engagement was cut to four days, with "Four Sons," booked for the following week, rushed in for a mid-week opening and a run of 10 days. The latter picture opened up very good and is receiving a great deal of praise, so it should hold up the Victory average for the run.

The Strand had a good week. "A Blonde for a Night" went over fine for the first two days. Then "The Mating Call" drew excellent business for three days and "The Arizona Wildcat" kept 'em coming the last two.

Second runs continue to draw nice business for the Franklin. This week they had "Two Arabian Knights," "The Yellow Lily" and "Forbidden Hours."

Portland, Ore.

"RETAILERS Revue of Everything New" was the slogan adopted by the leading merchandisers of the city during the week and which brought out not only large numbers of buyers of fall merchandise, but the various theatres cashed in on the idea and it helped materially in increasing the attendance at the down-town houses, who also had a number of super-attractions which supplied many delightful hours to both patrons and satisfaction to the managers.

Manager Norman of the "Blue Mouse" reluctantly took off "The Lights of New York" after a record run of seven weeks and called in "State Street Sadie," who entertained crowded houses, and proved to be equally as full of action. Among the Vitaphone acts on the bill were Beatrice Lillie, musical comedy star, listed as Lady Peel; The Three Brox Sisters, singers, and Harry Delf.

The east versus west idea was brought out in some forcible acting by Charles Farrell, supported by Greta Nissen, in "Fazil," which contained many beautiful scenes and brought fair box office returns. Georgie Stoll and his musical assistants called their musical offering "Brazil," including some exceptionally snappy numbers.

It was annual "Laugh Week" at Pantages with Alexander and Olson, "the two kings of hokum," as the comic headline vaudeville feature, and Laura La Plante in "Home, James," entertaining screen comedy. All acts got their share of laughs and the box office returns were consequently large.

Eddie Peabody headed the Fanchon & Marco stage show at the Portland and crowded them in, due to some effective advertising put out by Manager Maxwell, which included the relaying of some of Eddie's popular records through two monster speakers located at top the marquee. Among the visitors were some 1,500 Shriners from Al Kader Temple. On the screen Billie Dove in "The Night Watch" helped to swell the receipts at the big house.

At the end of the second week of "Uncle Tom's Cabin" Manager Tebbetts decided to hold it over for two extra days, but attendance took another jump and it was held for big business the entire third week, changing to a "Grain of Dust" on Friday instead of Saturday as formerly.

"Husband Hunters" and "Kings of the Ring" were the two offerings of the week at the Capitol, where Manager Harry Akin reports a continuous increase in patronage.

Outstanding in the screen offering "The Goodby Kiss" was the comedy acting of Johnny Burke, who was quite as funny as when he went over the Orpheum Circuit, and Manager Johnson reports another block of seats were filled throughout the week.

Atlanta

BUSINESS in Atlanta theatres last week took a good rise above recent weeks.

The Howard led the parade with "Lilac Time," First National's special, featuring Colleen Moore and Gary Cooper, and drew capacity houses throughout the week.

Loew's Capitol likewise enjoyed good business with Marion Davies in "The Cardboard Lover."

Keith's Georgia came in for a fair week, showing Ruth Taylor in "Just Married."

"The Perfect Crime" failed to prove the heralded box office ringer at the Metropolitan. An average program picture, it drew well, but as a special, fell hard.

The Rialto had a fair week with "Sawdust Paradise."

Three westerns brought an average week to the Tudor, while the New Alamo had about the usual business with five second runs and one first.

Loew's Grand, following its new policy of return engagements of specials, showed "Ben Hur" to fair audiences.

San Francisco

GENERALLY speaking, the past week, box office reports were not as good as they should have been, due to the fact that Labor Day drove many out of the city Saturday, Sunday and Monday. However, many theatrical men were surprised at the business that was done. The balance of the week, good business was reported by the majority.

Loew's Warfield Theatre was crowded all week. Here was shown "Four Walls," the Fanchon & Marco Idea, "Monkeyshines," and Rube Wolf with his pranks. All of which are always popular. **Clara Bow in "The Fleet's In," together with the Publix Revue and Frank Jenks with his band, crowded the Granada Theatre every night** except during the holiday period.

Emil Jannings in **"The Patriot," while considered a remarkable picture by all who saw it, barely filled the California Theatre, except two or three evenings.**

"The King of Kings," which is shown at popular prices at the St. Francis Theatre, and which **has been greatly changed, did not draw many** to that theatre the second week, although it was well advertised. It is considered a failure.

The new El Capitan Theatre did exceptionally well with "Court Martial," together with a big presentation act. The Embassy Theatre, under the management of J. P. Silvey, **reported splendid box office returns with "Women They Talk About,"** that was both seen and heard on the Vitaphone.

Good business was reported by the Union Square Theatre which showed **"Wall Flowers" and "Little Yellow House,"** together with vaudeville acts last week. **"That Certain Thing,"** at the Imperial Theatre, **drew well, as did the picture "Tenth Avenue,"** which was shown at the Golden Gate, together with vaudeville acts.

In the residential districts, the Alexandria Theatre was crowded the entire time the picture "Little Shepherd of Kingdom Come" was shown and **"The Big Killing,"** together with Variety Ideas at the Coliseum **did fairly well. "Across the Atlantic" at the Irving drew well.**

Baltimore

A WHALE of a business was done by the Stanley Theatre here during the week beginning Monday, September 10, with the splendidly natural production "Dancing Daughters," featuring Joan Crawford, Anita Page and the younger set of Hollywood.

Aided by extra large advertising space and publicity in the Hearst newspapers here, the picture caught on with the public and the people simply gobbled it up.

Next in line for large attendance came Loew's Century with "Out of the Ruins," starring Richard Barthelmess, and a fine presentation act, "Teeing Off," headed by Ted Claire and his syncopators, and a number of vaudeville headliners.

While patrons did not seem to think this was Barthelmess at his best, they blamed it on the weakness of the story. But the show generally was considered excellent. Good attendance resulted all through the week.

"Lights of New York," Warner Brothers, co-starring Helene Costello and Cullen Landis, **proved a fine drawing card for the second week** at the Metropolitan and Rivoli theatres, where it played day and date.

"Four Sons," the sound and musical synchronized production, held on for a second week at the New Theatre and while business fell off somewhat during the first part of the week, it came back during the latter part, being boosted by extra advertising space. This picture has been generally liked by the public even though the love interest was played down and the mother interest played up.

"Secrets of a Soul," the foreign made production starring Werner Kraus, played a return engagement at the Little Theatre, operated by the Motion Picture Guild. **During the first part of the week the attendance was only fair but it was boosted during the latter part** of he week and had them standing to the ropes on Saturday night, in this 250 seat house.

"The Scarlet Lady," starring Lya De Putti, proved an entertaining melodrama at the Keith-Albee Hippodrome, with five acts of family time vaudeville. This wonderfully made production held the attention of the audience throughout. Business was only fair at first but during the last part of the week went up to very good.

At the Keith-Albee New Garden Theatre, where **"Chicken a La King,"** featuring Nancy Carroll, was the feature picture attraction, with five acts of Keith-Albee high class vaudeville, **business during the week was only so-so.** Headliners on the vaudeville bill were the Four Camerons and the Marathon dancers.

Business was poor throughout the week at Lowe's Valencia, where "The Sawdust Paradise," the sound and musical synchronized production, starring Esther Ralston, was the film attraction. It was not the fault of the picture, however, but thought rather to be the fault of poor musical accompaniment by the sound mechanism which does not register well in that house.

Kansas City

THERE was a decided increase in virtually all downtown first run houses for the week, which probably was due to the fact that cool weather accompanied a strong line-up of pictures.

At Loew's Midland "The Terror," a sound picture, drew the largest weekly attendance in several months. The picture was widely advertised locally, however. A local "Our Gang" picture also aided in pulling in patrons. **At the Mainstreet Colleen Moore in "Oh Kay" drew big all week, as did Reginald Denny in "The Night Bird"** at the Uptown.

"The Romance of a Rogue" at the Pantages held up well all week but was not much over the normal attendance at that house, which consistently has been good. **At the Globe "Uncle Tom's Cabin" did a fair business.** Nothing out of the ordinary was employed in the way of exploitation by any of the houses.

Birmingham

BUSINESS in Birmingham picked up the past week. The Strand, with Zane Grey's **"The Water Hole,"** a Paramount picture with Technicolor sequences and starring Jack Holt with Nancy Carroll, **clicked well at the boxoffice, as did Loew's Temple with "Our Dancing Daughters"** (M-G-M) with Johnny Mack Brown, Dorothy Sebastian and Joan Crawford. **The Alabama did not fare so well with "The Patriot"** (Paramount) with Emil Jannings, Lewis Stone, Florence Vidor and Neil Hamilton. **The Ritz had a good week with "None But the Brave"** (Fox), **as did the Trianon with "The Little Shepherd of Kingdom Come"** (First National, with Richard Barthelmess and Molly O'Day.

Indianapolis

BUSINESS showed a slight gain at Indianapolis box offices the past week due to seasonal conditions. The entire week's business was satisfactory for the downtown houses.

William Haines in "Excess Baggage" at Loew's Palace and Billie Dove's "The Night Watch" at the Circle led the downtown houses for business. Circle business was boosted by Dick Powell's last stage band program.

Clara Bow in **"The Fleet's In" at the Indiana did satisfactory** business.

"Street Angel" did fair its second week at Apollo.

Neighborhood houses did fair business.

Salt Lake City

THE Salt Lake first run theatres are enjoying a steady increase in patronage since the closing of the near-by out-of-doors resorts. Last week was cooler, especially noticeable during the past few days, and this fact, together with some high-class picture productions, has done a good deal toward the good theatre attendance reported.

Wallace Beery in "Beggars of Life" has played to very good sized audiences, this feature picture production being offered in conjunction with the Fanchon and Marco stage production "College Capers."

An unusually good week is reported to have been enjoyed at the Pantages Theatre, the feature picture production having been "Our Dancing Daughters," Metro-Goldwyn-Mayer's first of the season's releases.

The Paramount Empress theatre had a satisfactory record of attendance this week during the presentation of "The River Pirate" with Victor McLaglen, Lois Moran and Nick Stuart.

Hundreds were turned away from the Victory Theatre during the week's offering of the synchronized picture "Four Sons," with Margaret Mann, James Hall, George Meeker and Francis X. Bushman.

The American Theatre is still offering the "Opportunity Night" for local talent, as well as "Fat Saunders Country Store," which attractions have proven to be tremendous drawing cards at this house. **The picture shown in this connection during the past week was "After the Storm"** and packed houses have been the rule.

Rod LaRocque in **"Love Over Night" played to good sized audiences** through the week at the Gem, it is reported.

The feature offering at the Rialto, which proved to be a fairly good drawing card as a second run was "Drums of Love." The State theatre's second run production featured this week was **"Her Summer Hero"** and also Dolores Del Rio in **"The Gateway of the Moon."**

"Seventh Heaven" did an unusually big business at the State, a second-run house here, this week. **The Empire drew fairly good business with "Tarzan the Mighty."**

New Orleans

DOWNTOWN first run theatres did the best business in several weeks this past seven-day period and the credit goes to the talking films.

Loew's State led the field with the Vitaphone talking production "The Terror." This house packed them in for a week and they're still raving about the film. The theatre management widely publicized the picture in the local papers as well as through other mediums. Five acts of vaudeville were shown in conjunction with the film but vaudeville or not, "The Terror" was great enough to draw them in.

"State Street Sadie," another talking production, was the New Saenger attraction and business was good. A New York Publix stage show was also featured but the film is credited with whatever business this palatial house did.

"The Jazz Singer," with Al Jolson, entered its sixth week at the Tudor Theatre and crowds continue to patronize the Canal street playhouse. The film has proven one of the most delightful of the present season.

The Orpheum Theatre offered "A Thief in the Dark" as its screen feature and patrons went away highly pleased, though the stage bill was one of the best in weeks.

The coming weeks promise to see a revival of business in the city. Announcement was made recently that Col. Thomas Campbell was to reopen the Tulane Theatre, offering among its presentations several of the outstanding film productions of the year. A new entrance is being built to the Saenger Strand Theatre and the house remodeled throughout. Work is expected to be completed early in November, when the Baronne street playhouse will reopen.

HOLLYWOOD

Lillian Gale
Staff Correspondent

Wm. McCormack
Western Representative

Ray Murray
Special Representative

Hollywood Office—6381 Hollywood Blvd—Phone Granite 3982.

Brown Mapping Out New Pathe Product

Sound-proof Stages Finished and Tested With Satisfactory Results; New Additions to Writing Staff

COLVIN W. BROWN, vice-president of Pathe, arrived in Hollywood last week and has been in daily conference with studio executives regarding the new season's product. A pretentious program has been mapped out for the coming year and with the completion of new sound proof stages the Culver City plant will soon hum with renewed activity. Tests were made of the speaking stages by Benjamin Glazer, who has been placed in charge of all synchronization, and they were pronounced excellent. Horace Jackson and Scott Littleton are assisting Mr. Glazer.

Paul Bern, who recently left M-G-M to become a Pathe producer, has signed Erwin Gelsey to head the story department. Gelsey was assistant to Bern for several years. Helen Klump, Don Gordon and others will assist in the story department. John O. Aalberg, of the R. C. A. Photophone, Inc., department helped install the apparatus at Pathe and will equip a number of theatres on the Coast before returning East.

Renewing Contracts

Doris Anderson, scenarist, has been signed to a new contract by Paramount. Cameraman Edward Cronjager also has been rewarded with a contract.

'Frozen River" New Rinty Film

"Frozen River" is the new name given the story which will be Rin-Tin-Tin's next starring vehicle for Warner Bros. It supersedes the title, "King of the Wilderness," by which it has been known up to this time.

Billie Dove to Do Russian Story

Billie Dove, First National star, will make a European picture, "The Thirtieth Day of October," a story of the Russian Revolution. It was written by Lajos Biro, Hungarian author, and Alexander Korda, First National director. Frank Lloyd will be at the megaphone.

New Screen Team

First National will offer a new screen team in "Ritzy Rosie," which goes into production soon at the Burbank Studios. Alice White is to be teamed with Jack Mulhall.

Explosion at Lasky Studio

A gas explosion that startled Hollywood at 4 A. M. Thursday, destroyed stage No. 8 on the Paramount-Famous-Lasky lot, doing damage estimated at $10,000.

Denny Writes His Own

Reginald Denny has again turned author and is preparing his own story, "15 Below," to serve as his next starring vehicle for Universal.

Charles Rogers' Next

James Kirkwood will play Mary Brian's father in the next Charles Rogers starring production which will be directed by F. Richard Jones.

Edwards "Musical Gag-Man"

Gus Edwards, song writer, vaudeville impresario and musical comedy producer, has arrived in Hollywood and will create the post of the first "musical gag-man" for talking motion pictures, under the auspices of M-G-M.

Veidt's Magical Skill

Conrad Veidt, Universal star, declares that for two years he was a magician on the German stage. His present role of the conjurer, Erik, in the Universal drama of the stage, "Erik, the Great," is his first opportunity since coming to America to display his skill in legerdemain.

Change of Program

"Lilac Time," First National production, will close its run at the Carthay Circle Sept. 30, to make way for Fox' "Mother Knows Best."

Eve Southern in New Picture

James Flood has been signed by Tiffany-Stahl to direct Eve Southern in "The Girl Who Came Back," temporary title.

Titling "Interference"

Julian Johnson has the titling assignment for "Interference." "Moran of the Marines" will be titled by George Marian, Jr.

"Should a Girl Marry?"

Now located at the Mack Sennett studio, Rayart is to start production immediately on "Should a Girl Marry?" under the direction of Scott Pembroke. The cast will include Helen Foster, Donald Keith, William V. Mong, Dot Farley and Andy Clyde. It is from an original by Arthur Hoerl and will be made by Trem Carr.

Airplane Location Party

Metro-Goldwyn-Mayer last week tendered the press the first airplane location party ever sponsored by a studio. Twenty correspondents of the Los Angeles and Hollywood papers, press services and fan magazines flew from Los Angeles to San Diego, where a unit is now working on scenes for "Gold Braid." After witnessing sequences in production the visitors then made a tour of the naval base.

Florence Lawrence

Florence Lawrence, screen player of a past generation, is still in pictures, her most recent screen work being in Fox' "Me, Gangster."

In addition to her screen work which is a side issue with her she devotes the major portion of her time to a cosmetic shop where she manufactures her own preparations.

Milne Adapting

Peter Milne, scenarist, has been assigned to do the continuity on "The Head of the Family" for Gotham. Casting has been selected for the feature role.

Tiffany Color Classic

"Gold," a Tiffany Color Classic, is now in the course of production under the direction of Martin Justis.

Circle Pictures, Inc., Formed

Circle Pictures, Inc., new independent producing and distributing company, with offices in Hollywood and an eastern branch soon to be established, will enter the states rights market in October with "About Trial Marriage" and "Scarlet Youth," both featuring Corliss Palmer.

"Shop Worn Angel" in Work

"The Shop Worn Angel" went into production last week at the Paramount West Coast Studios with Gary Cooper, Nancy Carroll and Paul Lukas the only members of the cast chosen thus far. F. Richard Wallace is directing.

(Continued on following page)

85% of FBO Schedule Now Complete

THE F B O studios now have approximately 85% of their schedule of pictures completed at the present time.

Pictures in the course of filming include: "Hardboiled," "Tropic Madness," "The Little Savage" and "The One Man Dog." Stories being prepared for immediate production are "Love in the Desert" and "The Jazz Age."

Hollywood—*Continued*

Goldwyn Signs Hergesheimer

Joseph Hergesheimer, author, has signed a contract with Samuel Goldwyn to write an original story for Ronald Colman. Immediately after his new play is launched he will expand the theme agreed upon by Mr. Goldwyn and in January will come to Hollywood for three months.

Cherniavsky Arrives

Joseph Cherniavsky, Russian orchestral leader and for some time stationed as musical master of ceremonies at the Colony in New York, has arrived in Universal City to score "Show Boat" and other Universal productions. He assisted Erno Rapee in synchronizing "The Man Who Laughs," "Lonesome," "Man, Woman and Wife," and "Give and Take." It is planned that he will do the scoring of "The Last Warning," "The Girl on the Barge," "The Shake Down," "Red Hot Speed" and other recently finished Universal films.

"Pirates Beware"

Betty Boyd plays opposite Lupino Lane in his first starring vehicle of the new season, "Pirates Beware," which Educational is releasing this month.

Horton Awarded New Contract

Edward Everett Horton has been added to the roster of featured players now under contract to Warner Bros. The contract given him provides for his appearance in Vitaphone productions and will run for a long term.

New Tiffany-Stahl Productions

Paul Perez has been signed by Tiffany-Stahl to title "The Gun Runner," the picturization of the novel of the same name by Arthur Stringer, and "The Floating College."

Start "Queen of Burlesque"

Belle Bennett has started another production for Tiffany-Stahl entitled "The Queen of Burlesque" from an original by H. R. Durant. It is being directed by Albert Ray.

An Extra Climbs

Not since Betty Bronson was chosen for the role of Peter Pan several years ago, has an unknown extra girl received such an important opportunity from Paramount as Gladys Belmont, seventeen-year-old girl from Pueblo, Colorado, who was signed for the principal feminine role in "Redskin." She was the winner over 463 other contestants.

General Exodus for Location

Film stars and directors figured last week in a general exodus from the Metro-Goldwyn-Mayer studios, when four companies at work on major productions all filmed scenes on "locations" ranging from thirty to eight hundred miles away.

Clarence Brown moved his "A Woman of Affairs" company to the Busch Gardens in Pasadena. John Waters is directing "Humming Wires" at Glacier National Park, Wyoming. George Hill is directing "Gold Braid" at San Diego. Norma Shearer is playing in "The Little Angel" on a beach location some miles from the studios.

Jimmy Murphy Entertains

Jimmy Murphy, creator of the Toots and Casper comic strip, entertained the staff and cast at his Beverly Hills home following the initial preview of the first subject of the F B O series.

"What a Wife" Completed

St. Elmo Boyce has completed his first directorial assignment for Darmour-F B O in "What a Wife!" one of the Toots and Casper series. Bud Duncan plays Casper and Thelma Hill, Toots.

"Mickey's Rivals" in Work

"Mickey's Rivals," second of the new series being produced by Larry Darmour for F B O, has gone into production under the direction of Al Herman. Harry Conett is assistant director of this unit.

"The Devil's Apple Tree"

Dorothy Sebastian is to make "The Devil's Apple Tree" for Tiffany-Stahl under the direction of Elmer Clifton. Work will soon start on this production.

Adapting Tarkington Story

Eve Unsell and Elmer Harris are busily engaged in adapting the Booth Tarkington story "Ramsey Milholland" for Tiffany-Stahl.

Moreno as Leading Man

Antonio Moreno will be Billie Dove's leading man in her forthcoming First National picture. Miss Dove will play a Russian noblewoman, a refugee from the revolution in her own country in this story, as yet untitled.

Louise Fazenda Cast

The addition of Louise Fazenda to the cast of Corinne Griffith's latest First National production, "Outcast," completes the list of supporting players who are to appear in the modernized film version of the play.

Greatest Natural Color Footage for "Redskin"

A CONTRACT calling for the longest footage of natural color film ever made for a single motion picture, according to Paramount's estimate, was signed recently in Hollywood by B. P. Schulberg, general manager of Paramount's West Coast production, and Andrew J. Callahan, general business representative of the Technicolor Corporation. The picture will be "Redskin."

Callahan, speaking for his company, declared that a new improved natural color photographic process will be employed which will give true color value to all shades of red.

"Kid Gloves" Nagel Vehicle

"Kid Gloves" will be the next picture in which Conrad Nagel will be starred. Preliminary work is now being done at the Warner Studio and cameras will be focused shortly on this story by George L. Hartley.

Buzz Barton Injured

Buzz Barton, 13-year-old F B O western star, was incapacitated temporarily as the result of a fractured right wrist and severe bruises sustained when he fell ten feet from a motion picture set at the F B O studio while making "The Little Savage."

Halsey to Do Anderson Play

Forrest Halsey will again be associated with Corinne Griffith on "Saturday's Children," the Maxwell Anderson play, which First National Pictures will produce. Walter Morosco yesterday affixed Halsey's name to a contract and he will start work at once on the adaptation and continuity.

'Avalanche" on Location

More than a hundred players and technical workers, headed by Director Otto Brower, have left Hollywood for Flagstaff, Arizona, which will be their headquarters for two weeks' shooting of exteriors for Paramount's "Avalanche."

Mankiewicz Titling

Herman Mankiewiez is titling Bebe Daniels' "Take Me Home," directed by Marshall Neilan.

Melville Brown Signed

Melville Brown has been signed by Pathe to direct "Geraldine," Carey Wilson's adaptation of Booth Tarkington's story which will be supervised by Paul Bern, being his initial production at the Pathe Studios in Culver City.

Rayart Moves to Sennett Studios

Pending completion of negotiations now under way by the Rayart-Trem Carr units for the building of their own studios, the organization moved August 30th into the recently completed Sennett Studios at Studio City.

Gladys Brockwell Ends Role

Gladys Brockwell has completed work in "Hardboiled Rose," fourth Vitaphone offering in which she has played an important role.

Wolheim Signed

Louis Wolheim is to make a picture for Paramount under the direction of Lewis Milestone. No story has as yet been selected for their use.

At Pathe

In preparation at the Pathe Studios are "The Shady Lady" in which Phyllis Haver will be starred, and "Noisy Neighbors" which will feature Eddie Quillan and the entire Quillan family.

Conducted by An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
CLEARING HOUSE FOR
BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis
of the Alfred Gottesman Theatrical Enterprises, New England

(EDITOR'S NOTE: *This is the fourth of a series of short articles by Charles E. Lewis, who recently completed a tour of the Mid-Western states for the* MOTION PICTURE NEWS *to study exhibitor conditions first-hand.*)

Has West Better Theatres Than the East?

Of all the questions asked, this would be the easiest to answer.

YES. And most emphatically so. I believe the theatres are operated in the Middle West far superior to the theatres in the East. The employees are far more alert, more attentive, more polite, and certainly more anxious to please. This became more noticeable to me the further I went into the Mid-West. There is a sort of feeling that everyone is trying to be nice to you, that they would gladly go out of their way to please and further more they do all of those things and more.

In the town of Marion, Indiana, in a theatre of only 550 seats, I found a most welcome smile from the cashier (and she was still smiling even after she knew I had not come to buy a ticket) and most courteous "good evening" from the doorman with a quick removal of his hat when a lady behind stopped to ask the time of the second performance. And ushers that made you feel you would have a nice evening even if the show was not so good. And did I enjoy the show I witnessed? You can bet your last dollar I did, even in spite of certain other handicaps that I will tell about under another heading in the near future. It was inevitable that one must enjoy his visit to such a theatre even though it might be a converted barn or a great big palace. They are more attentive to the small details embodied in the above points as well as in any other. I would say that they look after the little things far more than they do in the East and if this condition of theatre operation improves the further West you go, then I would not know what to expect had I gone further West than I did.

Give a Little More, Is the Motto

Of course I made this trip strictly as an exhibitor and naturally I was more alert to find fault than the ordinary theatre-goers would be. But even in spite of this I was agreeably surprised to find so many theatres, in so many towns, or so many sizes, all striving to actually serve their patrons with more than just a performance for so much an admission, but rather to make them feel more at home and more anxious to stimulate good will and good feeling for their respective theatres.

Eastern managers do well to imitate such methods, because it is more often talked about here than indulged in. Watch those "little" details that go to make a patron just a little more satisfied than with just the show you are selling them.

He Knows His Onions



One of the most gratifying things that we have noticed about the CLUB is that once a man joins his interest increases in the activity of it. Very rarely do we find that after a manager's application has been received he has lost track of us or our doings. Generally we will hear from him in some way or other about some point we have been discussing on the CLUB pages or he comments upon the remarks of a brother member.

This week we reproduce the picture of Harry A. Aumack, who is the "peppy" manager of the Strand Theatre, in Clayton, N. J. Harry has been a member for quite a while and never hesitates to let us know that he is alive, kicking and watching the CLUB pages every week—always alert to grab an idea that might increase the B. O. receipts. From his last letter we quote: "I think the Managers' Round Table Club is ideal for the live-wire exhibitor, and the club will certainly receive my assistance.

Once more we say, "That's the spirit, boys, and keep it up." Just sell yourself completely on the idea that this is a CLUB run by exhibitors for exhibitors. O. K.?

The Value of Good Advertising

That the average theatre manager knows the full value of good advertising matter is a very evident fact from our viewpoint. When you stop to consider that we receive hundreds of letters and advertising material each week from managers and exhibitors all over the world, it should qualify us to judge whether the quality of theatre advertising is improving or getting worse. We can truthfully—and gladly—state that it is getting better, a thousand times better that we recall it only a few years back.

This is a good point, because, unfortunately, for a great many years there were so many real fine theatres turning out circulars, heralds and announcements of some kind or other that were cheap and an absolute reflection upon the theatre responsible for them. "Good" advertising cannot be considered expensive because it will do much more good than "cheap" advertising. So why economize on this angle, and a very important angle, of your business. DON'T ever permit a circular to leave your theatre unless it is printed upon a half-way decent stock and the make-up of it is attractive and dignified. And DON'T permit your advertising to become monotonous by reason of duplicating the same kind of a herald or circular too often. Surely, there are enough different methods of advertising without repeating the same idea more than once in every two or three months. If you don't think so then the CLUB pages should become more important to you. We have to date described many advertising ideas and suggestions. Every one of them were published so you need never fear or hesitate to use them. Get the habit boys: "USE THE NEWS." Whoever said good habits were easy to cultivate knew what he was talking about, and this is the best habit you could fall into.

And They Said He Couldn't Do It

This, brothers, is a tale of how a showman was born, raised and grew up to successful theatre ability by reason of his own "guts" and over the predictions of many experienced men in the business.

Ray Hickman had never before been in the show business and in fact he knew little or nothing at all about it. But that was no bar to what he believed himself capable of doing. Therefore, it was not surprising for me to learn that in the very short space of time that he become one of us, he had made good. I'm less surprised than lots of "old-timers" out his way because they shook their heads and breathed sympathetic sighs when they heard what he was going to do.

Briefly, the tale is just this: In December of last year he had the opportunity of acquiring the Auditorium Theatre in Marietta, Ohio. From all accounts no one had been able to make a go of it until Ray came along. Who can tell, he may never had attempted it had he been an experienced exhibitor, but being an outsider he thought he could get away with it. And he did. Don't think for one minute that his was the only theatre in town. By no means, there were two or three others and

(*Continued on following page*)

all doing a good business. The Auditorium was the "step-child" of Marietta. Ray proceeded to "pep" things up in real showmanlike ways and before long the customers started to take notice. Business was first attracted by the curiosity seekers who heard of this "stranger" and had to see what he was doing. But they came again and again and again—so it was reasonable to suspect that it was something more than Ray's good looks that was bringing them back so often—and regular.

I asked Ray (while we were on that boat trip to Canada last summer) how he managed to put it over. But the best he could say was that he felt it could be made to pay and he just tried everything that he thought would bring 'em. And he did.

Now, if you pass through that progressive town of Marietta, Ohio, and ask which are the leading theatres it won't take you long to find out that the Auditorium is included in that classification. Good luck, Ray.

"Using His Head"

The above caption is the best we can think of in talking about Manager Moore of the Roger Sherman Theatre in New Haven. What prompted this story is the fact that he had a good organ, a "peach" of an organist (this is no pun) and unfortunately his organ was hidden in an inconspicuous part of his music pit. So—he decided both the organ and the organist were too valuable to be lost and proceeded to erect a high platform on the level of his stage, but off to the side of the arch. Now all the "customers" can both see and hear this fine combination and from all reports his patrons like the idea just as much as he. And it just goes to prove once more, that if you keep your eyes and your wits working you can always find some way of improving the theatre and the show and of course the box office always reflects such tactics. Perhaps you have an organ worthy of a better "spot" in your theatre? If so, think of Manager Moore and his idea and look around to see how you can rearrange the location to better advantage.

When Did You Look Over the Lights?

Then, there is your house lighting. Try and think when was the last time you looked into this phase of your theatre? We venture to say that 90 per cent of our readers never change a bulb until it is burnt out. And if you have traveled around as much as I have you will not think this percentage is unduly high. Keep up appearances in your theatres by keeping the lighting angle under constant observation. Better still, visit one of the large and better movie theatres anywhere in the country and you will readily see how important this point is watched. Marquee and front lighting as well should receive your attention. The average movie fan was, and still is, drawn to the theatre by reason of the bright and attractive lighting. Letting your front become "dead" looking because of lighting neglect will soon make your theatre resemble a morgue. We have always advocated the frequent changing of bulbs in the interior of theatres. A change of color combinations in your house lighting and entrances is just one of the ways of letting your patrons know that you are always on the job. Try it for a while and see if it won't stimulate favorable comment.

Put Your House in Good Order

A new season is here and we are all looking forward with great hopes that it will be a mighty successful one from the standpoint of good business. So it should behoove us to take a look around and see if our theatres are in as good a condition as we hope business is going to be. Have you looked at your projection equipment? Perhaps your generator is in need of a little attention, or possibly your machines could stand a much needed overhauling to prevent expensive breakdowns a little later on. Then there is the screen, that poor and generally overlooked part of a theatre. So many of us immediately proceed to forget its very existence as soon as it is put in use. But very often it is the cause of much dissatisfaction on the part of your patrons. Dust accumulates, it gets streaky and is subjected to lots of other ailments; all of them can be remedied or avoided if you keep your eye on these things.

We Hear from Porto Rico Again

We are in receipt of a most interesting letter from Lorenzo Gelabert, one of the CLUB members from Porto Rico and we would like to reproduce it but lack of space in this issue makes this impossible. However, Mr. Gelabert is one of our most interesting and active members and in this letter he tells me that he will soon be in New York on his regular trip and will stop in to see me. And I'll sure be delighted to shake his hand. He has arranged to contribute some advertising suggestions on exploitation and I'm certain that we will all look forward to seeing just how they do it where he comes from. So, Lorenzo, we will await with interest your visit and your contributions. Come on and show us up. We bet you are right on the job every minute.

Notice to Members

MEMBERS who have not already done so are urged to send in photos of themsleves for reproduction on the Club pages. We are anxious to publish your picture and particularly to have it on file for future use in the event that you send us a special story.

The Club pages are also open for the reproduction of pictures and photos pertaining to exploitation stunts, etc. Do not hesitate to take advantage of this great medium if you want to let everyone in the business know what you are doing and who you are.

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

"Mysterious Lady" Appears at Local Stores

Manager Robert Talbert, of the Imperial theatre, in Columbia, N. C., went to the offices of the Columbia Record and told the circulation manager how he could increase his sales and at the same time help the Imperial to do the same thing by a cooperative stunt centering about "The Mysterious Lady."

As a result of Talbert's sales talk, the newspaper started filling its columns with the antics of a mysterious lady, where she had appeared and when and where she was scheduled to appear on succeeding days. The advertised scenes of the lady's appearance mainly centered on local shops.

It all made excellent reading for the subscribers and started a lot of talk about this lady of mystery. In addition to this, there was a suitable prize to be given to the person who identified her.

Skouras Bros. Sign Ed Lowry for Three Years

Ed Lowry, master of ceremonies at the Skouras Brothers Ambassador Theatre, has signed a new three-year contract under the terms of which he will serve as chief entertainer at the Ambassador, and at other Skouras houses in St. Louis and elsewhere, the Skouras organization to control his services for Vitaphone short subjects or other feature productions. It is said Lowry will be paid $250,000 over the three-year period, a new record for St. Louis.

Indiana Only Indianapolis House Continuing Acts

The Indiana is the only Indianapolis house to continue the state show policy since the installation of sound equipment.

Exhibitors Service Bureau

Heavy Advance Drive Prepares Cleveland for "Lilac Time"

A TEASER billing campaign two weeks in advance of the opening of "Lilac Time" at the Stillman Theatre, in Cleveland, was one of the big features of the campaign put across by M. E. Melaney, head of the publicity department of the Loew houses in Cleveland, assisted by Bert E. Perkins, of First National's exploitation staff.

Four hundred one-sheets reading "Believe it or not 'Lilac Time' is in August" were posted in advantageous positions two weeks in advance. The regular billing was unusually heavy, including seventy-five 24-sheet stands.

Heavy newspaper advertising was taken and the papers devoted much space to pictures and news stories. The Cleveland Plaindealer handled a query box on talking pictures, ostensibly conducted by George Fitzmaurice, who directed "Lilac Time."

Extensive Billing a Feature

Fifty mounted 11 x 14 stills were displayed in exclusive stores. Three hundred street car cards were put out. Thirty-two window displays of the book cover, posters and stills were obtained in the best book stores of the city.

An exploitation feature that appealed to the sense of smell was the seenting of the theatre with lilac perfume, five gallons of which was donated by the Abner Royce Company of Cleveland. The perfume was sprayed into the cooling system of the Stillman Theatre so that the scent of lilacs not only permeated the auditorium but drifted out into the street. The theatre gave the Abner Royce Company credit for donating the perfume in the theatre program.

A special banner, 12 x 42 feet, was hung on the building adjacent to the Stillman Theatre.

Through the co-operation of Fred Dempsey, the Cleveland representative of the Feist Company, numerous window displays were obtained for the theme song, "Jeannine I Dream of Lilac Time." The Wurlitzer store broke an ironclad rule against outside displays and devoted an entire window to the song and the records. The basis of this window display was a large "Lilac Time" airplane.

In co-operation with the Cleveland News, all the entrants in a recent airplane model contest were invited to a special screening of the picture, and hundreds of their models were placed on display in an empty store adjacent to the theatre.

Station WTAN broadcast the theme song on numerous occasions by vocalists, organists and stage orchestras.

Queries About "Tak-A-Chance" Show Keep Manager Busy

THAT a theatre manager must be prepared to answer all kinds of questions when he stages a "Tak-a-chance week" was indicated when Ernie Moule, manager of the Temple Theatre, Brantford, Ontario, conducted such a feature, this being the first occasion for the presentation of "Chance" week in that city.

These were only a few of the questions hurled at him by prospective patrons:

"Do you play games of chance?"

"Are there any pictures or vaudeville?"

"Can I get my money back if I have seen the show before?"

"What do you mean by 'take a chance'?"

"What in hell kind of advertising do you call that?"

"What do we have to take a chance on?"

"Is it a good show?"

One would-be patron said: "I am going to wait until there is a picture."

Manager Moule points out that the week started slowly despite special advertising and a unique front but business during the last half more than made up for the poor start. The special front consisted of a turning roulette wheel in the usual colors and huge dice which were placed on the sidewalk and on top of the marquee.

Week's Publicity for Show In Omaha News Tie-up

Manager John Howard, of the Rialto theatre, Omaha, negotiated a tie-up with the Omaha Bee-News, which resulted in a steady newspaper campaign of publicity for "Women Men Talk About" during the entire run of one week.

Howard sold the newspaper the idea of sponsoring a contest to show pictures of famous feminine personalities and offer awards of theatre tickets for the correct identification of the characters shown. Cuts from the newspaper morgue were used in the contest. Such well-known personages as Amelia Earhart and Texas Guinan were used.

In addition to running a news story daily with the illustration, the paper published large display ads on another page, varying in size from 20 to 50 inches, explaining the contest. Those that could not identify "the women they talk about" could turn to the Want-Ad page where among the various classified advertisements was hidden the name of a woman whose picture appeared in the paper that day.

Showmanship

Briefs

MANAGER ROY L. SMART, of the Florida Theatre, St. Petersburg, Fla., assigned his doorman and an usher some extra duty to help him in exploiting "Just Married." The staff men played principal roles in a ballyhoo stunt to feature the title in St. Petersburg. The doorman was bedecked in a cutaway coat, checkered vest and old brown derby, while his companion, the usher, impersonated a blushing bride, in white dress, veil and blonde wig. The "bridal" couple toured about town in an old car, bannered with signs advertising the picture at the Florida. The fact that the motor of the car was subject to frequent stalling, making it necessary for the groom to get out and crank helped the stunt along as an attention-getter.

MACON, GA., picturegoers had had a taste of talking sequences in Vitaphone and Movietone productions, but they had not heard and seen an "all talker" before the presentation of "Lights of New York" at the Rialto theatre. Consequently, Manager W. H. Hemphill, of the Rialto, stressed the all-dialogue angle in his advance campaign, the main feature of which were tie-ups with six merchants, all of whom made special window displays, all of them emphasizing the line "See and Hear 'The Lights of New York'—All Talking—at the Rialto."

WHEN "Chicago" opened in one of San Juan's most important theatres, effective exploitation use was made of the tie-up arranged with the manufacturers of Woolastik sweaters and bathing suits. The Porto Rican distributor of the picture succeded in obtaining a window in the Gonzalez Pedin store, largest department store in the country, and displayed there stills, lobby cards and window cards, tieing up the Woolastik products with the showing of "Chicago" at the local theatres. This, it is said, marked the first time that such a stunt has been worked out in Porto Rico.

SKOURAS BROTHERS of St. Louis made excellent use of an actual airplane as an exploitation feature for "Lilac Time." It was mounted on the marquee of the Grand Central Theatre, where the picture was shown, in advance of the opening, and kept there after the opening. The motor of the airplane was kept running during the busy hours to attract attention to the theatre and the "Lilac Time" signs and decorations. J. Reeves Espey, advertising director of the Skouras Bros. Circuit, had charge of the campaign.

AFTER many years of presenting film programs for one week, Manager J. M. Robertson, of the Dominion Theatre, Victoria, B. C., has turned to the policy of changing programs twice weekly as a step toward more business.

THE "Guest Night" feature has been found to be an excellent means for boosting permanent patronage at the Broadway Theatre, Vancouver, B. C., according to Manager H. G. Copley. On such occasions, two ladies are admitted for the price of one ticket. One "Guest Night" is held each week.

Reserved Seats Only at Pinanski Theatre to Be Built in Boston

IN connection with the start of construction on the new Egyptian Theatre in Brighton district of Boston, by the New England Theatres Operating Co. (Netoco) chain, announcement is made of the plan to sell tickets for the show over the counter as well as at the box office.

Seats at this motion picture theatre will all be reserved. People may sit in a spacious lounge or lobby to await friends. At one side of this lobby will be a counter where seats may be purchased without standing in line or waiting outside the theatre. With the cold New England winters, the innovation appears to have the making of success behind it.

The new theatre will seat 2500 when completed. President Samuel Pinanski of Netoco will personally have charge of the decorations which are to be among the most beautiful of any theatre in the East. They are to be patterned after the Temple of Karnak on the Upper Nile at Thebes.

Plan Comprehensive Campaigns for Short Subject Series

THE "Russ Farrell, Aviator" pictures will be introduced to the public through several exploitation tie-ups arranged by Educational Film Exchanges, Inc., which is releasing this series of two-reel thrillers. A feature press sheet on "The Sky Ranger," first in the series, is now in the mail. It contains, in addition to the usual accessories, special ad cuts, publicity cuts and mats, feature stories, special articles, illustrations of lobby cards and special stills, thumbnail cuts and mats, details of a book tie-up, airplane toys and novelties, as well as numerous other exploitation stunts.

The press sheet also makes available to exhibitors extensive story material on model plane building. These stories are strictly on model building but may be tied-up with the series by the exhibitor in each community.

Doubleday, Doran and Company, publishers of four volumes of "Russ Farrell" stories by Thomson Burtis, are to have a special motion picture edition of all four books. The cover and frontispiece are to be made up from stills from "Russ Farrell, Aviator" pictures and so credited. Preparatory work on this edition is almost completed and it will be on the press shortly. Educational is planning an extensive tie-up drive with the publishers and their dealers for the benefit of exhibitors, which will include exploiting with window display layouts.

The October issue of The American Boy Magazine, which published the "Russ Farrell" stories, devotes considerable space to calling attention to Educational's new series of aviation pictures based on them.

In this connection, it also is of interest to exhibitors to know that The American Boy Magazine started the Airplane Model League of America, of which Thomson Burtis is a vice-president. The league's activities are aided and given publicity by means of a tie-up with sixty-three newspapers. An intensive fall and winter campaign through these newspapers is now being started by the league.

"The Sky Ranger" has Reed Howes in the star role which he will also take in the five other pictures of the group. Marjorie Daw is the leading lady, with Tom Santschi, Roy Stewart and Henry Barrows in principal supporting roles.

Gives Special Show for Kin of Kit Carson at Denver Theatre

MANAGER JEROME ZIGMOND of the Victory Theatre in Denver seized upon a fortunate circumstance to create widespread local interest in his presentation of "Kit Carson."

Shortly after booking the film Zigmond discovered that a grand-daughter of Kit Carson was a resident of the town. He immediately extended to her an invitation to witness a special screening of the picture, which she accepted. This led to the Denver News publishing an interview and a special story about the incident.

Zigmond also secured the services of a local cameraman who has a Capitol automatic projector, and between the two they worked out a trailer on the picture, using stills for scenes and backgrounds for titles. The sales copy was animated flashing on and off to give the whole thing plenty of action. This machine was planted in a down-town window one week in advance, and remained there during the showing of picture. The film was continuous, requiring practically no care whatsoever. The advertising value for the picture derived from this stunt was many-fold.

A cut-out puzzle contest was planted in the News with passes for the prize winners. This contest was for the kids only, and they surely did their darndest in trying to cop one of the prizes.

Postcards carrying selling copy about the picture, theatre and play dates were sent to all members of the Pioneer Societies.

Tab Shows With Films New Policy for Salt Lake

With arrangements made for a complete change in policy at the Paramount Empress theatre, Salt Lake City, commencing Saturday, September 22nd, Louis Marcus, of the Marcus Enterprises, has announced that six road shows will be booked at once, and a company of actors will present dramas in connection with the motion pictures.

Among the road shows to be booked by Marcus are "The Trial of Mary Dugan"; George Arliss in "The Merchant of Venice," "Rose-Marie," "In Gay Paree," Frank Craven in "The Nineteenth Hole" and "The Shanghai Gesture" productions from Klaw & Erlanger and the Shuberts.

Ralph Cloninger left Salt Lake City on September 10th for Los Angeles, where he will assemble a company of actors recruited from the motion picture studios. Marcus announces that the Cloninger players have been booked for a limited engagement, and that in his opinion, Salt Lake City is ripe for this departure in entertainment.

The present plan is to present fifty minute dramas in connection with high class motion pictures, which the Paramount is noted for, with one de luxe matinee and two shows every evening, it is stated.

Cloninger's proposition is to present tabloid drama with a company of artists, adequate stage settings, and embellishments and lighting effects.

It is planned that while the big road shows are occupying the boards at the Paramount-Empress, the Cloninger players will appear at one of the three other theatres of the Marcus Enterprises, located in Salt Lake City.

Theme Song of "First Kiss" Feature of Exploitation

Manager W. F. Brock had practically no trouble in getting co-operative window displays with music stores and other stores that sold popular sheet music in connection with the exploiting of "The First Kiss," playing at the Rialto theatre, Chattanooga, Tenn.

Many of these music stores were along the main business thoroughfare of the city and in excellent locations. Almost without exception, the music stores fitted up their windows with generous quantities of sheet music on "The First Kiss." Such as lining them up two-deep on the window floor, pasting them on the inside of the window and suspending six to nine columns (one attached to the other) of the sheet music from the window ceiling.

In addition to the generous display of the sheet music, the windows also showed stills from the picture, window cards announcing the title of picture, theatre and play dates as well as neatly lettered cards.

Another non-expensive tie-up was with a local candy manufacturer who furnished a generous quantity of candy kisses that were slipped inside small envelopes. These envelopes carried copy reading, "The First Kiss usually calls for more! Accept the enclosed kiss with compliments of the Rialto. We believe you will find complete satisfaction in seeing The First Kiss with Gary Cooper and Fay Wray—Rialto Theatre—August 27-28-29." The candy manufacturer paid the entire cost of envelopes, the imprinting and shared in the distribution.

Regional News from Correspondents

San Francisco

SEVERAL important promotions have been made by Ackerman, Harris and Oppen. Jack Ley, who has made a remarkable success as manager of the Alexandria, has been made manager of all their Richmond district theatres, while Phil Bach, popular as assistant manager, has been made manager of the Alexandria theatre.

The new Marina Theatre opened September 6th at Chestnut and Steiner Streets, following the new vogue in theatre construction. This architectural device gives the effect of a roofless auditorium underneath the stars.

The Marina seats 1250 persons on a single floor and is owned by Edward B. Baron and Carol A. Nathan, both old time movie men.

Art Schayer and M. W. Benedict of the Advance Trailer Service were recently visitors in San Francisco.

Jess Levin, son of the manager of the West Portal and Balboa Theatres surprised all by getting married recently. Jess is now employed at Sunset Exchange.

H. Sturke, manager and owner of the Concord Theatre for the past several years, died August 22nd.

Henry Henrioulle, one of the old-timers in the Film Business, is now booker and assistant manager at Columbia.

Lillian Albert, after eight years of service with F B O, spent here and in other offices, was forced to resign on account of ill health.

Chas. Kauffman of Colusa recently visited Film Row. Other recent visitors were Gus Johnson of Newman, W. Williams of Grass Valley, and Chas. Wescott of Fortuna.

Sol Barusch, has resigned as guiding head of the booking department at F B O and is now a member of the publicity staff headed by his brother, Walter Barusch, who directs the publicity of sixteen theatres and has various other advertising accounts.

Joe Cannon, bookkeeper at First National has returned from Canada where he was on his vacation.

Mary Clark, assistant booker at Warner Brothers, has returned from a vacation spent at Los Angeles.

Forest F. Nine of Milwaukee is now at Universal Exchange as assistant manager. He is replacing "Big" Bigford, who recently resigned.

Sue Delaney, after ten years of service at the Paramount Exchange, resigned recently.

Enea Bros. of Pittsburgh, have installed a Preddy Projectophone.

Mary Ann Leonitz of M-G-M's switchboard was married September 2nd.

Stamm & Beede of Antioch have placed an order for a motor generator set and other equipment for their new theatre now under construction at Antioch.

Julian Harvey of Santa Cruz has installed Preddey Projectophone musical equipment in his Cameo Theatre at Santa Cruz.

Max Ranter, formerly with Sunset Exchange, is booking now at F B O, replacing Sol Barusch.

Ackerman, Harris & Oppen have placed contracts for the complete outfitting of the new Amazon Theatre in the Amazon District.

Phillie Bach, has rushed home from his vacation to accept the promotion from assistant manager to manager of the Alexandria.

Seattle

GEORGE P. ENDERT, former manager of the Paramount exchange in this city, and recently head of an office to represent small town exhibitors on Film Row, last week announced his association with Manager Ben Fish's local Metro-Goldwyn-Mayer exchange as a special representative.

Among the visitors at the headquarters of West Coast Theatres, Inc., in the Skinner Building here last week were W. Stefan Perutz, former manager of the United Artists Theatre here and now head of Wesco houses in Tacoma; and Arnold Flink, former assistant manager of the Fifth Avenue Theatre and now associated with the Wesco houses in Bremerton.

Herman Wobber, western division manager for Paramount-Famous-Lasky, spent a few days here at the local exchange with Manager Neal East and several of the sales staff, and then left for California, via the Portland office.

George Sauriol, former exhibitor of Tacoma, Washington, last week re-entered the theatre ranks by taking over the operation of the Rialto Theatre at Kirkland, directly across the Lake from Seattle. This is one of this territory's newer suburban houses.

Reports received on Film Row last week indicated that the Enterprise Theatre in Wilson Creek, Washington, had burned to the ground in a recent fire. J. P. Schroeder has been operating the house.

Several out of town exhibitors made their appearance on Film Row during recent days, including C. A. Swanson and "Chuck" Charles of the Everett Amusement Company at Everett; Fred and Junior Mercy of Walla Walla and other Eastern Washington cities; and Ed Hallberg of Port Angeles, Washington.

Workmen last week were putting the finishing touches on the construction of the new building on Second Avenue north near the new Film Row that will soon be occupied by the Western Poster Company, the Motion Picture Theatre Owners of Washington, the American Seating Company, the Great Western Theatre Company, and Aust and Black, special representatives.

Frank Stannard, at one time the operator of the Portola Theatre in West Seattle, and more recently with West Coast Theatres at Riverside, California, spent a few days on Film Row last week. He is taking a brief vacation before announcing immediate connections.

Another infrequent visitor who graced our city was Art Hile, until a few weeks ago a sales representative for Universal in Portland.

A new modern motion picture theatre seating in excess of 1200 people will soon be built in Kelso, Washington, by Mr. and Mrs. Kreigér.

Ben F. Shearer, president of the B. F. Shearer Company, returned to his office last week from California, and will go down to Portland again this week to supervise work on Hamrick's new Music Box Theatre, now in the course of renovating.

A. McRae, booker for the West Coast theatres in the Pacific Northwest territory, blossomed out this week in a brand new Chandler sedan.

Canada

A REAL theatre romance reached a happy culmination in the recent marriage at Vancouver, B. C., of Charles Stevenson, manager of the Dominion Theatre, to Miss Gladys Harrison, winner of the bathing beauty contest at the Grandview Theatre last year, Mr. Stevenson being the manager of the Grandview at that time.

Another happy event took place at Vancouver, B. C., when Calvin Winter, conductor of the Capitol Theatre orchestra, took unto himself a wife. The wedding also took place at Dauphin, Manitoba, of Phil. Letvak, conductor of the Metropolitan Theatre orchestra, Winnipeg, and Miss Ena Ellis of Dauphin.

Harold Bishop saw everything that was to be seen during a month's holiday visit in Los Angeles and Hollywood, returning recently to his post as manager of the Capitol Theatre, Edmonton, Alberta. Leonard Bishop, a brother, is manager of the Tivoli Theatre, Hamilton, Ontario, where he recently moved from Detroit.

Tenders have been called for the construction of a moving picture theatre in Outremont, Quebec, a suburb of Montreal, to cost in the neighborhood of $350,000. The structure will have dimensions of 96 by 131 feet and will accommodate 1,400 persons. The theatre will have a stone front with entrance of marble and tile and floors of terrazzo.

F. Trudeau, 626 Dollard Boulevard, the owner, expects to open the house next spring. Rene Charbonneau, 360 Pare Etienne Cartier Square, Montreal, is the architect.

Kansas City

WHEN the Orpheum theatre, Kansas City, requested the Chamber of Commerce and other civic organizations to make a survey to determine the logic of the theatre, which played first run pictures and vaudeville last season, reopening this season, the move was made in all seriousness, despite the fact that it looked like a purely exploitation stunt. Following the survey and a protest against the closing of the theatre by the public and civic organizations, the management decided that the soundest business policy would be to allow the theatre to remain closed and change the policy of the Mainstreet theatre, a junior Orpheum house, to a senior Orpheum house, due to its seating capacity of 3,500, which is much larger than the Orpheum. The Mainstreet is being wired for sound pictures. The future of the Orpheum is uncertain, Fred Spear, manager, said.

More than 15,000 miles of film has passed through the hands of the Kansas State Board of Motion Picture Review in a 4-year period ending July 1, this year, according to a check-up just completed by Miss Emma Viets, chairman of the board, which has its headquarters in Kansas City, Kans.

The Metro-Goldwyn film exchange building in Kansas City has been purchased by the G. W. Dulaney Trust of Chicago from Sam Brown of Kansas City for $105,000.

The Ellsworth theatre, suburban house of Kansas City, is to be transformed into a skating rink.

A new $225,000 theatre is to be erected by the Strand Theatre Corp., of Emporia, Kas. Boller Brothers of Kansas City are the architects.

The Warwick theatre of Kansas City, which is being remodeled, will re-open about November 15, according to E. W. Werner, manager.

The new Tackett theatre, Coffeyville, Kas., owned by John Tackett and seating 1,200 persons, will open soon.

Alexander C. Meschon, owner of the New Palace Theatre, Kansas City, has purchased the Ira theatre, suburban house of Kansas City.

The Newman theatre, downtown first run house of Kansas City, reopened after being dark two weeks for remodeling. It will play sound pictures only.

The Rivoli theatre, Girard, Kas., has re-opened, as has the Electric theatre at McCune, Kas.

The next athletic venture of Kansas City's movie row probably will be a football team. Guy Bradford, manager of the Tiffany exchange, is a former football player and is advocating a movie row football eleven.

Milwaukee

JOHN STRAIN has resigned his position as booker for Midweseo to take effect immediately. Mr. Strain was given a farewell dinner at the Wisconsin Hotel on Thursday by members of Midwesco staff. He will be suceeeded by E. P. Vollandorf who has been for the past two years booker at the Fox exchange. Harold Koehler, formerly booker at Producers and Pathe, is the newly appointed booker in the Fox exchange.

Herman Schmidt, manager of the Violet theatre recently fell from a ladder and was quite badly injured. Recent reports show him to be improving.

George Stube has turned over the management of his theatre, the Community at Waterloo to Fred Kypke.

A. W. Parker, sales representative from the Fox Chicago branch is doing special sales work in this territory.

"Boots" Seharun, Celebrated's bookkeeper bought himself a new Essex before starting on his vacation.

The Wisconsin theatre opens with sound on the 22nd of this month. The theatre has been equipped for Movietone, Vitaphone and synchronized subjects.

J. E. O'Toole, manager of Tiffany branch, recently burned his hand quite severely when a box of matches flared up suddenly.

S. A. Shirley, district manager for M-G-M and Felix F. Feist, general sales manager, visited the local M-G-M branch last week.

F. G. Sliter has just returned from a conference in Chicago.

Jim Boden, manager of the Garden, South Milwaukee, is driving a new Olds.

Quite a few out of town exhibitors were in the city during the past week. Among the host were Carl Beglinger of the Majestic at Appleton; William Van Dyke of the Vaudette, Kaukauna; Ernie Hoefer of the Rex at Sheboygan; Frank Steffen of the Rex at Racine; Neil Duffy of the Elite at Appleton; Charles Guelson of the Badger at Stoughton; F. Fox of the Opera House, Marion; Harry Hatfield of the Allen, Raeine; Paul Nowatske of the Park, Mukwanago; Jack Yeo of Beaver Dam; and E. Berth of the Pastime at Kiel.

Harold Sliter, former sales representative for Fox, has taken a position with Midweseo under Joe Leo.

Pittsburgh

THE Ufa exchanges are preparing to open their Pittsburgh branch in the heart of film row at 1010 Forbes street.

Nat Barach, former manager of the old Goldwyn exchange here, is again back in our midst, this time as a representative for the Advance Trailer Service.

The Olympic Theatre in downtown Pittsburgh was reopened on September 17th after a summer closing. The house is first run with continuous performances. It is owned by the Stanley Company.

Stanley's new 3500-seat theatre in the East Liberty district is nearing completion, and, although opening date has not been set, it is possible that the house will be ready by Chirtsmas. Though a name has not as yet been selected, the word "Embassy" is being given serious consideration.

"Jake" Soltz, erstwhile exhibitor, now the popular proprietor of film row's only lunch room, has returned from a vacation at the seashore, all sunburned 'n' everything.

Robert Mochrie, branch manager for Pathe in Pittsburgh, has been transferred to Philadelphia where he will officiate in a similar capacity for Pathe in that city. He is suceeeded in Pittsburgh by Arthur Goldsmith, who has been city salesman here for the past two years.

The Stanley Company reopened the Davis theatre on September 17, after the house had been closed for the summer months. Programs consist of five acts Keith time and feature motion pictures.

Sam Hanauer is completely rebuilding his Lyceum theatre building at Beaver Falls and will reopen the house sometime during October. The new theatre will be one of the finest in the territory.

The opening of the new Lando theatre, seven hundred seat house in uptown Pittsburgh is delayed until September 27th. It is probable that in addition to motion pictures, the house will present a Jewish stock company.

Recent exhibitor visitors to film row included: J. H. McHenry, West Newton; J. B. Kane, Pitcairn; Mr. Stout, Bridgeport; Mike Manos, Greensburg, and Charles Schatz, Meadville.

Southwest

F. M. Tull, who recently returned from a summer's vacation in southern France, advises he has leased his Camera Theatre at Stillwater, Oklahoma, to Roy H. Russ, who will take charge of the theatre on October 1st.

Mr. and Mrs. Tull plan to spend the winter in California.

W. J. Cammer, Branch Manager for Educational is now back on the job after recovering from a few days' illness.

Roy C. Sampson of the Lyric Theatre, Spearman, Texas, came up to Oklahoma City on film business the past week.

Cleve Adams, District Manager for F B O out of Chicago, spent the week visiting the local Exchange and accompanied Sam Benjamin, Branch Manager on a trip in the territory.

Edgar Gregg has resigned his position with Metro to accept a place with the Universal force. Mr. Gregg is being suceeeded by Herman Kuhler at Metro.

The Grand Theatre at Muskogee, Oklahoma, which has been closed for the past several months, has been leased to W. M. Cherry, who operates the Dreamland Theatre at Tulsa, Oklahoma. Mr. Cherry expects to open the Grand as soon as repairs and renovating is completed.

A. F. Prouty, Manager of the Electric Theatre at Hennessey, Okla., paid some business calls on Film Row the early part of the week.

Miss Ethel Poteet, who resigned her position as assistant Cashier for Warner Brothers several months ago, to make her home in Dallas, is now back in Oklahoma City and expects to be located on Film Row again within the next few days.

J. T. Davidson advises he has leased the Princess Theatre at Cheyenne, Okla., from S. H. James, to take effect immediately. J. T. is a brother of S. J. Davidson, owner of the Davidson Theatre Supply Company in Oklahoma City.

D. McFarland of the Palace Theatre at Cyril, Oklahoma, was calling on friends on Film Row the past week.

Griffith Amusement Co., is making extensive improvements in their Palace Theatre at Duncan, Okla.

Charles E. Sasseen the popular district manager for Publix Theatres in Oklahoma, is sporting a new Pieree Arrow coupe.

The new Ritz Theatre at Chickasha, Okla., will open about Sept. 15th.

The Rialto, a Publix theatre, opens at Chickasha, Okla., Sept. 25th, with a Vitaphone program.

Wallace Walthall, southwestern representative for the National Screen Service, made a trip over the state last week.

After three months' illness, James Amis, Pathe salesman at Oklahoma City, is reported as convaleseing.

W. F. Morris has purchased the New Theatre at Konowa, Okla., from Mrs. O. F. Moore.

Curtis Yates has purchased the Laverne Theatre at Dierks, Ark.

E. M. Johnson of the Orpheum at Tulsa, Okla., transacted business at Okla City.

Sam Fringer, owner of the Empress and Nusho theatres at Mangum, Okla., visited on Film Row in Okla. City last week.

Manager H. K. Buchanan of Home State Film Co., visited in Dallas, Texas, last week.

R. B. Campbell of the Majestic and Waynoka theatres at Waynoka, Okla., met with automobile accident recently, but has recovered and is up again.

Dr. R. Mitchell has purchased the Rialto Theatre at Seminole, Okla.

V. E. Hamm of the Capitol at Ringling, Okla., visited Film Row in Oklahoma City the past week.

C. J. Musselman has opened his new theatre at Seymour, Texas, with W. F. Kirkland, manager.

Simpson & Nelson will erect a new theatre at Paducah, Texas, soon.

The Home Theatre at Paducah, Texas, is being improved and new equipment added.

Ed. Brady is erecting a new theatre building at Edinburg, Texas.

Caperton and Brown have opened their new theatre at Shamrock, Texas, not named yet.

Curl. Ellis has purchased the American Theatre at Perryton, Texas.

W. J. Crowell has leased the Moran Theatre at Moran, Texas, from Cosmo Theatre.

Floyd Parker is rebuilding his Crystal Theatre at Ralls, Texas.

E. M. Marshall has re-opened the Royal Theatre at Mabank, Texas, which has been closed.

Dent Theatres, Inc., have opened their new Arcadia Theatre at Ranger, Texas.

New England

THE new Palace Theatre at Haverhill has been acquired by the Publix interests.

Meyer Louis has prepared plans for a new theatre at Mansfield, Mass., to be one story, 65 by 100 feet. Contracts will be awarded at once.

Samuel Pinanski, Louis Pinanski and Jacob Lourie, who are identified with the Netoco chain in New England, are given as the incorporators of the Blue Hill—Intervale Realty Corp., organized at Boston with capital stock of 1,000 shares without par value.

The Ufa Films are this week opening an exchange for the New England territory at 28 Piedmont Street, Boston. Jack Myers, formerly of New York City, is in charge and Dave Schoolman is assistant manager.

Bates Opera House at Attleboro will reopen next week after extensive redecoration and improvements and the installation of Movietone and Vitaphone equipment.

Phil Smith has been making extensive improvements at the Royal Theatre, Olneyville, which will reopen within a few weeks.

Harry Zeitz of the State Theatre, New Bedford, Mass., has a new Packard sedan which is the envy of those in the trade.

Miss Mary King, inspector at the Pathe exchange, is seriously ill at the Boston City hospital. When Miss King was stricken, the Bookers association secured specialists and hospital care for her within an hour.

Harry Segal has returned from a business trip to New York City during which he took in the golf tournament there.

James Concannon, former assistant shipper at the Pathe exchange, has been appointed projectionist at the Shawmut Theatre, Boston.

W. C. MacNaughton, who for a time was under the Netoco banner as manager of that company's Rivoli Theatre at Roxbury, Mass., has resigned from his more recent affiliation, Goldstein Brothers theatres at Pittsfield, Mass., where he has been manager, to become affiliated with the Keith-Albee-Orpheum circuit in New York.

Work is progressing on the new Plymouth Theatre at Worcester and the opening date is now not far distant.

Conditions have resumed normal again at Lee, Mass, after the epidemic of septic sore throat. The theatres of the town are again open.

The Academy of Music at Northampton, Mass., home city of President Coolidge, has reopened for the season.

Harry Conant, who has been a student at the Fox exchange in Boston, has been recalled to New York.

Harry Loew, aged 76, father of E. M. Loew of the Loew circuit, passed away early in the week at his home, 28 Bedford Street, Lynn, Mass. He was a native of Austria and came to the United States in middle life. He first located in Boston and then moved to Lynn where he had resided for the past ten years. Besides his wife, Mrs. Sarah Loew, he leaves seven sons and two daughters.

Albany

SOME of the motion picture theatres in northern New York villages are closing to one night a week. John Gillics, owner of the Star in Salem, is now down to one night a week, while A. E. Curry, with theatres in Norfolk and Norwood, is also running one night a week.

Morris Silverman, a well known exhibitor in Schenectady, was in New York city last week where, as he said, he called on "a few executives" including Moe Streamer, of the United Artists.

The State Theatre in Schenectady, one of the Farash houses, was closed last week to permit the General Electric Company to wire the house in connection with the installation of talking equipment.

The Lyric in Bainbridge, and the Afton theatre at Afton, both owned by Clayton Hawks, have been sold to M. A. Putnam.

Fred Herbs, of Hoctor and Herbs, operating the Strand at Philmont, was along Albany's Film Row last week, and announced that beginning in October, his theatre would run six days to the week.

H. O. Worden, chairman of the entertainment committee of the Albany Film Board of Trade, summoned the members of his committee to a meeting on Monday of this week, to discuss plans for a proposed outing.

Len Garvey, of New Hartford, and William T. Finn, of Madison, motored to Albany during the past week.

Sterling Wilson, local manager of Tiffany's exchange, covered several hundred miles last week in visiting exhibitors in Utica, Watertown and other northern points. Al Guteck, local manager for F B O was also out on the road, visiting exhibitors in Cooperstown, Saratoga Springs, Ilion, and other points.

The Schine brothers continue to install talking equipment in their theatres in various parts of New York state. A contract was let last week for installation at the Oneonta house.

Frank Ascher, of Rhinebeck, operating the Star theatre in that place, motored to Albany during the week.

Abe VanDusen, booker at the F B O exchange; Al Marchetti, booker at the Pathe exchange, and Carl Farnholtz, who books at the Fox exchange, were among the 85,000 fans who witnessed the baseball game in New York City a week ago Sunday.

The Troy theatrical bowling league, consisting of five teams of five men each, has again been organized and starts off its season this week. Teams represent the American, Troy, Lincoln, Griswold and Proctor's theatres. Banquets will be served at the expense of the losers in January and March.

Harry Rose, who is now connected with the Avon theatre in Watertown, spent a portion of last week with relatives in Troy.

William E. Benton, of Saratoga Springs, owning and operating a chain of theatres in northern New York, plunged another iron into the fire last week when he became one of the incorporators of a business college that will be located in Saratoga Springs.

The Astor theatre in Troy, opened up for a week or so, was the scene of a fire one night last week. The blaze occurred in the booth and the operator, Joseph Rinn, kicked the blazing film down a flight of stairs and out into the street.

Charles Smakwitz, manager of the Mark Ritz in Albany, had the misfortune to have his new car badly smashed a few days ago.

The operators union in Troy, held a meeting last Sunday, at which Harry Brooks presented his report of the recent Rochester conference.

Uly S. Hill, managing director of the Stanley houses in Albany and Troy, was among those who attended the opening of the new Stanley house in Utica.

Abraham Cohen, for the past fifteen years manager of the Strand at Massena, a Schine house, has been transferred to the management of the Strand in Carthage, while William O'Brien goes from Carthage to the Massena house.

Jake Golden, manager of the Proctor theatre in Troy, was in New York City during the past week.

Jake Rosenthal, owner of the Rose theatre in Troy, has started in his amateur nights each week. Mr. Rosenthal's mother is seriously ill at her home. His son, Alec, has gone to Brunswick, N. J., to enter business, while another son has entered Union College this fall.

Harold Russell has taken over Grange Hall in Nelson, the Town Hall in Georgetown, and Grange Hall at Erieville, from W. E. Benson, and will show pictures during the winter.

Sam Hochstim, owner of the Star at Hudson, and Freeder and Grossman, operating the Playhouse, Rialto and Park theatres in the same city, are dickering these days for the installation of talking equipment.

William Jarvis, operator at the Troy theatre, has bought a new Buick. Mrs. Andrew Hendrick, wife of the assistant manager of the Troy theatre, is back from a week spent with relatives in Rochester.

Wellington Sykes, owner of the King theatre in Troy, was a driver in the American ambulance corps in France back in 1915.

Bill Smalley, of Cooperstown, has recovered his health to the extent that he is now out and around, although he is not making any long trips at present. T. J. McCarthy, an exhibitor of Fair Haven, was in town during the week.

Mrs. Ben Stern, wife of the manager of the Lincoln in Troy, is back from a week spent in Atlantic City.

South East

Atlanta

FRIENDS of Alpha A. Fowler, well-known Georgia exhibitor, were congratulating him this week on the result of the Democratic primary on Wednesday, when he was chosen to succeed himself for another term as member of the House of Representatives of the Georgia General Assembly.

George M. Jones, one of the most popular young men in the southeastern film fraternity, returned to Atlanta last week to become booker and office manager for Tiffany-Stahl's Atlanta exchange. He succeeds George Baumeister, who is being transferred at his own request to the company's Kansas City branch.

The Rex, Griffin's newest motion picture theatre, was formally opened Friday evening, September 7, at 7 o'clock to good attendance. The house, which has a seating capacity of 500, is operated by Georgia Theatres, Inc., with R. Sansone, a theatreman of experience, as manager.

Through the quick work of firemen the Criterion Theatre, Macon, Ga., was saved from fire last Tuesday night. The Criterion is operated by Community Theatres, Inc., of Atlanta.

C. L. Peavey, head of F B O's Atlanta branch, left Saturday, September 15, for Washington, D. C., to attend a regional convention.

W. G. Underwood, vice-president and general manager of Liberty-Specialty Film Distributing Corporation, with headquarters in Dallas, Texas, visited the Atlanta branch last Monday for a conference with John W. Mangham, Jr.

William G. Minder, Southern division manager for Tiffany-Stahl, visited the Florida territory last week.

J. S. Josey, of the Syndicate Film Company of New York, was a recent visitor.

Recent visitors to Atlanta included: George Hatcher, of the Social Theatre, Social Circle, Ga.; T. F. Thompson, of the Palace Theatre, Cedartown, Ga.; Dale Troy, of the Belle, Gadsden, Ala.; W. R. Griffin, of the Strand Theatre, Cullman, Ala.; Frank Rogers, of the E. J. Sparks Enterprises, Jacksonville, Fla.; H. M. Mitchell, of the Dixie Theatre, Pelham, Ga.; J. H. C. Wink and Hugh Manning, of the Manning and Wink circuit of theatres, Ettowah, Tenn.; and Cy Colley, of the Westmount Theatre, Montgomery, Ala.

John W. Mangham, Jr., Atlanta branch manager for Liberty-Specialty, returned last week from a trip into Tennessee.

Fred Creswell, district manager for A. C. Bromberg Attractions, made a trip into Florida last week.

J. H. Scruggs, of Educational's office, has been on a vacation.

C. P. Lester, manager of Universal's Jacksonville's office, was a recent visitor.

C. W. Maxey, of the Royal Theatre, Summerville, Ga., made his regular weekly trip to Film Row last week.

Louisville

The American Theatre, Tompkinsville, Ky., closed September 3.

The Princess Theatre, Nashville, Tenn., celebrated its Fall opening last week.

The opening attendance at Loew's State Theatre, Louisville, was set at 11,000 and that at the Alamo at 4,700. These two houses opened the same day, one having been remodeled, while the other is a new theatre.

The Cumberland Theatre, Neon, Ky., has closed until further notice as a result of being damaged by fire.

In preparation for the coming big pictures, the Strand Theatre, Louisville, has donned new stage raiment.

Birmingham

Considerable speculation has been aroused over the closing of Loew's Temple on September 15, and possibilities of reopening of the Empire of Pantages. Frank V. Merritt, general manager of the Wise Circuit, announced that the Empire will reopen Monday, October 1, and will present Metro-Goldwyn-Mayer pictures. This evidently takes care of the Metro product, which has hitherto played the Temple. No further confirmation of the contemplated merger of other circuits, locally, has been given, but there is evidently considerable discussion of ways and means going on among the chain operators as to how best to conduct their houses profitably and still further changes may be expected.

A. Brown Parkes has been confined to his home, due to blood poisoning arising from a splinter entering his foot. He is progressing nicely.

It is reported that the Grand, Sheffield, will be reopened under management of Thurmond Harris, local realtor and business man. This is in opposition to the Ritz, operated by Musele Shoals Theatres (Tony Sudekum and Louis Rosenbaum).

The Lyric, Anniston, Ala., seating 1,300, and long under control of F. T. Banks, has been leased to Publix, according to announcement made by the Anniston Junior Chamber of Commerce. The house will be closed and remodeled, over $50,000 to be expended for equipment, and the theatre will also have Vitaphone and Movietone installations. Publix will then have three theatres in Anniston—the Lyric, Noble and Theatro leaving only the Wells, operated by G. A. Wells, as the one independent house in town.

Tony Sudekum, of Nashville, Tenn., president of the Crescent Amusement Company, and operator of fifteen Alabama playhouses, visited North Alabama the past week. It is reported that he is con-

(*Continued on following page*)

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

South East—Cont.

(*Continued from preceding page*)

templating still further expansion of his Alabama holdings.

Lionel Keene, Loew division manager, was in Birmingham the past week.

Ray N. Howell, of the Scenic Theatre, Hartselle, recently became the proud father of a fine baby boy.

Charlotte

T. L. Little, of Camden, S. C. and owner of the Majestic Theatre there, has remodeled his house, equipping it with 1,000 leather upholstered chairs and making it one of the prettiest theatres in South Carolina.

Friends of Mr. and Mrs. H. F. Kincey, of Publix-Saenger Theatres, Inc., Greensboro, N. C., are congratulating them upon the birth of a daughter Saturday, September 8.

Friends of Mrs. E. M. Adams whose husband is connected with the Paramount-Famous-Lasky Corporation, of Charlotte, will be distressed to hear of her illness.

Mr. H. F. Kincey, of Publix-Saenger Theatre, Greensboro, N. C., left September 13 for a two week's booking conference in New York.

A. F. Sams, Sr., of the Piedmont Amusement Co., Winston-Salem, N. C., is spending a week in New York.

The newest Publix-Saenger theatre in North Carolina is the Carolina in Winston-Salem, N. C., which is scheduled to open in January.

The Pickwick Theatre, Chapel Hill, N. C., which was formerly managed by V. A. Hill and owned by S. J. Brockwell, will be taken over by Publix-Saenger Theatres on September 28.

Mrs. F. F. Wilson, of Detroit, is visiting Mr. and Mrs. R. A. Davis, of the National Theatre Supply Company. Mrs. Wilson is a sister of Mrs. Davis.

E. R. Burt has purchased the Carolina Theatre at Biscoe, N. C. from J. O. Childers.

Johnny Vickers, of the engineering department of National Theatre Supply Company, is covering the territory with R. A. Davis.

Mrs. Walter Griffith, of Griffith Delivery Service, has been very ill since her return from Carolina Beach, Wilmington, N. C.

E. V. Richards, of Saenger Amusement Company, New Orleans, passed through Charlotte Sunday enroute to New York. He had a short visit with his brother-in-law, Mr. John McKenna, who is manager of the Publix Imperial Theatre here.

H. J. Paradis, of Eastern Carolina Amusement Company, Wilson, N. C., and A. M. Smith, his manager for the Colonial Theatre, Tarboro, N. C., spent several days in Charlotte last week.

Visitors in Charlotte last week were, C. I. Gresham, Arteraft Theatre, Mooresville, N. C. and the New Theatre, Lincolnton, N. C.; D. Holt, Troy Theatre, Troy, N. C.; C. A. Peeler, of Universal and Imperial Theatres, Lenoir, N. C.; S. G. Rogers, Rainbow Theatre, Marion, S. C.; G. W. Parr, of Imperial Theatre, Lancaster, S. C.; Lester Sipe, of Liberty Theatre, Darlington, S. C.

V. D. Humphries, of Red Springs Theatre, Red Springs, N. C. and Lyric, Bishopville, S. C.; Percy Boone, of the Grand Theatre, Mt. Airy, N. C.; M. P. Burwell, Littleton Theatre, Littleton, N. C.; U. K. Rice, of Colonial Theatre, Winston-Salem, N. C.; Claude Webb, of the Webbs Theatre, Shelby, N. C., Dewey Plummer of the Lyric, Mt. Holly, N. C., Louis Mitchell, of Lyric Theatre, Elkin, N. C.; F. W. Johnson, of the Rex Theatre, Bessemer City, N. C.

Miss Mae Allen Roth, operator of the Palace Theatre, Gallatin, Tenn., here, died Monday, September 10.

Ted Schlanger, eastern division sales manager for Universal, was visitor last week-end to the company's Atlanta branch.

Florida

A formidable array of motion picture executives and representatives of allied business interests attended the opening performance of the new Florida theatre, Gainesville, Fla. Among those present were, M. C. Talley, vice-president and treasurer of the Sparks interests, which owns the house; B. B. Garner, district supervisor for Sparks; Frank Rogers, of E. J. Sparks' Jacksonville office; E. T. Brown, of Atlanta, Sparks booker; Jesse L. Clark, district supervisor in Florida for Publix Theatres Corporation; W. L. Whitehead, public relations man for Publix in Jacksonville; Guy A. Kenimer, manager of the Florida Theatre, Jacksonville; "Hap" Barnes, United Artists representative; John Durfield, Fox Films representative; Harold Kobleguard, of Fort Pierce; John L. Crovo, manager of the Imperial Theatre, Jacksonville; L. D'Englere, decorator, and Roy Benjamin, architect who designed the theatre.

C. T. Chapin and Mrs. Chapin left last week for Jackson, Tenn., where Mr. Chapin will manage the Lyric Theatre.

Manager Charles P. Lester, of Universal exchange, spent two days in Atlanta last week.

Jack Hodges, formerly at the Florida Theatre as advertising manager, has been transferred to Cocoa, Fla., from Jackson, Tenn.

Tracy Barham, district booker for Publix, accompanied Jesse Clark, district supervisor, to New York on Saturday for a conference of district supervisors and bookers in New York next week.

N. V. Darley, general manager of the Rivoli in Ybor City and the Royal in Tarpon Springs, left last week for Havana on a business trip in connection with his movie interests in Cuba. Mr. and Mrs. Serf, of Atlanta, accompanied him. Mr. Serf is interested with Mr. Darley in his theatrical enterprises.

W. T. Fleming, chief projectionist for the Maceo Amusement Co., of Tampa, has secured the agency for the Silver Marshall radio sets and is gathering in some nice orders.

The Majestic at Fort Meade has changed hands. Mr. Blount the former owner is now traveling for a film company.

F. C. Thompson, owner of the Ramon, Frostproof, accompanied by his chief operator, R. H. Palmer, Jr., visited in Tampa last week. Mr. Thompson says that business has been better this summer than last, but even that was nothing to brag about. However, he looks for a good winter season and is putting in some new equipment.

Salt Lake City

CHARLIE EPPERSON, Paramount-Famous-Lasky sales representative in Idaho, was married recently to Miss Ann Donohue of Pocatello.

George George, of the American Theatre at Idaho Falls, Idaho, is reported to be building a new theatre at Blackfoot, Idaho.

The Strand Theatre, of Boise, Idaho, is reported to have changed hands, J. Edwin Thamert having taken it over from G. C. Knight.

Louis Peery, one of the owners of the Egyptian and Ogden theatres of Ogden, spent some time here last week. Harmon Peery is vacationing in Yellowstone Park.

Messrs. A. E. Smith and G. E. Johnstone who are building the new Lyric Theatre at Richfield, Utah, were on film row here September 11th.

The Babcock Theatre, at Billings, Montana, is opening up with the Vitaphone September 25th.

It is announced that the Vitaphone opened up at the Liberty Theatre of Great Falls, Montana, last week.

It is announced here that Steve Roman opened up a new theatre, called the Liberty, at Billings, Montana, recently.

George Brewerton, of the Orpheum Theatre at Shelby, Montana, spent some time at the local film mart last week.

Manager Chas. L. Walker, of the Fox exchange here, has been very busy this week passing the cigars, candy, etc., due to the arrival of a new baby boy Sept. 9th.

Jack Conners who has been traveling for Pathe for an extended period, is now connected with Fox here as Idaho sales representative.

"Bishop" B. G. Thatcher of the Capitol and Lyric theatres of Logan, Utah, spent some time conferring with local branch managers on the Row here last week as did Wm. McFarlane of the Manti Theatre of Manti, Utah.

G. B. Johnstone is reopening his Lyric Theatre at Richfield, Utah, after having had it closed during the summer for improvements.

Fred M. Houghston of the Royal Theatre at Lehigh, Utah, was a visitor here last week.

The Capitol in Delta, Utah, which has been built by C. M. Pace and Noble Peterson, will open the first week in October.

The Salt Lake Branch of Educational have just taken over the Montana territory from Seattle, it is announced. Clyde H. Messinger, manager here, has just left to cover this territory and will be gone for a period of two or three weeks.

The local branch of the National Theatre Supply Company reports having just sold two American Silver Sheet Screens this week, one having been sold to the new Capitol Theatre at Delta, Utah, and the other to the Isis Theatre of Green River, Wyoming.

Dallas

CLIFF LINDSEY, of the Palace Theatre at Lubbock, is continuing his Sunday afternoon shows, after being fined $20. for opening a motion picture show on Sunday, which is against the Lubbock city ordinance. Mr. Lindsey was taken into custody immediately after opening the theatre for the first time on a Sunday afternoon, but was released after agreeing to appear for trial the following day, at which time he pleaded guilty to the charge and paid the fine. From present indications Mr. Lindsey will have no further trouble concerning this procedure.

Harry T. Peebles and associates have leased the Moran Theatre at Moran, Texas, to W. J. Crowell, who has appointed R. E. Jacks of Dallas as manager of the theatre.

Sam Schwartz has closed the Aztec Theatre at Eagle Pass, Tex., for a complete remodeling job. Work will be rushed in order that the theatre may be reopened in the very near future.

A new theatre is being erected at Pudacah, Texas, by Simpson & Nelson, who expect to have the theatre completed by November 1.

Sidney R. Simpson was awarded a silver cup by the Dallas Paramount Exchange for securing the largest number of contracts on the whole show program, which honor he held for the beginning of the campaign.

The Dent Theatres, Inc., have opened their new Arcadia Theatre at Ranger, Texas, and report an exceptionally good business from the very start. The Campbell Theatres, Inc., which is a subsidiary company of the Dent organization, is operating the Arcadia. Grover S. Campbell is the president of The Campbell Theatres., Inc. The mayor and also the secretary of the Ranger Chamber of Commerce gave addresses welcoming the Arcadia and it's personnel, and L. H. Grandjean, publicity director of the Dent chain thanked the officials for the warm welcome. The Arcadia will operate on the four weekly change plan, new programs being offered on Sundays, Tuesdays, Thursday and Saturdays.

Manzel Coffee has sold his interests in the American Theatres at Parryton and McLean to his partner, Carl Ellis, who will have complete charge of both houses.

J. E. Hufford of Whitesboro and Collinsville, and C. H. Niece of Hubbard, were visitors at local exchanges the past week.

Oliver Hinsdell, director of the Dallas Little Theatre, has just received a check from Conrad Nagel to cover his membership as a patron member of this organization. Mr. Nagel asked that his check be turned over to some person in Dallas for use this season. Mr. Nagel and Mr. Hinsdell have been friends for many years and Mr. Hinsdell was the guest of Mr. Nagel during his visit to Hollywood this summer. Mr. Nagel is expected to return the visit by coming to Dallas in November.

Mr. O'Donnell, of the Interstate Amusement Co., is in San Antonio on business and is expected back the latter part of the week.

Minneapolis

THE New Granada, the first atmospheric type of theatre in Minneapolis, will open next week at Lake Street and Hennepin Avenue. Northwest Theatres circuit will operate this theatre, which was built and furnished at a cost of $250,000 and is said to be the most elaborate theatre even constructed outside the loop district in Minneapolis.

Northwest Theatre circuit officials have announced that the house will be conducted as a first run theatre outside the loop. It has both Vitaphone and Movietone equipment.

Jay Gould has again provided opposition in Montevideo, Minn., for the McCarthy Bros., who thought they had eliminated it by buying out the opposition. When Gould's lease expired on the Eagle Theatre, the McCarthys bought the building. Gould has just announced that he has taken a lease on the old Opera House and will open it for motion pictures and roadshows.

The two theatres at Thief River Falls, Minn., for many years owned and operated by H. A. Brumund, have been purchased by Anderson and Anderson, owners of the State theatre at Detroit Lakes, Minn., and other houses in that vicinity. Anderson and Anderson have also sold their theatre at Fosston, Minn. to W. W. Oram, owner of the Eagle theatre at Eagle Bend, Minn.

Saul Resnick, new sales manager of the Minneapolis branch of United Artists, is making a number of changes in the sales personnel here. S. Frank and E. Phelps have been added to the staff among other changes.

A recent visitor in Minneapolis was C. C. Perry, formerly a well known theatre manager in this city and more recently connected with the West Coast Theatres. Mr. Perry is on his way to Kansas City, Mo., to become managing director of one of the leading first run theatres there.

Recent appointments by Columbia include the addition of C. E. Teirey to the sales staff in South Dakota and Dick Latshaw to sell in North Dakota.

United Artists has appointed William Rosenthal district manager of the middle western territory including exchanges in Chicago, Indianapolis, Minneapolis and Omaha.

Cleveland

CHANGES and promotions took place last week in the local Metro-Goldwyn-Mayer exchange. Leo Jones, short subject booker, resigned to become manager of the Orpheum theatre. And Frank Beck was promoted from poster clerk to succeed Jones.

"Pop" Foster, so-called because he is one of the veterans in the sales field, has been laid up for a couple of weeks with a bad attack of neuritis.

Frank Nolan and Walter Steuve have completely redecorated the Orpheum theatre, Canton.

Frank Kenney, of the F B O home office, paid local exchange manager Al Mertz a short call last week.

Nat Charnes and Howard Feigley have remodeled the Lyric theatre, suburban house, into a Spanish atmospheric house.

Meyer Fischer, president of the Fischer Film Exchange, spent last week in Cincinnati visiting the Cincinnati branch of the company.

Glen Crockett, who, with Charles Burton built the Lincoln theatre several years ago, and was one of the first exhibitors in the city to install Vitaphone equipment, has retired from active participation in the exhibition field. Jimmy Surrell has been appointed manager of the Capitol.

It wasn't a Paramount convention, but it certainly looked like more than a coincidence when John Hammel, division sales manager, Harry Ross, district manager, Claude Saunders, exploitation manager, all forgathered here last week with local exchange manager J. E. Fontaine.

The Shadyside theatre, Martins Ferry, O., owned and operated by the Osseo Tribe of Red Men, was sold at public auction recently to Attorney C. E. Timberlake, representing the Shadyside Bank, for $2,800.

Thomas Broad, owner and manager of the Regent theatre, St. Marys, O., has reopened the house, after having completely redecorated it.

The new Seitz theatre at Sandusky is scheduled to open October 1st.

L. D. Miller has plans under way to rebuild the Temple theatre at Bryan. Work will be started in the Spring. The entire house will be built anew.

Albert Dezel Productions have opened an office in 219 Film Bldg. J. H. Ross has been appointed manager of the local exchange.

Changes of ownership have been epidemic lately. Among those reported are the following: State at Dover, from Harry Steinberg and S. J. Knights to C. D. Thompson; Pastime at Roseville, from S. L. Diltz to Harold Williams; State at Alliance, from S. J. Knight to H. L. Herkimer; Cozy at Cleveland, from M. C. Barth to J. F. Farkas; Rivoli, Defiance, from Charnes and Fishman to Edgar F. Stanley.

Milton Bryer, prominent theatre owner of Akron, last week sold the Winters theatre to the Raful Amusement Company.

The Schine Enterprises have purchased the Sigma theatre from Ad Ritzler, according to announcements received.

John Palfi, it is reported, closed the Princess theatre, Kent, permanently. The property will be converted into stores.

Jack Flanagan, president of Tri-State Motion Picture Company, has left for a two weeks' trip East.

Nat Charnas and Howard Feigley, circuit owners of Toledo, have extended their activities to Wasseon, Ohio, where they are about to start building a new 700-seat house.

Bill Lissner, for the past five and a half years a member of the local Metro-Goldwyn-Mayer sales organization, resigned last week to join Universal. He will continue to cover the river territory, that is, Akron, Canton, and Youngstown.

Eddie Johnson and Lon Gross, film transporters, have some new scenery to gaze upon now that they have added the Ohio Valley towns to their territory. Two new trucks have been added.

Des Moines

C. H. LEERY, who several years ago owned the Unique Theatre at Ollie, Iowa, has returned to the theatre business there. He bought back the house from Dwan Frederick.

At Mingo, Iowa, there was a theatre change last week when C. E. Trumbels sold the Strand Theatre there to Stumbaugh and Shorten.

Mr. and Mrs. Ted Ringenberg who have had the Court Theatre at East Sixteenth and Grand, a Des Moines suburban house, for the past four years, are redecorating the theatre this fall.

Another DesMoines suburban house which is getting a coat of new paint and a number of other repairs is the Hyland Theatre which is owned by John Veenshoten.

James Nolan who has had the Opera House at Palmer, Iowa, for several years, has turned over the theatre to new owners, reports the Des Moines Film Board of Trade. The new owners are Elson and Loots.

Visitors at the office of F B O last week were Mr. J. Michael of the Strand at Jefferson, L. M. Fouders of the Electric at Blockton, W. E. Mansfield of the Strand at Belle Plain who also has his theatre at Tama, Iowa, Mr. and Mrs. Lauver of the Royal at Paora, Mr. and Mrs. George Weigman of the Strand at Boone.

F. R. Bandy, exhibitor at Britt, Iowa, and William Johnson who is at the Strand at Fort Dodge, were in at the Metro-Goldwyn-Mayer exchange to set in bookings.

The theatre at Walnut, Iowa, changed hands last week, reports W. J. Miller, Iowa theatre broker. Mr. Johnson who has had the theatre for the past year and a half, sold to an exhibitor who comes in from outside the state.

Abe Frankle, one of the veterans of the show business in Iowa and owner and manager of the Riverview Amusement Park, has been at the hospital for a series of treatments. Mr. Frankle will be able to leave the hospital shortly. Mr. Frankle has disposed of the greater part of his theatre interests but retains the Casino in Des Moines.

Mrs. E. J. Tilton, wife of Manager Tilton of the First National office, was ill at the hospital for a time but is now recovered from her illness. She was a welcome caller at the First National office last week.

Ray O'Brien, assistant manager and booker for Fox, was in Pennsylvania on his vacation. This is his old home.

The Capitol and the Strand in Des Moines are to be equipped with a combination of Vitaphone-Movietone equipment such as is now in use at the Des Moines Theatre. This will make the three Des Moines houses able to show sound pictures.

Nevada, Iowa is to have a new theatre which is to be ready for opening late this fall. It is said to be probably the finest house in Iowa in a town of 5,000.

Leo Moore who operates the Majestic and the Ritz at Centerville was in with his family during the State Fair and visited in Film Row.

H. A. Dearman who now has the Uptown Theatre at Clear Lake, Iowa for which he took contract on September 1, bought the lease on the house from J. C. McCoy who is moving to a new location.

Harry Frankel, manager for F B O, was in Chicago for the managers convention for this district.

D. G. West, booker of the Metro-Goldwyn-Mayer office, is on vacation. Harold Cohen, cashier of this office, spent the week end at his home town, Kansas City.

Baltimore

IN a contest for poster work held by the South Atlantic Division of Originating Poster Artists, the award for the best work was won by Marvin Brown, poster artist of the local Loew house.

The Valley Theatre, Midland, Md., owned by Richard J. Staken and managed by Lionel Clark, of Barton, was scheduled to reopen recently after having been remodeled and renovated.

Sam Horwitz, formerly salesman for United Artists' Exchange, Washington, D. C., has been transferred to the Omaha territory.

Bob Woods, formerly exploiteer for Universal connected with the Washington, D. C., office, has been transferred to the Philadelphia office. He has been succeeded by Charlie Brennan.

Road shows and stock plays are to be presented at the Lyric Theatre, Richmond, Va., during the coming season.

Frank Price, Jr., manager of the Rivoli theatre here, is the first to announce that election returns will be given to the audience.

The Palace theatre here, has been sold by the Frank H. Durkee theatrical interests to the Ritz Theatre Company, which operates the Ritz theatre, a short distance away, conducted by Gaertner Brothers.

The Belnord Theatre, one of the Durkee Theatrical Interests' chain, was wired for sound pictures recently. This house is managed by Charles E. Nolte.

EMPIRE FILM VAULTS INC.

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51 to 100 "	.40	Cases per month over 10 cases	1.75

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Cincinnati

AFTER being extensively remodeled and wired for sound pictures, the Orpheum theatre, Cincinnati, opens September 25. Admission prices have been reduced. The Sky theatre, under same management, and located on the Orpheum roof, where smoking is permitted, has inaugurated similar reduction.

Doris Stecker, manager of the Forest theatre, Avondale, a Cincinnati suburban house, will again feature special Saturday matinees for children.

L. B. Wilson, manager of a chain of houses at Covington, Ky., just across the river from Cincy, has gone to New York for a fortnight's sojourn.

After spending most of the summer at Atlantic City, Henry Levy, an executive of the "L" chain of theatres, has returned to his office in Cincinnati.

A theatrical syndicate, the name of which is being withheld, is said to have arranged for a 30-year lease on a new theatre on which construction work has already been started at Massillon, Ohio. The building will cost around $450,000 and have a seating capacity of 2,000. Vaudeville and pictures will be featured.

A new house is contemplated at Blanchester, Ohio, by J. Robertson, at an estimated cost of $150,000.

Isaac Collins and T. Fulton, Lancaster, Ohio, have selected Miller and Reeves, Columbus, Ohio, as architect for a new $30,000 theatre to be built at corner of Main and Greene Streets, Piqua, Ohio.

Plans have been developed by the Ravenna Amusement Co., Ravenna, Ohio, for a 1,000-seat house, at an estimated cost of $150,000. Completion is specified by January 1.

Harry Lee Moeller, formerly manager of the Capitol theatre, Sidney, Ohio, when that house was under the original management, but who has since been managing the Palace, at Keystone, W. Va., and the Rialto, at Kimball, W. Va., has returned to Sidney to again take charge of the Capitol, which recently passed to the control of the Schines.

The Tiffin Ritz Theatre Co., has been incorporated at Lima, Ohio, for $100,000 by A. Ritzler, G. H. Ritzler and D. H. Kirwin.

Ed Keene, manager of the Oxford theatre, Oxford, Ohio, is again enjoying home life, his wife and daughter having recently returned from a summer spent at Sturgis, Mich.

The Shelby Opera House, Shelby, Ohio, is being redecorated prior to opening for the new season with a policy of pictures.

Tom Roberts, son of "Tim" Roberts, manager of the Madison theatre, Mansfield, Ohio, has been named manager of the Grand theatre, Massillon, Ohio, by W. N. Skirboll. Young Roberts will continue as advertising manager of the Madison, at Mansfield, despite his new connections.

Griff. Granger, manager of the Kaypee Theatre, Mt. Gilead, Ohio, recently held a "Take-a-Chance Week."

Leroy Kime, Mt. Gilead, Ohio, has been added to the Orpheum theatre staff at Marion, Ohio, as projectionist.

The Madison theatre, Mansfield, Ohio, recently celebrated its first anniversary by offering an unusual seven days program of big pictures with Vitaphone. Price schedule at this house has been changed to 25 cents from Monday to Friday, and 50 cents for Saturdays and Sundays.

The High Street Amusement Co., has been incorporated at Columbus, Ohio, with 100 shares, no par. Incorporators are W. R. Liggett, J. F. Nida and E. N. Huggins.

L. Marquet has purchased the Globe Theatre, at Arlington, Ohio, from the former owner Louis H. Dunkirk.

Reuben Diesler, 50, blind exhibitor, and owner of the Diesler Theatre, Plymouth, Ohio, was instantly killed when a Pennsylvania railroad freight train crashed into the automobile in which he and his family were riding at Tiffin, Ohio, this week.

New York and New Jersey

ONE of the fastest remodeling jobs that has ever been brought to our attention was done recently by George Ten Eyck on his Throop Theatre, formerly called the State, in Trenton, New Jersey. 2,400 is the seating capacity. This theatre was closed on September 4. The whole interior was reinforeed, steel girders, new lighting fixtures and new seats being some of the new moves to beautify the house. An enlarged stage and an entirely new lobby are now boasted by the Throop, also, as well as elaborate and general re-decorating.

As the house opened on September 20, this gave but 19 working days for the remodeling job. Mr. Ten Eyck himself supervised all the building activities.

We would like to see someone beat this—if possible.

Simon Franks, president of the Hammonton Theatre Company, Hammonton, New Jersey, announces letting a contract for the installation of Vitaphone and Movietone. Equipment will be installed in his new Rivoli Theatre in Hammonton by October 6, it is said.

Jack Ungerfeld, who owns several houses in New York and New Jersey, has recently completed an elaborate job of redecorating and renovating at the Empire theatre, Rahway, New Jersey.

The Rahway Theatre, also in Rahway, has just been completed by Bratter and Pollack. This newly built house is of the stadium type and seats 1600. It is modern and up-to-date in every respect. The policy of the theatre will be vaudeville and pictures. The equipment includes Simplex machines and a Wurlitzer organ. Arrangements are now being made for the installation of Vitaphone and Movietone. The Rahway opened on September 15.

The Stanley-Fox Company, New Jersey, are nearing completion on the building of their new theatre which will replace the Auditorium at Burlington. The opening date has not been set as yet.

Loew's 116th Street Theatre in Manhattan will open on September 24, instead of September 15 as announced originally. The Loew's 167th Street also had its opening postponed from September 12 to the 20th.

The Ritz Theatre, 180th Street, Bronx, of which it was reported last week that Irving Dashkin would take over the house, will be operated instead by Morris Shane, who is called "the czar of the Fordham section." He will open the Ritz on October 5. It is reported that Shane is also seeking more houses in the Fordham district. He now has under his wing the Bandbox on Fordham Road and the Lyrie on 180th Street.

The Palace Theatre, located at 150th Street and Prospect Avenue in the Bronx, opened last week in time for the Jewish holidays. However, it was closed the night of September 18. This is a short running streteh for any house.

The Forsythe Theatre, Forsyth Street on the lower East Side section of Manhattan, opened last Monday under the management of Mr. Greenberg, the original owner and builder.

Herman Starr, formerly manager of the Jolson circuit of theatres in the Bronx, has left business for a two-week's vacation to visit his mother at Grand Rapids.

Lee Ochs has purchased a Hertner generator from National Theatre Supply Co. for his Uptown Theatre.

The B. F. Keith Riverside Theatre opened this week with its new policy of vaudeville and motion pictures. The house has been renovated with new drapes, decorations and presents a most pleasing interior.

The Colony Theatre, controlled by Universal Theatres, is to be opened shortly. An indication of this lies in the fact that the National Theatre Supply Co. installed a new projection machine this week.

The Rialto Theatre, in Westfield, New Jersey, has purchased new equipment from National as have also the following theatres: the Grand in Newark, under the control of Louis Gold; the Farragut theatre of the Schwartz circuit; and the Orpheum in Saugerties, N. Y. This latter house is to open early next month.

The Howard theatre, located at Howard Beach, Long Island, opened this week on September 19.

B. F. Keith's Kenmore theatre in Brooklyn at Church and Flatbush, opened last Monday. In charge of this house will be Manager Kelmar, who formerly managed Keith's Prospect theatre.

The Bijou Theatre at Rockaway Point, Long Island, has been closed for the winter season. This house is operated by Mr. Demel.

Lawrence Cox is now managing the Cosmo theatre, situated at 3rd Avenue and 116th Street. He formerly managed the Rex Theatre in East Rutherford.

The Senate Theatre, 74th Street and 18th Avenue, Brooklyn, is now running on Sundays and Mondays. It has been closed during the summer. Sam Berman of the Walker Theatre operates and owns this house.

Indianapolis

PAUL MELOY, of Shelbyville, O. L. Demaree, Franklin, were out-State members of the arbitration board which met this week. Philip Holzman, of the American at Evansville, had a case before the board.

It is reported that Mid-West will have a new exchange manager in a few days. General Manager John Servass said a new manager had not been selected.

The Fourth Amusement Company has taken over William Connor's three Marion, Ind., houses. They are the Lyrie, Rio Grande and Indiana.

Louis Markum, owner of the Rex, Thirtieth St. and Northwestern Ave., reports thieves entered the neighborhood house and stole gloss prints of Hollywood folks.

"Indianapolis apparently has a burglar who worships the heroines and is not content to resort to mash notes or to feast his eyes on the photographs that appear in newspapers and magazines," Marcum said.

Work is to be begun in a few days on the new Balaban and Katz house at Marion, Ind. The old Oyster Bay site on N. Washington St. was recently sold to the Universal Film Corporation. Donald McElroy, of Fitzpatrick and McElroy, subsidiary of the chain, has charge of the Indiana interests.

Miss Helen Brown, Associated Theatre Owners secretary, obtained several assoeiation memberships last week at Evansville.

Miss Marion McCollough, former travelling secretary, has replace Miss Ruth Doyle, Film Board secretary. Miss Doyle was transferred to Montreal. Miss McCollough has been in charge of the local office several times.

Associated Theatre Owners directors met Tuesday on call of President Charles R. Metzger to plan the October State convention.

Walter Easley, K. of P. house at Greensburg; William Brenner, of the Cozy theatre at Winchester; Sam Neall, of the Isis at Kokomo; A. C. Zaring, and Harry Markum, Indianapolis, attended the session.

St. Louis

THE Chippewa Theatre, Broadway near Chippewa Street, St. Louis, Mo., has been sold by Bookers, Bromley & Monnig to Chicago theatrical interests. The price paid is said to have approximated $200,000.

The St. Louis Amusement Company has renewed its lease on the Aubert Theatre, Easton and Aubert Avenues, St. Louis. It is considering the installation of Vitaphone equipment. The new lease runs for a long term of years.

The Solari Guild, Kirkwood, Mo., has been incorporated by the State of Missouri and authorized to give motion picture shows, theatrical performances, concerts and vaudeville entertainments and also to conduct studios for the teaching of the fine arts. The company has 100 shares of non-par value and will commence with $6,000 capital. The incorporators are: Earl B. Deane, 123 East Bodley Avenue, Kirkwood, 20 shares; Leila C. Deane, same address, 20 shares, and Joseph Solari, 25 South Moreland, Glendale, 20 shares.



Selling sound, romance, aviation thrills and a popular personality. Reproduced above are some typical newspaper displays used in exploitation of "Lilac Time" at first run theatres. The ads were features of campaigns at the following theatres: Aztec, San Antonio; Stanley, Pittsburgh; Stillman, Cleveland; Grand Central, St. Louis, and the Madison, Detroit.

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

Position Wanted Manager—Giving up interest motion picture theatre—Film salesman for number of years—understand booking — and know every angle of business, pictures, vaudeville, presentation. Will put over your house. East preferred. Box 390, care Motion Picture News, 729 Seventh Ave., New York City.

Manager, who is a college and University graduate, graduate of the Publix Theatres Managers' Training School and Publix trained, with originality and initiative, capable of handling any department of the theatre, will consider changing position. Box 391, care Motion Picture News, 729 Seventh Ave., New York City.

At Liberty Organist. Non-Union. Referenees from any manager I have worked for. Elmer Howell, R. R. 1, No. 76, Warsaw, Ind.

Man thirty-eight years old, desires position as motion picture house manager. A real plugger for business. Best references given. At present employed. Need two weeks' notice. Go anywhere. Box 392, eare Motion Picture News, 729 Seventh Ave., New York City.

Advertiser, intelligent young man, 26, of undeniable integrity, life long abstainer, non-smoker, residing Ireland, interested in producing braneh of motion picture business since 1913, free lance experience cinematography, late Irish representative of an American newsreel, offers his serviees to and would be very glad to hear from any member of the trade interested or contemplating work in Ireland. Bankers' and other references. Box D. J. C., care Motion Picture News, 729 Seventh Ave., New York City.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

Manager, thoroughly experieneed small town or neighborhood. Single, reliable. South preferred but not essential. Knows pictures, writes copy. Best referenees. Box 386, care Motion Picture News, 729 Seventh Ave., New York City.

A young man, married, energetic, full of new blood and new ideas, desires position as theatre manager, exploitation or publicity with a growing firm where there is a chance for future advancement. Fifteen years experience in exploitation, advertising, and theatre management; any kind of house. Have been conneeted with one of the large chains but desire a change. Will go anywhere. Box 383, care Motion Pieture News, 729 7th Ave., New York City.

For Sale or Lease

FOR SALE — 400 high class upholstered opera chairs. Upholstered panel back and seat. Price $3.00. Address Box 425, eare Motion Pieture News, 729 Seventh Ave., New York City.

Two Peerless Lamps, like new. $190.00 each. Carol Fenyvessy, 62 St. Paul St., Rochester, N. Y.

Strand Theatre, Lexington Ky., Opened With Elaborate Display

PHOENIX AMUSEMENT COMPANY reopened the doors of its Strand Theatre, Lexington, Ky., Sunday afternoon, September 2, at one o'clock, offering to Lexington theatregoers a beautiful house remodeled and redecorated at a cost of $100,000. From Main Street to the back doors, the Strand is a new theatre, only the four walls and ceiling being old and they are artistically decorated.

More than $150,000 has been spent by the Phoenix Amusement Company on the Strand and Ben Ali Theatres here during the past three months to convert them into handsome theatres and the Strand takes its place as one of the most modern and beautiful theatres in the State.

Included in the extensive plan of improvement for the Strand are Vitaphone, Movietone and R C A Photophone equipment, mechanical devices for synchronization of feature pictures and short subjects, which will soon be installed.

The first new features of the house to draw admiration are two sets of magnificent bronze doors, installed at a cost of $6,000. with a bronze ticket office to match.

A foyer of real beauty greets one entering the theatre. The walls bear panels of heavy rose silk with gray background, while the ceiling predominates with its artistic designs, hand painted in colors of olive green, French gray, rose, blue and gold, with a crystal beaded chandelier hanging from the center. Two massive torcheires, reproductions of those at the Keith-Albee Theatre in Cincinnati, catch the eye. Overstuffed couches in emerald green and rose, two chairs of same material and a hand-carved walnut console table with black and gold marble top and four lovely hand painted oil jars, compose the furnishings of the foyer.

Stairs leading from the foyer to the balcony are done in two tones of French gray. Two square-cut crystal chandeliers hang over each landing on the stairway and a couch in green mohair, two overstuffed chairs and a large mirror complete the furnishings. Directly off the balcony promenade, which is a distinctive feature, roomy and spacious, is the ladies' rest room, finished in tan and green. Silk cushions striped in rose, green and tan, large wall mirrors, dressing table, two roomy chairs with couch make this an attractive and cozy lounge. The lavatory is tiled in blue and white check with white fixtures.

The entire theatre has been reseated with a deluxe theatre chair of all-steel construction with a 12-spring box seat covered in red, gray and blue water colored leather composition and a gray and blue-striped velour two and one-half inch cushion back. These chairs are not only beautiful but exceedingly comfortable and cost $18,000. The Strand has the second largest seating capacity of any theatre in Lexington, with 1,391 seats, the Ben Ali having the most with 1,500.

Walls of the theatre have been decorated by Long, noted mural artist, at an expenditure of $15,000. A handsome red velour and gold curtain especially designed and made for the Strand has been installed on the stage. A three-manual Wurlitzer organ is another outstanding feature.

September Opening for New Wesco House

The new West Coast house which has been under construction at El Centro, in Imperial Valley, will be ready the latter part of September for its formal opening. It represents a cost of approximately $100,000 and will have a seating capacity of about 1500. It is constructed of granite and steel and has the latest type of cooling and heating equipment. The house has a stage 40 by 25 feet. A 210-pipe Wurlitzer organ has been installed.

New Keswick Now Being Built in Philadelphia

A new theatre to be known as the Keswick, which will seat 1600 on the ground floor, is being built for Edward N. Johnson, Glenside real estate man. The theatre will have the most up-to-date equipment and both Movietone and Vitaphone will be installed. Horace Trumbauer, of Philadelphia, is the architect and the Turner Construction Company is erecting the building, which it is expected will be ready for opening on January 1st. Harry Katzes will manage the new theatre.

Sheldon, Iowa, to Have New $75,000 Theatre

F. O. Kehrberg, of Sheldon, Iowa, plans to construct there a $75,000 house, which will be operated by Mr. Kehrberg's two sons who now have the Lyric and Gem theatre at Sheldon and the Princess Theatre at Sanborn, Iowa. The new house is to occupy the 72 by 103 lot now used for the Houlihan Furniture store. The theatre will have a seating capacity of 800, and will be equipped so that it can show sound pictures.

$50,000 Theatre in Albany Suburb Being Built

A $50,000 motion picture theatre is to be erected at once in the village of Delmar, a suburb of Albany, with plans to open the house on November 1. The owners will be Samuel F. Jarvis and Felix R. Wright, both of Albany. The house will have 500 seats. The exterior will be of tapestry brick with Indiana limestone trimmings.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Nov.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Dec.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
College Cuckoo	Murdock-Cavalier	June	1	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke's Dirty Doings	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		June	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
His Wild Oat	McDougall Kids	July	10	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lonesome Babies	Jack Cooper	Aug.	1	2 reels	
Lost Whirl, The	Irving-Cooper	July	1	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reels	Mar. 17
Lot o' Boloney, A	McDougall Kids	June	10	2 reels	
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Naughty Nurse	Jack Cooper	April	20	2 reels	
Pikers The	McDougall Kids	Aug.	10	2 reels	
Smackem Alley		Mar.	20	2 reels	
Wild Waves		Feb.	20	2 reels	

COLUMBIA
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	17	5459 feet	Sept. 15
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1	4569 feet	
Broadway Daddies	Logan-Lease	April	7	5537 feet	Sept. 15
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	Sept. 15
Fashion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Isle of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	Sept. 8
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				Sept. 15
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 feet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So This Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25	6048 feet	
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman's Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Court-Martial	Holt-Compson		
Lone Wolf's Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade			
Street of Illusion, The	Ian Keith		
Scarlet Lady, The	De Putti-Alvarado	6575 feet	
Submarine	Holt-Revier-Graves	8192 feet	Sept. 15

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All in Fun	Jerry Mandy	Oct.	21	1 reel	
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Always a Gentleman	Lloyd Hamilton	Feb.	5	2 reels	Feb. 18
America's Pride	Our World Today	Oct.	7	1 reel	
At It Again	Monty Collins	May	13	2 reels	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reels	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondes Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	26	1 reel	Mar 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reels	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reels	Mar. 17
Come to Papa	"Big Boy"	Oct.	14	2 reels	
Companionate Service	Dorothy Devore	Oct.	7	2 reels	
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	Sept. 15
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 28
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reels	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	8	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeows	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat In Futuritzy	"Sullivan Cartoon"	April	29	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat In Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	
Felix in Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indoor	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat In the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tonquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Fisticuffs	Lupino Lane	Oct.	28	2 reels	
Girlies Behave	Jerry Drew	Sept.	9	2 reels	Sept. 8
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Glorious Adventures	Hodge-Podge	Oct.	14	1 reel	
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 28
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Lucky Duck, The	Billy Dale	Oct.	7	1 reel	Sept. 15
Mother Birds	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	8	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	Sept. 15
Pretty Baby	Monty Collins	Feb.	26	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaring Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Has Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Stage Frights	George Davis	Oct.	21	2 reels	
Star Shots	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reels	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitors Welcome	Johnny Arthur	Mar.	4	2 reels	Mar. 10
Wandering Toy, The	Hodge-Podge	May	6	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slips	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who's Lyin'?	Davis-Collins	June	10	2 reels	May 26
Wife Trouble	Robert Graves	Sept.	23	1 reel	Sept. 8
Wildcat Valley	Johnny Arthur	Jan.	22	2 reels	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowers	May	20	2 reels	May 19

EXCELLENT PICTURES (S. R.)
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Walsh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6759 feet	
Into No Man's Land	Santschi-Blythe	June	15	6700 feet	
Making the Varsity	Hulette-Rankin-Lease	July	15	6400 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Speed Classic, Inc.	Lease-Harris	July	31	4700 feet	
Stronger Will, The	Marmont-Carewe	Feb.	20	6600 feet	
Women Who Dare	Chadwick-Delaney	Mar.	31	6520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Gilded Love			
Life's Crossroads	Hulette-Hamilton		
Manhattan Knights	Befford-Miller	Aug. 27	6000 feet

F B O

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5886 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Captain Careless	Bob Steele	Aug.	26		
Charge of the Gauchos	F. X. Bushman	Sept.	16		
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man's Curve	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, The	Tyler-Thompson	Dec.	25	4754 feet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Dog Law	Ranger (Dog)	Sept.	2		
Drivin' Sands	Bob Steele	Jan.	1	4770 feet	
Fa.es of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, The	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept.	23	6337 feet	Aug. 4
Hook and Ladder No. 9	Ellis-Keete-Hearn	Nov.	13	5240 feet	Dec. 16
In a Moment of Temptation	Stevens-Keefe	Sept.	18	5605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	16	5186 feet	Nov. 4
Judgment of the Hills	Velll-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, The	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6429 feet	April 21
Loves of Ricardo, The	George Beban	June	17	5181 feet	
Man In the Rough, The	Steele-King	May	20	4785 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Dsrro	April	22	4781 feet	Feb. 11
Pinto Kid, The	Barton-Trevor-Lee	April	29	4864 feet	Jen. 7
Racing Romeo, The	Grange-Ralston	Sept.	1	5992 feet	Dec. 16
Ranger of the North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shsngheled	Miller-Ince	Oct.	19	5999 feet	Aug. 26'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April	24	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Stocks and Blondes	Logan-Gallagher	Sept.	9	5493 feet	
Swift Shadow, The	Ranger (dog)	Dec.	11	4892 reet	Dec. 23
*†§Taxi 13	Conklin-Sleeper-Trevor	Sept.	2		
Terror Mountain	Tom Tyler	Aug.	19	4884 feet	
Texas Tornado, The	Tyler-Darro	June	24	4793 feet	
Trail of Courage, The	Steele-Bonner	July	8	4758 feet	
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	Feb.	26	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Cerr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June	25	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthee	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Happy Holidaye	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, The	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Intants	Karr-Ross-Alexander	June	11	2 reels	June 16
Jessie's James	Vaughn-Cook			2 reels	
Joyful Day	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey's Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey's Little Eva	Mickey Yule	April	2	2 reels	
Mickey's Movies	Mickey Yule			2 reels	
Mickey's Nine	Mickey Yule	Mar.	5	2 reels	
Mickey's Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Triumph	Mickey Yule	July	2	2 reels	
Mickey's Wild West	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	16	2 reels	
My Wild Irish Rose				2 reels	
Oul Oul Heidelberg	Karr-Roes-Alexander	Feb.	13	2 reels	
Panting Papae	Karr-Roes-Alexander	Jan.	9	2 reels	
Rahi, Rahi Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Feb. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 reels	

Coming Attractions

Title	Star	Length	Reviewed
Air Legion, The	Lyon-Sleeper-Moreno	Jan. 6	
Avenging Rider, The	Tom Tyler	Oct. 7	
*†§Circue Kid, The	Darro-Costello-Brown	Oct. 7	
City of Shadows, The	Luden-Lynn		
Come and Get It	Bob Steele	Feb. 3	
Down Our Way	Valll-Caldwell-Darro		

Title	Star	Rel.	Date	Length	Reviewed
Drums of Araby	Tom Mix				
Eagle's Te'ons, The	Tom Tyler				
Freckled Rascal, The	Buzz Barton	Mar.	31		
Fury of the Wild	Ranger (Dog)	Nov.	4		
*†§Geng War	Borden-Pickford	Nov.	18	6337 feet	
Gun Law	Tom Tyler	Mar.	3		
Headin' for Danger	Steele-Mendez	Dec.	16		
Hey Rube!	Olmstead-Trevor				
His Last Haul	T. Moore-Owen	Nov.	11		
Idaho Red	Tom Tyler	Mar.	3		
Jazz Age, The					
Little Outlaw, The	Buzz Barton				
Orphan of the Sage	Buzz Barton	Dec.	23		
Outlawed	Tom Mix				
Rough Ridin' Red	Buzz Berton	Nov.	4		
Sally's Shoulders	Wilson-Hackathorne	Oct.	14		
Singapore Mutiny, The	Gardner James	Oct.	7		
Sinners In Love		Nov.	4		
Son of the Golden West	Tom Mix	Oct.	1		
Stolen Love	M. Day-O. Moore-Lease	Dec.	2		
Tracked	Ranger (Dog)	Jan.	6		
Trail of the Horse Thieves, The	Tom Tyler	Jan.	13		
Tropic Madness	Leatrice Joy				
Tyrant of Red Gulch	Tom Tyler	Nov.	25		
Vagabond Cub, The	Buzz Barton	Feb.	10		
Young Whirlwind, The	Buzz Barton	Sept.	16		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Costello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5960 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Bell	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Merlowe-Novak	Feb.	15	5600 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Peuline Garon	Jan.			
Polly of the Movies	Short-Robards	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
*†Barker, The	Sills-Compson-Mackaill	Sept.	30	7137 feet	July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Butter and Egg Man, The	Mulhall-Nissen	Sept.	2	6467 feet	
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	16	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
*†Good-Bye Kiss, The	Eilers-Burke-Kemp	July	8	7989 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7100 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, The	Sills-Kenyon	May	27	7428 feet	July 7
Head Man, The	Murray-Kent-Young	July	8	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	Sept. 15
Heart Trouble	Harry Langdon	Aug.	12	5400 feet	
Her Wild Oat	Moore-Kent	Dec.	25	8118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 26
Ladies' Night In Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 16
Little Shepherd of Kingdom Come	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
*Night Watch, The	Dove-Reed	Sept.	9	6612 feet	
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26	6100 feet	Sept. 1
Out of the Ruins	Barthelmess-Nixon	Aug.	19	6100 feet	Aug. 25
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mer. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
*Show Girl	White-Delaney	Sept.	23		
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	July	29	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	6212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5		
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, The	Taylor-Moreno	Feb.	5	5087 feet	Mer. 24
Wright fdea, The	Hines-Lorraine	Aug.	5	6300 feet	
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
*†Changeling	Dorothy Mackaill		
Cheyenno	Maynard-McConnell		
Companionate Marriage	Bronson-Francis-Walling		
*†Divine Lady	Griffith-Varconi		
Do Your Duty	Charlie Murray		
Glorious Trail, The	Maynerd-McConnell	Oct. 28	
*Hard Rock	Sills-Todd	Oct. 14	
*†Haunted House, The	Kent-Todd		
*†§Lilac Time	Moore-Cooper	8967 feet	Mar. 24
Lawless Legion, The	Ken Maynard		
*Outcast	Griffith-Lowe	Oct. 28	
Phantom City, The	Maynard-Gilbert		
Ritzy Rosie	Alice White		
*Scarlet Seas	Barthelmess-Compson		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Synthetic Sin	Colleen Moore				
Thirtieth Day of October, The	Billie Dove				
Waterfront	Mackaill-Mulhall	Sept.	16		
*Whip, The	Mackaill-Nisson-Forbes	Oct.	7	6058 feet	

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar. 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mar. 3
Branded Sombrero, The	Jones-Hyams	Jan.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Dare Devil's Reward	Mix-Joyce	Jan.	15	4987 feet	Jan. 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Valli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, Tha	Beebe-Burke	July	8		
*Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	Sept. 8
*Four Sons	Mann-Hall-Bushman	Sept.	2	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jan.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl In Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	May 19
Hello, Cheyenne	Mix-Lincoln	May	13	4518 feet	May 19
High School Hero	Phipps-Stuart	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	May 28
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mar. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
*Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
None But the Brave	Morton-Phipps-Lynn	Oct.	21	5713 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June	10	5071feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Borden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec.	2	9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug.	26		
Road Housa	Barrymore-Alba	July	22	4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jan.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Square Crooks	Brown-Armstrong-Dwan	Mar.	4	5397 feet	Mar. 31
*†§Street Angel, The	Gaynor-Farrell	Aug.	19	9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov.	4	8729 feet	Oct. 14
Thief In the Dark, Tha	Meeker-Hill-Lee	May	20	5937 feet	May 28
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 18
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629 feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America'e Little Lamb	Variety	April	15	1 reel	May 26
Arkansas Traveler	Variety	Jan.	8	1 reel	
Blue Grass and Blue Blood	Variety	Dec.	9	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Desert Blooms, The	Variety	Mar.	19	1 reel	
Drifting Through Gascony	Variety	Oct.	28	1 reel	
Elephant's Elbows, The	Laon Ramon			2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May	13	2 reels	May 19
Glories of the Evening	Variety	Nov.	11	1 reel	
Head Hunters of Ecuador	Variety	Jan.	22	1 reel	Feb. 4
Her Mother's Back	Dent-Bletcher			2 reels	Aug. 4
His Favorite Wife	Brooks-Dent			2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T .Hill	Jan.	1	2 reels	
Jack and Jilted	P. Cunning-M. King	May	27	2 reels	May 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Lady Linn	Lincoln-Clayton-Bletcher	Mar.	25	2 reels	May 19
Lofty Andes, The	Varsity	Aug.	5	1 reel	Aug. 11
Lords of the Back Fence	Variety	Jan.	22	1 reel	
Love Is Blonde	Rollens-Ellis	Feb.	26	2 reels	Mar. 17
Low Necker, The	Marjorie Beebe	Dec.	18	2 reels	Jan. 14
Monument Valley	Variety	Nov.	25	1 reel	
Neapolitan Days	Variety	Sept.	2	1 reel	
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	May 26
On a South Sea Shore	Variety	April	1	1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb.	19	1 reel	
Snowbound	Variety	Aug.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
Spanish Craftsmen	Variety	Sept.	30	1 reel	
Steeplechase	Variety	Oct.	14	1 reel	
Storied Palestine	Variety	Dec.	23	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Through Forest Aisles	Variety	Sept.	16	1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mar.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*§Air Circus, The	Carrol-Lake-Rollins	Sept.	30	7702 feet	Sept. 8
Backwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	18		
*†xCaballero's Way, The	Walsh-O'Brien-Alba				
Cock-Eyed World, The	Lowe-McLaglen				
Cowboy Kid, The	Rex Bell			4293 feet	July 21
Dry Martini	Gran-Astor-Moore	Oct.	14		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.	23		
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Girl-Shy Cowboy, The	Rex Bell			4404 feet	
Homesick	Sammy Cohen	Dec.	30		
Joy Street	Barrymore-Alba	Dec.	9		
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
*†xMaking the Grade	Moran-Lowe	Oct.	7		
Me, Gangster	Collyer-Terry	Oct.	8		

Title	Star	Rel.	Date	Length	Reviewed
*†§Mother Knows Best	Bellamy-Drosser	Oct.	28		
Our Daily Bread	Farrell-Duncan				
Plastered In Paris	Cohen-Pennick	Sept.	23		
Prep and Pep	Rollens-Drexel	Nov.	11		
Riley the Cop	Macdonald-Droxel	Jan.	8 '29		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	16	5337 feet	
Woman, The	Astor-Boles				

MOVIETONE SHORTS

Title	Star	Rel.	Data	Length	Reviewed
At the Ball Game	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
Corpus Christi	Raquel Mayer				Sept. 8
Everybody Loves My Girl	Winnie Lightner				Sept. 8
Family Picnic, The	Raymond McKee			2 reels	
Four A. M.				2 reels	
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
Ladies' Man, The	Chic Sales			2 reels	
Mind Your Business	Hugh Herbert			2 reels	
Napoleon's Barber				2 reels	
Mystery Mansion				2 reels	
They're Coming to Get Me	Chick Sales				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30
Seranade (Schubert)	Harold Murray				Sept. 8
White Faced Fool, The	Lionel Atwill				Sept. 8

GOTHAM

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Bara Knees	Corbin-Keith	Feb.	1	6800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	8987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mar. 10
Chorus Kid, The	Faire-Waahburn	April	1	8200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	May 12
Midnight Life	Bushman-Olmstead	Aug.	12	6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug.	26	6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Abla of the U. S. A.	George Jessel				
Down Grade, The	Fairbanks-Calhoun				
*§Girl From Argentine, The	Carmel Meyers				
Thru the Breakers	Livingston-Herbert				
Turn Back the Hours	Loy-Pidgeon	Mar.	1	6800 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Adventurer, The	McCoy-Sebastian	July	14	4713 feet	
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dana	Jan.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moora	Nov.	12	6433 feet	
Ben Hur	Novarro-McAvoy	Oct.	8	11693 feet	Jan. 16, '28
Big City, The	Chaney-M. Day-Compson	Feb.	18	6838 feet	Mar. 31
Big Parade, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body and Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Macdonald-Olmsted-Moran	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Hanson	Dec.	24	6050 feet	Mar. 31
Certain Young Man	Novarro-Adoree	May	19	5679 feet	June 18
Circus Rookies	Dane-Arthur	Mar.	31	6601 feet	May 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardman-Murray	Mar.	3	8538 feet	Feb. 25
Detectives	Dane-Arthur	June	9	5838 feet	
Diamond Handcuffs	Boardman-Gray-Nagel	May	5	6700 feet	Sept. 15
Divine Woman The	Garbo-Hanson	Jan.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
Fair Co-Ed	Davies-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Novarro-Adoree	June	16	5011 feet	July 28
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	April 28
Four Walls	Gilbert-Crawford	Aug.	11	6620 feet	Aug. 25
Garden of Allah	Terry-Petrovich	Nov.	6	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Paris, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Chaney-Young-Asther	April	14	7045 feet	June 2
Law of the Range	McCoy-Crawford	Jan.	21	5393 feet	
London After Midnight	Chaney-M. Day-Nagel	Dec.	3	5687 feet	Dec. 23
Love	Garbo-Gilbert	Jan.	2	7365 feet	Dec. 16
Lovelorn, Tha	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June	2	5441f eet	
Man, Woman and Sin	Gilbert-Eagels	Nov.	19	6280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug.	4	7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Gray	Mar.	10	7289 feet	
Quality Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	6544 feet	Jan. 21
Rose-Marie	Crawford-Murray-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	12	5801 feet	
Smart Set, The	Haines-Holt-A. Day	Feb.	25	6476 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	6705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7
Tea for Three	Cody-Pringle-O. Moore	Dec.	10	6273 feet	Nov. 11
Telling the World	Haines-Page	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	26	5252 feet	
Under the Black Eagle	Flash-M. Day-Forbes	Mar.	24	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
*†§White Shadows In the South Seas	Blue-Torres	July	7	7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
African Adventure, An	Ufa Oddities	Aug.	27	2 reels	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Assorted Babies	Ufa Oddities	Nov.	15	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
*§Bellamy Trial, The	Joy-Bronson	Sept.	22		
Beyond the Sierras	Tim McCoy	Sept.	15		

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel. Date	Length	Reviewed
Bird Man, The	Charley Chase		2 reels	
Bits of Africa	Ufa Oddities	Sept. 15	1 reel	
Blow by Blow	Max Davidson	Mar. 31	2 reels	April 21
Boy Friend, The			2 reels	
Call of the Cuckoo	Max Davidson	Oct. 15	2 reels	
Cameraman, The	Keaton-Day	Sept. 29		Sept. 15
Came the Dawn	Max Davidson	Mar. 3	2 reels	
Cardboard Lover, The	Davies-Asther	Aug. 25	7108 feet	Sept. 8
Children of the Sun	Ufa Oddities	Feb. 11	1 reel	
Cleopatra	Revier-Ellis	July 7	2 reels	
Crazy House	"Our Gang"	June 2	2 reels	May 26
Czarina's Secret, The	Baclanova-Mix-Rand	Mar. 17	2 reels	
*†Dancing Daughters	Crawford-Brown-Sebastian	Sept. 8		
Dumb Daddies	Max Davidson	Feb. 4	2 reels	Feb. 25
Eagle's Nest	Ufa Oddities	Aug. 18	1 reel	
*Early to Bed	Laurel-Hardy		2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar. 10	2 reels	April 7
*†Excess Baggage	Haines-Cortez	Sept. 8		
Fair and Muddy	"Our Gang"	May 5	2 reels	May 12
Family Group, The	Charley Chase	Feb. 18	2 reels	Feb. 18
Fight Pest, The	Charley Chase	May 12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb. 25	2 reels	April 7
Fishing With a Microscope	Ufa Oddities		1 reel	
Follow Through	Laurel-Hardy		2 reels	
Forty Thousand Miles with Lindbergh	Aviation Film	Mar. 4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar. 24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May 19	1 reel	
Growing Pains	"Our Gang"	Sept. 22	2 reels	
Happy Omen, A	Ufa Oddities	July 14	1 reel	
Heavenly Bodies	Ufa Oddities		1 reel	
Heart of Robert E. Lee, The	Daw-Walling	Sept. 22	2 reels	
*Imagine My Embarrassment	Charley Chase	Sept. 1	2 reels	July 28
*Is Everybody Happy?	Charley Chase	Sept. 29	2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan. 28	1 reel	Oct. 9
Lady of Victories, The	A. Ayres-O. Matlesen-G. Irving	Jan. 21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan. 28	2 reels	Mar. 3
Let George Do It	Laurel Hardy		2 reels	
Limousine Love	Charley Chase	April 14	2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov. 10	1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar. 24	1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept. 1	1 reel	
Murder	Ufa Oddities	Sept. 29	1 reel	
Nature's Wizardry	Ufa Oddities	July 28	1 reel	
*Ol' Gray Hoss, The	"Our Gang"		2 reels	July 28
Palace of Honey, The	Ufa Oddities	June 18	1 reel	May 28
Pathfinders, The	Ufa Oddities		1 reel	
Pass the Gravy	Max Davidson	Jan. 7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan. 14	1 reel	
Pets and Pests	Ufa Oddities	Jan. 28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April 21	1 reel	
Rainy Days	"Our Gang"	Feb. 11	2 reels	Feb. 25
Sacred Balloon, The	Ufa Oddities	Sept. 1	1 reel	
Sanctuary	Ufa Oddities	May 5	1 reel	July 21
*School Begins	"Our Gang"		2 reels	
Secrets of the Sea	Ufa Oddities	Feb. 25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May 26	2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy	Sept. 15	2 reels	July 28
Sleeping Desth	Ufa Oddities	June 30	1 reel	
Spook-Spoofing	"Our Gang"	Jan. 14	2 reels	Jan. 14
Tally-Ho	Ufa Oddities		1 reel	
Tell it to the Judge	Max Davidson	April 28	2 reels	
That Night	Max Davidson	Sept. 15	2 reels	
Their Purple Moment	Laurel-Hardy	May 19	2 reels	May 28
Tokens of Manhood	Ufa Oddities	June 2	1 reel	May 26
Two Tars	Laurel-Hardy		2 reels	
Virgin Queen, The	Stanley-Dwan-Manning	May 12	2 reels	May 19
*†While the City Sleeps	Chaney-Page	Sept. 15		
Wicked Kaslmir, The	Ufa Oddities	April 7	1 reel	
Wives for Sale	Ufa Oddities	Oct. 27	1 reel	
Wonders of Blue Gull Mexico	Ufa Oddities		1 reel	
World's Playgrounds	Ufa Oddities	Oct. 13	1 reel	
Your Darn Tootin'	Laurel-Hardy	April 21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adrienne Lecouvreur	Crawford-Asther		
§Alias Jimmy Valentine	Haines-Hyams-Barrymore		
*†Baby Cyclone, The	Cody-Pringle		
§Ballyhoo	Norma Shearer		
Beau Broadway	Cody-Pringle	Sept. 29	6037 feet Aug. 4
Brotherly Love	Dane-Arthur	Oct. 12	
Bushranger, The	McCoy-Douglas		
Deadline, The	Flash-Lorraine-Gray		
†Devil's Mask, The	John Gilbert		
*†Gold Braid	Ramon Novarro	Nov. 30	
He Learned About Women	Haines-Page-Percy		
Humming Wires	Tim McCoy		
Little Angel, The	Shearer-Asther	Nov. 2	
Loves of Casanova, The	Special Cast		
§Man's Man, A	William Haines		
Masked Stranger, The	McCoy		
Mask of the Devil	John Gilbert	Nov. 16	
Napoleon	Special Cast		
*§Nize Baby	Gordon-Holtz-Waldridge		
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine	Oct. 26	
*†Show People	Davies-Haines	Nov. 9	
Single Standard, The	Flash-Gray-Lorraine		
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
*†Tide of Empire	Adoree-Murray		
*†Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*†Wind, The	Gish-Hanson	Nov. 23	
*†Woman of Affairs, A	Glibert-Garbo	Oct. 19	

PARAMOUNT

FEATURES

Title	Star	Rel. Date	Length	Reviewed
Adventure Mad	Aather-Hall-Davis	Mar. 31	5897 feet	
Barbed Wire	Negri-Brook	Sept. 10	8591 feet	
Beau Sabreur	Brent-Cooper	Jan. 7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May 19	5930 feet	July 7
Chang	Jungle Film	Sept. 3	6538 feet	May 13 '27
City Gone Wild, The	Meighan-Brooks	Nov. 12	6408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb. 18	6665 feet	April 7
Drag Net, The	Bancroft-Brent	May 28	7866 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April 21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb. 25	6808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct. 8	6280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May 12	7720 feet	May 28
First Kiss, The	Wray-Cooper	Aug. 25	6402 feet	Aug. 25
Fools for Luck	Fields-Conklin	May 7	5852 feet	June 23
Forgotten Faces	Brian-Brook	Aug. 11	7640 feet	Aug. 11
Gay Defender, The	Dix-Todd	Dec. 10	6376 feet	Dec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct. 15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan. 28	6671 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec. 10	5998 feet	
Half a Bride	Ralston-Arlen	June 16	6238 feet	
His Tiger Lady	Menjou-Brent	June 9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanati	Dec. 3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July 14	6528 feet	July 28
Jesse James	Thomson-Lane	Oct. 22	8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug. 18	6039 feet	Aug. 18
Ladies of the Mob	Bow-Arlen	June 30	6792 feet	
Last Command, The	Jannings-Brent	Jan. 21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov. 26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar. 10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan. 14	5737 feet	Feb. 25
*Loves of An Actress, The	Negri- Asther	Aug. 18	7434 feet	Aug. 4
Loves of an Actress (silent version)	Negri-Asther	Aug. 18	7159 feet	
Magnificent Flirt, The	Florence Vidor	June 2	4998 feet	June 30
Mating Call, The	Meighan-Brent-Adoree	July 21	6325 feet	
Nevada	Cooper-Todd	Sept. 10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April 7	5741 feet	April 21
Now We're In the Air	Beery-Hatton	Oct. 22	5798 feet	Dec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar. 3	7910 feet	Dec. 18 '26
One Woman to Another	Vidor-Von Eltz	Sept. 24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov. 5	5599 feet	Mar. 10
Partners In Crime	Beery-Hatton-Brian	Mar. 17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan. 28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan. 21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June 30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar. 10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct. 1	9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug. 25	5928 feet	Sept. 1
Secret Hour, The	Negri-Thomson	Feb. 4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Dec. 24	5209 feet	Dec. 31
Shanghai Bound	Dix-Brian	Oct. 15	5515 feet	Dec. 9
She's a Sheik	Daniels-Arlen	Nov. 12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct. 8	5179 feet	
Show Down, The	Bancroft-Brent	Feb. 25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar. 24	4792 feet	May 26
Speedy	Lloyd-Christie	April 7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb. 11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov. 19	4934 feet	
Stark Love	Special Cast	Sept. 17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May 26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April 21	6763 feet	
Swim, Girl, Swim	Daniels-Hall	Sept. 17	6124 feet	Sept. 16
Tell It to Sweeney	Conklin-Bancroft	Sept. 24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April 14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar. 3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec. 17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb. 4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct. 29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June 23	5834 feet	
*Warming Up	Richard Dix	Aug. 4	6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Haver	Oct. 1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept. 3	5935 feet	
Wife Savers	Beery-Hatton	Jan. 7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct. 29	5960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel. Date	Length	Reviewed
Adoration	Novelty	Feb. 25	2 reels	
Alice In Movieland	Novelty	June 23	2 reels	
Baby Feud	Krazy Kat Cartoon	Aug. 18	1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct. 22	1 reel	
Behind the Counter	E. E. Horton	Mar. 3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April 21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April 21	1 reel	
Call Again	E. E. Horton	Oct. 20	2 reels	
Campus Cuties (Christie)	Billy Dooley	April 7	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct. 13	1 reel	
Dad'a Choice	E. E. Horton	Jan. 7	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct. 27	2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug. 11	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan. 21	2 reels	April 28
Frenzy	Novelty	Jan. 14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May 26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April 28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April 14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June 2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb. 11	2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec. 1	2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug. 18	2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb. 25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb. 11	1 reel	
Just the Type (Christie)	Neal Burns	Feb. 18	2 reels	
Knights of the Air	Aviation Film	Mar. 31	2 reels	
Ko-Ko'e Bawth	Inkwell Cartoon	Feb. 18	1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8	1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23	1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25	1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22	1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11	1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20	1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28	1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14	1 reel	
Ko-Ko'a Jerm Jam	Inkwell Cartoon	Feb. 4	1 reel	
Ko-Ko'e Earth Control	Inkwell Cartoon	Mar. 31	1 reel	
Ko-Ko'e Field Daze	Inkwell Cartoon	June 9	1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jan. 7	1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21	1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 8	1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar. 3	1 reel	
Ko-Ko'e Tattoo	Inkwell Cartoon	Mar. 17	1 reel	
Long Hose (Christie)	Jack Duffy	Mar. 17	2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6	2 reels	
Love's Young Scream (Christie)	Anne Cornwall	May 12	2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24	2 reels	
Love Sunk	Krazy Kat Cartoon	Mar. 24	1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4	1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29	2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June 2	1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29	1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13	2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14	1 reel	
Prancing Prune	Helen Hayes		2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June 30	1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan. 28	2 reels	
Say Uncle (Christie)	Jack Duffy	June 9	2 reels	
Scrambled Weddings	E. E. Horton	June 30	2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1	2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan. 28	1 reel	
Show Vote	Krazy Kat Cartoon	Sept. 15	1 reel	
*Skating Home (Christie)	Frances Lee	Sept. 1	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Stor	Rel.	Date	Length	Reviewed
Slick Slickers (Christie)	Neal Burns	July	7	2 reels	
Slippery Heels (Christie)	Jimmie Adams	June	18	2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept.	22	2 reels	
Stage Coached	Krazy Kat Cartoon	June	16	1 reel	
*Stop Kidding	Bobby Vernon	Aug.	25	2 reels	
Sweeties (Christie)	Bobby Vernon	Mar.	10	2 reels	
Tong Tied	Krazy Kat Cartoon	April	7	1 reel	
Two Masters	Eaton-Post	Sept.	8	2 reels	
Vacation Waves	E. E. Horton	Sept.	15	2 reels	
Wails Tell Tales	Madge Kennedy	Aug.	4	2 reels	
Water Bugs (Christie)	Billy Dooley	Feb.	4	2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar	10	1 reel	

Coming Attractions

Title	Star	Length	Reviewe
*§Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*§Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Conary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20	
*Fleet's In, The	Bow-Hall	Oct. 13	6918 feet Sept. 1
*†Four Feathers	Wray-Arlen-Beery		
His Private Life	Menjou-Carver		
Hunting Tower	Harry Laudor		
*§Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane		
Letter, The	Evelyn Brent		
Manhattan Cocktail	Arlen-Carroll		
Model from Montmartre	Naldi-Petrovitch	Sept. 22	
*Moran of the Marines	Dix-Elder	Oct. 27	
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
*Patriot, The	Jannings-Stone-Vidor	Sept. 1	9819 feet Aug. 18
Quick Lunch	Fields-Conklin		
Redskin	Richard Dix		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
§Sins of the Fathers	Emil Jannings		
*†Soul of France, The	Special Cast		
Take Me Home	Daniels-Hamilton	Oct. 20	
Three Week-Ends	Clara Bow		
*§Varsity	Rogers-Brian	Sept. 29	
Water Hole, The	Hoit-Carroll	Aug. 25	6319 feet Sept. 8
*Wedding March, The	Van Stroheln-Wray	Oct. 6	
Wings	Bow-Rogers	Sept.	12 reels Aug. 26'27
Wolf of Wall Street, The	George Bancroft		
Woman From Moscow, The	Negri-Kerry		

PATHE

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice In Wonderland	Special Cast	Dec.	25	4408 feet	
Alice Thru Looking Glass	Special Cast	Feb.	12	3996 feet	
Almost Human	Vera Reynolds	Dec.	26	5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct.	3	6555 feet	Dec. 16
Apache Raider, The	Leo Maloney	Feb.	12	5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April	29	4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr.	Jan.	8	4805 feet	Dec. 30
Blonde for a Night, A	Marie Prevost	Feb.	27	5927 feet	
Blue Danube, The	Leatrice Joy	Mar.	12	6589 feet	May 28
Born to Battle	Bill Cody	Sept.	11	4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan.	22	4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb.	26	5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar.	25	4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar.	5	9145 feet	Dec. 30
Combat	Walsh-Adams-Hulette	Oct.	23	5100 feet	Nov. 11
Cop, The	William Boyd	Aug.	19	7054 feet	Sept. 8
Cowboy Cavalier, The	Buddy Roosevelt	Jan.	29	4526 feet	Jan. 28
Craig's Wife	Irene Rich	Sept.	23	6670 feet	
Crashing Through	Jack Padjan	Feb.	5	4480 feet	Feb. 11
Desert of the Lost, The	Wally Wales	Dec.	18	4933 feet	Dec. 30
Desperate Courage	Wally Wales	Jan.	15	4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec.	11	5478 feet	
Discord	Ekman-Dagever	Nov.	20	8586 feet	Nov. 11
Dress Parade	William Boyd	Nov.	11	6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June	24	4476 feet	June 23
Flying Luck	Monty Banks	Dec.	4	6403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov.	7	6568 feet	Dec. 18
Girl In the Pullman	Marie Prevost	Oct.	31	5887 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec.	18	7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov.	20	4968 feet	Dec. 23
Grandma's Boy (re-issue)	Harold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkraut-Coghlan	Oct.	10	5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov.	27	4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May	14	7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov.	13	4076 feet	Dec. 23
*†§King of Kings, The	Warner-Logan	Sept.	30	13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjan	Dec.	25	4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan.	1	4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	May	20	4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan.	22	6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan.	15	5888 feet	Jan. 28
Main Event, The	Reynolds-R. Schildkraut	Nov.	18	6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar.	4	4600 feet	Mar. 3
Midnight Madness	Jacqueline Logan	Mar.	26	6559 feet	
My Friend From India	Franklyn Pangborn	Dec.	19	5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb.	6	5954 feet	
Obligin' Buckaroo, The	Buffalo Bill, Jr.	Oct.	16	4575 feet	Nov. 11
On to Reno	Marie Prevost	Jan.	1	5494 feet	
Perfect Gentleman, A	Monty Banks	Jan.	15	5626 feet	Jan. 14
Red Mark, The	von Seyffertitz-Qyartaro	Aug.	26	7937 feet	Sept. 8
Ride' Em High	Buddy Roosevelt	Oct.	9	4542 feet	Nov. 11
Roarin' Broncs	Buffalo Bill, Jr.	Nov.	27	4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec.	12	5880 feet	Mar. 10
Saddle Mates	Wally Wales	Aug.	5	4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June	4	6902 feet	June 23
Skyscraper	William Boyd	April	9	7040 feet	April 14
Soda Water Cowboy, The	Wally Wales	Sept.	25	4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb.	20	5423 feet	April 7
Tenth Avenue	Haver-Varconi	Aug.	5	6370 feet	
Turkish Delight	R. Schildkrant-Fay	Nov.	11	5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr.	Feb.	19	4520 feet	Mar. 3
Walking Back	Sue Carrol	May	21	5035 feet	
What Price Beauty?	Nita Naldi	Jan.	22	4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct.	24	5610 feet	Dec. 18
Wreck of the Hesperus, The	Bradford-Marlon	Oct.	31	6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Alaska or Bust	"Aesop Fables"	Sept.	9	1 reel	Sept. 1
Animal Snaps	Rarobits	April	8	1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan.	20	2 reels	
Baby Show, The	"Aesop Fables"	July	15	1 reel	
Bargoin Hunt		Oct.	14	2 reels	
Barnyard Artists	"Aesop Fables"	April	29	1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April	8	1 reel	April 7
Bath Time	Sportlight	June	24	1 reel	June 23
Battling Duet, The	"Aesop Fables"	April	15	1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan.	22	2 reels	Jan. 14
Benares (Educational)	Geographical Number	Jan.	22	1 reel	
Best Man, The	Bevan-A. Bennett-V. Dont	Feb.	19	2 reels	Feb. 11
Bicycle Flirt, The	Bevon-V. Dent-D. Garley	Mar.	18	2 reels	Mar. 10
Blaze of Glory, A	"Aesop Fables"	Feb.	28	1 reel	
Boy Friend, The	"Aesop Fables"	Jan.	22	1 reel	
Broncho Buster, The	"Aesop Fables"	Jan.	1	1 reel	
Burglar, The		Dec.	9	2 reels	
Bunker Battlers	Sportlight	July	22	1 reel	
Busy Bodies	Sportlight	Jan.	8	1 reel	Dec. 31
Calling Hubby's Bluff		Feb.	3	2 reels	
Camous Carmen, The	Sennett Girls	Sept.	23	2 reels	Sept. 15
Campus Vamp, The	Sennett Girls	Nov.	25	2 reels	
Canned Thrills	Sportlight	Aug.	19	1 reel	Aug. 11
Catalina Rowboot Races	Jackson-Hiatt-McKee	Oct.	21	2 reels	
Caught In the Kitchen	Billy Bevan	Sept.	9	2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug.	28	2 reels	
City Slickers	"Aesop Fables"	July	1	1 reel	
Clothes and the Game	Sportlight	April	15	1 reel	April 7
Coast to Coast	"Aesop Fables"	May	13	1 reel	May 19
County Fair, The	"Aesop Fables"	Mar	4	1 reel	
Covering Ground	Sportlight	Sept.	16	1 reel	Sept. 8
Cross Country Run, A	"Aesop Fables"	Aug.	19	1 reel	Aug. 18
Crowned Heads	Sportlight	Feb.	19	1 reel	
Cure or Kill	"Aesop Fables"	Oct.	7	1 reel	
Defensive Ends, The	Football Sense	Nov.	28	1 reel	
Defensive Half Backs	Football Sense	Nov.	7	1 reel	
Defensive Line, The	Football Sense	Nov.	21	1 reel	
Deferred Catch	Football Sense	Nov.	14	1 reel	
*†Dinner Time	"Aesop Fable"			1 reel	
Don't Get Jealous		May	19	2 reels	
Dumb Waiter, A	Johnny Burke	Sept.	16	2 reels	Sept. 8
Eagle of the Night (Serial)	Frank Clarke	Oct.	14	10 episodes	
Early Bird, The	"Aesop Fables"	July	22	1 reel	
Everybody's Flying	"Aesop Fables"	Feb.	12	1 reel	
Fair Affair, A	Sportlight	July	8	1 reel	Sept. 8
Family Frolics	Sportlight	Jan.	22	1 reel	Jan. 14
Famous Playgrounds	Sportlight	May	13	1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June	3	1 reel	June 9
Flying Age, The	"Aesop Fables"	April	22	1 reel	April 21
Flying Elephants	Roach Stars	Feb.	12	2 reels	Feb. 11
Foolish Husbands		Mar.	17	2 reels	
Fun Afoot	Sportlight	Mar.	18	1 reel	
Galloping Ghosts	Carew-Hardy	Mar.	11	2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug.	5	2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb.	5	1 reel	
Gridiron Cocktail, A	Sportlight	Sept.	30	1 reel	
Happy Days	"Aesop Fables"	May	27	1 reel	May 19
High Seas	"Aesop Fable"	Sept.	23	1 reel	
High Stakes	"Aesop Fables"	Jan.	15	1 reel	
His Unlucky Night	Bevan-Dent	Aug.	12	2 reels	
Honeymoon Hints	Rarebits	Jan.	15	1 reel	
Hubby's Latest Alibi	Billy Bevan			2 reels	
Hubby's Week-End Trip		Dec.	2	2 reels	
Huntsman, The	"Aesop Fables"	July	8	1 reel	July 14
In the Bag	"Aesop Fables"	Aug.	26	1 reel	
Jim Jam Janitor, A	Johnny Hines			2 reels	
Jungle Days	"Aesop Fables"	Mar.	25	1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May	6	1 reel	May 19
Kashmir, Old and New	Geographical Number	Jan.	8	1 reel	
Life Savers	Rarebits	Feb.	12	1 reel	
Limberlegs	Sportlight	June	10	1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan.	29	2 reels	Jan 21
Magnetic Bat, The	"Aesop Fable"	Sept.	30	1 reel	
Man Without a Face (Serial)	A. Ray-W. Miller	Jan.	15	10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar.	25	10 episodes	Mar. 24
Matching Wits	Sportlight	April	29	1 reel	April 21
Motor Boat Mamas		Sept.	30	2 reels	
Mouse's Bride, The	"Aesop Fables"	June	24	1 reel	June 30
New Aunt		May	12	2 reels	
No Picnic		Oct.	7	2 reels	
On the Ice	"Aesop Fables"	Mar.	11	1 reel	
Our Little Nell	"Aesop Fables"	Aug.	5	1 reel	
Outnumbered	"Aesop Fables"	July	29	1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb.	12	1 reel	Feb. 11
Playin' Hooky	Our Gang"	Jan.	1	2 reels	
Puppy Love	"Aesop Fables"	June	10	1 reel	June 9
Reeling Down the Rhina	Travelesque	Jan.	15	1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fables"	June	17	1 reel	July 14
Rodeo, The		Mar.	24	2 reels	
Run, Girl, Run	Sennett Girls	Jan.	15	2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April	1	1 reel	Mar. 31
Season to Taste	Sportlight	Mar.	4	1 reel	
Short Circuit, A	"Aesop Fables"	Jan.	8	1 reel	
Should Tall Men Marry?	Roach Stars	Jan.	15	2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb.	26	2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb.	5	2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar.	4	2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan.	8	2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug.	19	2 reels	
Soldier Man	Harry Langdon	Sept.	30	3 reels	
Son Shower, The	"Aesop Fables"	Mar.	18	1 reel	
South Sea Sagas	Sportlight	Sept.	22	1 reel	
Spider's Lair, The	"Aesop Fables"	Feb.	19	1 reel	Feb. 18
Star Builders	Sportlight	May	27	1 reel	May 19
Static	"Aesop Fable"	Sept.	2	1 reel	
Sunday on the Farm	"Aesop Fables"	Sept.	16	1 reel	Sept. 8
Sunny Italy	"Aesop Fables"	Aug.	12	1 reel	
Supple Sex, The	Sportlight	Aug.	5	1 reel	Sept. 1
Swim Princess, The	Pollard-Clyde-Lombard	Feb.	26	2 reels	Mar. 3
Tail Waggers	Sportlight	April	1	1 reel	
Taxi for Two	Jack Cooper	Sept.	2	2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug.	5	10 episodes	
Tiger's Shadow, The	McConnell-Allan			10 episodes	
Trees	Rarebits	Mar.	11	1 reel	
Twenty-Four Dollar Island	Novelty	Jan.	1	1 reel	Dec. 23
UncleTom		Jan.	27	2 reels	
Versatility	Sportlight	Feb.	5	1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan.	29	1 reel	
War Bride, A	"Aesop Fables"	May	20	1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June	3	10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
*†Annapolis	Loff-Brown	Nov. 18	
Black Ace, The	Don Coleman	Sept. 2	5722 feet Sept. 15
Border Patrol	Harry Carey	Dec. 23	

Means synchronized score. †Means sound effects. §Means voice (including dialogue and incidental songs).

Title	Star	Rel.	Date	Length	Reviewed
Burning Bridges	Harry Carey	Sept. 30		6 reels	
Captain Swagger	La Rocque-Carol	Nov. 11		6312 feet	
Celebrity	Armstrong-Basquette	Oct. 7		6 reels	Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25		6670 feet	
Flying Fool, The	Monty Banks	Nov. 25			
Forbidden Love	Lili Damita	Nov. 4			
Forty-Five-Calibre War	Coleman-Lo t	Feb. 17 '29			
Geraldine	Quillan-Loff	Dec. 30			
*†Godless Girl, The	Basquette-Prevost			10720 feet	Sept. 1
Hawk of the Hills	Allene Ray	Mar. 17			
*Leatnerneck, The	William Boyd	Jan. 13			
Love Over Night	La Rocque-Loff	Sept. 16		5733 feet	
Marked Money	Junior Coghlan	Nov. 18			
Man-Made Woman	Joy-Boles-Warner	Sept. 9		5762 feet	
*†Ned McCobb's Daughter	Irene Rich	Dec. 2			
Noisy Neighbors	Eddie Quillan				
Office Scandal	Phyllis Haver	Dec. 16			
Power	Boyd-Logan	Sept. 23		6092 feet	Sept. 15
Sal of Singapore	Phyllis Haver	Oct. 14			
Shady Lady, The	Phyllis Havor				
*†Show Folks	Quillan-Loff	Oct. 21			
Sin Town	Allen-Fair	Jan. 20			
*†Spieler, The	Hale-Logan	Jan. 6			
Yellow Contraband	Leo Maloney	Oct. 28			

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Girl He Didn't Buy, The	Garon-Simpson	April 15		5600 feet	
Golden Shackles	Bonner-Withers	Mar. 15		5600 feet	
Out of the Past	Harris-Frazer	Sept. 26		5700 feet	
Out With the Tide	Dwan-Landis	June 22		5700 feet	
Web of Fate, The	Lillian Rich	Nov. 7		5800 feet	
Wilful Youth	Harlan-Murphy	Dec. 19		5800 feet	May 26

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets		Aug.			

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6796 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
City of Purple Dreams, The	Bedford-Frazer	Sept. 15			
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Divine Sinner, The	Vera Reynolds	July 15			
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes in Blue	Bowers-Rand	Nov.		5078 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light in the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Man From Headquarters, The	Roberts-Keefe	Aug. 1			
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Dec.			
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Sister of Eve	Anita Stewart	Oct. 1			

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan. 30		5200 feet	
Cancelled Debt, The	Lease-Stevena	Sept. 1		5200 feet	
Marry the Girl	Bedford-Ellis	Mar. 1		5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April 15		5400 feet	
Pretty Clothes	Ralston-Walker	Oct. 15		5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec. 15		5210 feet	
Undressed	Bryant Washburn	July 15		5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
ft Might Happen to Any Girl			

STATE RIGHTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Cheeterfield	June 1		5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mahaffey-Metcalfe	Hi-Mark			5000 feet	
*†Big Hop, The	Jones-Ralston-Hearn	B. Jones Corp	Aug.			
Battles of Coronel	Special Cast	Amoranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist	July			
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
Czar Ivan the Terrible	Special Cast	Amkino	Mar. 10		8300 feet	Mar. 24
Dance Fever	Corda-Varconi	Brill				
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon			8300 feet	
Devil Dogs	Holmes-Alt	Crescont			5600 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 foot	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers			6100 feet	
Gay Adventurer, The	Charles Alden	A B A			6400 feet	Sept. 8
Hands of Orlac	Conrad Veidt	Aywon			6500 feet	
Hearts of Men	Harris-Keefe	Anchor			5400 feet	
Hell Ship	Special Cast	Collwyn			5800 feet	Sept. 15
Into the Night	Agnes Ayres	Raleigh			5712 feet	
House of Shame, The	Faire-Hale	Chesterfield	Aug.		5300 feet	Sept. 15
Jealousy	Lya de Putti	Brill				
Last Moment, The	Matieson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Hercules				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
No Babies Wanted	Devore-Mong	Plaza			5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict			5573 feet	Sept. 15
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict			5900 feet	
Romance of a Rogue, The	Warner-Stewart	Quality Dist	Aug.		6100 feet	
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	April		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4562 feet	
Simba	Jungle Film	Capitol Pict			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	18	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hypocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Ufa Eastern			6300 feet	
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Youth Astray	Johnson-Mattoni	Amerangio			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bee, The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Vanishing West, The (Serial	Special Cast	Mascot Pict				
Vultures of the Sea (Serial)	Walker-Mason	Mascot Pict	Aug.	1	10 episodes	Sept. 15
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Apaches of Paris, The	Special Cast	Ufa Eastern			7200 feet	
Arizona days	Bob Custer	Syndicate	Sept.	15	4345 feet	
Bachelor Club, The	Talmadge-Worth	General Pict				
Bondage	Special Cast	Ufa-Eastern				
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet	
Exodus to the New World, The	Lyon-Prevost	Pioneer				
Guilty	Fritsch-Vernon	Ufa-Eastern				
Lookout Girl, The	Jacqueline Logan	Quality Dist	Sept.			
Mechanics of the Brain	Educational	Amkino			6000 feet	
Milak of the Snowlands	Special Cast	Ufa-Eastern				
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet	
Poet and Czar	Special Cast	Amkino			8775 feet	
South of Panama		Chesterfield				
Thunder God	Cornelius Keefe	Anchor				
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)				
Two Days	Special Cast	Amkino			6500 feet	
Verdun	Special Cast	Richmount				
Water, The	M. Chekhov	Amkino			7000 feet	
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet	
When Duty Calls	Special Cast	Ufa-Eastern				
Yellow Ticket, The	Anna Sten	Amkino			7000 feet	

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July 20			
Bachelor's Paradise	O'Neill-Graves	Mar. 15		6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug. 1		6157 feet	
Clothes Make the Woman	Southern-Pidgeon	May 1		5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb. 1		5510 feet	May 28
Domestic Relations	Claire Windsor	Aug. 15			
Girl From Gay Paree	Bedford-McGregor	Sept. 15		5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Rubens	July 10			
Green Grass Widows	Hagen-Harron-Olmsted	June 10		5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec. 1		4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April 1		5297 feet	
Ladies of the Night Club	Cortez-Leonard	May 15		6553 feet	
Lingerie	White-McGregor	July 1		5676 feet	
Nameless Men	Windsor-Moreno	Feb. 15		5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Sept. 10			
Night Life	Harron-A. Day	Nov. 1		6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct. 15		5629 feet	
Power of Silence, The	Belle Bennett	Sept. 20			
Prowler of the Sea	Cortez-Myers	June 30		5160 feet	
Scarlet Dove, The	Frazer-Borio	April 15		5102 feet	
Stormy Waters	Southern-McGregor	June 1		5735 feet	
Streets of Shanghai	Starke-Harlan	Dec. 15		5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar. 1		5652 feet	
*†§Toy Shop, The	Color Symphony	Nov. 1		1 reel	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan. 15		6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov. 15		6448 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan. 1		5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct. 1		5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Gold	Color Classic			1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec. 15		1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan. 1		1 reel	
*†§In a Persian Market	Color Symphony	Oct. 1		1 reel	
*†§In a Chinese Temple Garden	Color Symphony	Feb. 15		1 reel	
*†Love Charm, The	Color Symphony			1 reel	
Marcheta	Color Classic	Mar. 1		1 reel	
Maudo Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar. 1		1 reel	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star		Length	Reviewed
Mission Bells	Color Classic	Mar. 15	1 reel	
North of Suez	Color Classic	Jan. 1	1 reel	
No Woman Allowed	Color Classic		1 reel	
Perfect Day, A	Color Classic	April 1	1 reel	
Scorface	Color Classic	Jon. 15	1 reel	
Souvenirs	Color Classic	Feb. 15	1 reel	
Tenderfoot Tourist, A	Color Classic		1 reel	
Tom, Dick or Harry	Color Classic		1 reel	
Treasure Lond	Color Classic	Feb. 1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Cavalier, The	Bedford-R. Talmadge	Oct.	1		
Devil's Apple Tree, The	Dorothy Sebastine	Dec.	20		
Family Row, The	Windsor-Gray				
Floating College, The	O'Neill-Collier, Jr.	Oct.	10		
George Washington Cohon	Jessel-Palmer	Oct.	20		
Ghotto, The	George Jossel	Feb.	1		
Gun Runner, The	Cortez-Lane	Nov.	10		
Man in Hobbles, The	Lila Lee	Jan.	20		
Rainbow, The	Dorothy Sebastine	Dec.	1		
*†§Toilers, The	Ralston-Fairbanks, Jr.	Sept.	1		
Tomorrow	Miller-Gray	Nov.	1		

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Anybody Here Seen Kelly?	Love-T. Moore	Sept.	9	6243 feet	
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Coil of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20,'27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cloud Dodger, The	Al Wilson	Sept.	30	4322 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	Sept. 15
Crimson Canyon	Ted Wells	Oct.	14	4201 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fangs of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	June	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	23	7828 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 28
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	
Greased Lightning	Ted Wells	July	29	4194 feet	
Gtip of the Yukon, The	Bushman-Hamilton-Marlowe	Sept.	30	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	18	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	18		
Hot Heels	Tryon-Miller	May	13	5874 feet	Sept. 15
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 18
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	8813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veldt-Bedford	Dec.	25	6135 feet	Sept. 16
*†Man Who Laughs, The	Veldt-Philbin	Nov.	4	10185 feet	May 12
*†Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	26	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	16	6702 feet	
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June	2		
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug.	4		
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Riding for Fame	Hoot Gibson	Aug.	19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	18	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
*†§Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	18	2 reels	Sept. 1
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out		Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	18	2 reels	Jan. 28
Buster Minds the Baby	Trimble, Turner and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	8	2 reels	Jan. 28
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Calford in the Movies	Lewis-Gulliver-Phillips	Oct.	15	2 reels	
Calford vs. Redskins	Lewis-Gulliver-Phillips	Sept.	17	2 reels	
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 18
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	C. King-C. Doherty	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	6	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Come on, Horace	Arthur Lake	Oct.	8	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Saylor	Jan. 30	'29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Danger Trail, The	Newton House	Sept.	1	2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Dates for Two	C. King-C. Doherty	Jan.	18	2 reels	Dec. 31
Dead Game	Art Accord	Oct.	13	2 reels	
Diamond Master, The		April 8,	'29	10 episodes	
*East Side				2 reels	
Fiery Fireman, The	Oswald Cartoon	Oct.	15	1 reels	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Forester The	Edmund Cobb	Oct.	20	2 reels	
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 rels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 28
Framed	Bob Curwood	May	26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhaill	June	13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept.	22	2 reels	
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	May 19
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	18	2 reels	
§Globe Trotters, The	Bailey-Barnum				Sept. 1
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July	25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept.	17	2 reels	
Handicapped	Laemmle Novelty	Sept.	24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhaill	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept.	10	1 reel	
Horace in the Army	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhaill	Jan.	4	2 reels	Dec. 18
Hot Dogs	Oswald Cartoon	Aug.	20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug.	27	1 reel	
Husbands Won't Tell		Aug.	29	2 reels	Sept. 1
Indoor Golf	Long-Adams-Layman-McPhaill	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 28
Jackson Comes Home	Bob Curwood			2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept.	3	2 reels	
Just in Time	Edmund Cobb			2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct.	1	2 reels	
King of Sheba	Arthur Lake	Aug.	13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan. 9	'29	2 reels	
Look Pleasant	Sid Saylor	Oct.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Letters, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis vs. Joneses	Long-Adams-Laymon-McPhaill	Aug.	8	2 reels	
Mississippi Mud	Oswald Cartoon	Sept.	17	1 reel	
Mistakes Will Happen	Ben Hall	Feb.	13	1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May	7	1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue			10 episodes	
Neck n' Neck	Oswald Cartoon	Jan.	23	1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan.	2	2 reels	Dec. 18
Newlyweds' Anniversary	Snookums	Aug.	6	2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct.	31	2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July	2	2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April	2	2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June	4	2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept.	5	2 reels	Aug. 18
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May	7	2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egan	Jan. 23	'29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov.	28	2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec.	26	2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb.	6	2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar.	5	2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct.	3	2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar.	21	2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	May	28	1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb.	6	1 reel	Mar. 24
One Every Minute	Arthur Lake	April	23	1 reel	April 7
Out In the Rain	"The Gumps"	Feb.	20	2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April	30	1 reel	April 7
Panicky Pancakes	Oswald Cartoon	Oct.	1	1 reel	
Payroll Roundup, The	Bob Curwood	Mar.	31	2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June	11	1 reel	May 19
Prince and the Paoa	Charles Puffy	Feb.	13	2 reels	Jan. 21
Prodigal Pup, The	Canine Cast			1 reel	Sept. 15
Ranger Patrol, The	Fred Gilman	Aug.	11	2 reels	
Reel Life	Long-Adams-Layman-McPhaill	July	4	2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April	16	1 reel	Mar. 24
Ride For Help, The	Newton House	July	7	2 reels	
Riders of the Sierras	Edmund Cobb			2 reels	
Riders of the Woods	Edmund Cobb	Sept.	15	2 reels	
Riding Gold	Newton House	Jan.	21	2 reels	
Ring Leader, The	Jack Perrin	April	7	2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar.	26	1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mar.	5	1 reel	April 7
Romeo of the Range	Bob Curwood	Oct.	6	2 reels	
Ropin' Romance	Newton House	Aug.	4	2 reels	
Rubber Necks	Sid Saylor	Sept.	12	2 reels	
Ruse, The	Jack Perrin	Aug.	25	2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April	2	1 reel	May 5

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Sailor George	Sid Saylor	May	9	2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2 '29		2 reels	
Sandwiches and Tea	Arthur Lake	July	16	1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June	3	10 episodes	
Sealed Orders	Jack Perrin	Feb.	11	2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug.	22	2 reels	July 28
Shooting the Bull	Young-La Salle	Oct.	24	2 reels	
Sky Scrappers	Oswald Cartoon	Sept.	3	1 reel	Aug. 18
Sleigh Bells	Oswald Cartoon	July	23	1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan.	16	2 reels	Dec. 30
Social Lions	Ben Hall	Mar.	12	1 reel	Feb. 18
Some Babies	Charles Puffy	Mar.	26	2 reels	Mar. 3
Some Pets	Arthur Lake	Jan.	2	1 reel	Dec. 16
Son of the Frontier, A	Newton House	April	14	2 reels	Mar. 17
So This Is Sapp Center	Ben Hal	Jan.	16	1 reel	Dec. 30
Special Edition	Ben Hall	April	9	1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept.	8	2 reels	Sept. 8
Speed Sheik, The	Arthur Lake	June	18	1 reel	May 28
Start Something	Long-Adams-Laymon-McPhalll	Feb.	1	2 reels	Jan. 14
Summer Knights	Arthur Lake	May	21	1 reel	April 28
Swell Clothes	Arthur Lake	Dec.	5	1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April	18	2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July	9	1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug.	12	12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov.	14	2 reels	
Tenderfoot Hero, A	Bob Chandler	Sept.	29	2 reels	
That's That	Trimble-Turner and Dog	April	11	2 reels	Mar. 17
There'a a Will	C. King-C. Doherty	Dec.	21	2 reels	
Trackless Trolley, The	Ben Hall	July	30	1 reel	
Tricky Trickster, The	Ben Hall	June	4	1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb.	25	2 reels	Jan. 28
Untamed, The	Newton House	May	12	2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June	23	2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan.	16	10 episodes	
Watch George	Sid Saylor	Mar.	28	2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec.	12	2 reels	
What a Party	C. King-C. Doherty	Feb.	22	2 reels	Feb. 4
When George Hops	Sid Saylor	April	25	2 reels	Mar. 31
Whose Wife	King-Doherty	June	6	2 reels	May 12
Winged Hoofs	Newton House	Mar.	17	2 reels	Feb.25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan.	2	2 reels	
Wolves of the Range	Fred Gilman	Jan.	28	2 reels	
Woman Chasers	C. King-C. Doherty	May	16	2 reels	Mar. 21
Yukon Gold	Jack Perrin	July	28	2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
*†§Braggart, The	Jean Hersholt		
Brides Will Be Brides	Laura La Plante		
Born to the Saddle	Ted Wells		
§Broadway			
Clear the Decks	Reginald Denny	Dec. 23	
Clearing the Trail	Gibson-Culliver	Oct. 7	5311 feet
§Cohens and Kellys in Atlantic City	George Sidney		
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, The	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibson	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Erik the Great	Veidt-Philbin		
Eyes of the Underworld	William Cody		
Fallen Angels	Kerry-Starke		
Gate Crasher, The	Glenn Tryon		
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor		
*†Give and Take	Sidney-Hersholt	Dec. 2	
Grit Wins	Wells-Collins		
Hero of the Circus	Special Cast	Feb. 24	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet
It Can Be Done	Tryon-Carol		
Kid's Clever, The	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
*†Last Warning, The	Laura LaPlante		
*†§Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
*§Melody of Love	Pidgeon-Harris-Winton	Sept. 15	
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Port of Dreams, The	Mary Philbin		
§Red Hot Speed	Denny-Day		
Red Lips	Nixon-Rogers	6947 feet	
Shakedown, The	Murray-Kent		
§Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Walling-Nolan		
Sky Skidder, The	Al Wilson	Jan. 13	
Taranga	Special Cast		
Watch My Speed	Reginald Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan.	7	6400 feet	Jan. 14
College	Buster Keaton	July	29	5800 feet	Sept. 23
Devil Dancer, The	Gray-Brook	Nov.	19	7000 feet	Dec. 30
Dove ,The	Talmadge-Roland	Jan.	7	9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar	31	8350 feet	Jan. 28
Garden of Eden, The	Griffith-Ray	Feb.	4	7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jan.	1	9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug.	14	7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec.	2	6460 feet	Dec. 9
Ramona	Del Rio-Baxter	Feb.	11	7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan.	7	8600 feet	Feb. 11
Sorrell and Son	Warner-Joyce	Dec.	2	9000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	April		7700 feet	May 19
*†Tempest	J. Barrymore-Horn	Aug.	25	9300 feet	June 16
Two Arabian Knights	Boyd-Wolheim	Sept.	23	7850 feet	Nov. 4
*† Two Lovers	Colman-Banky	Sept.	7	8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron	Nov. 17			
*†Battle of the Sexes, The	Bennett-Hersholt-O'Neill	Oct. 13			
City Lights	Charlie Chaplin				
†Hell's Angels	Lyon-Hall-Nissen				
King of the Mountains	John Barrymore				
*§Love Song, The	Boyd-Velez-Goudal				
*† Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damita				
*†Revenge	Dolores Del Rio	Nov. 3			
She Goes to War					
Three Passions	Terry-Petrovitch				
*†Woman Disputed, The	Talmadge-Roland	Oct. 20			

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb.	25	6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan.	14	5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec.	3	6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr	Oct.	15	6616 feet	Nov. 25
*Crimson City, The	Loy-Miljan-Hyams	April	7	5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulliver	Oct.	29	5003 feet	Nov. 11
*Domestic Troubles	Fazenda-Cook	Mar.	24	5164 feet	
*First Auto, The	Miller-Oldfield	Sept.	18	6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May	26	4914 feet	
*Fortune Hunter, The	Chaplin-Costello	Nov.	7	6639 feet	Jan. 21
*Ginsberg the Great	Jessel-Ferris	Nov.	26	5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov.	5	5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov.	12	6302 feet	Nov. 25
*Ham and Eggs at Front	Wilson-Conklin-Loy	Dec.	24	5613 feet	
*Husbands For Rent	Moore-Costello	Dec.	31	5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec.	17	6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tin	Sept.	10	5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb.	4	7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb.	11	5331 feet	
*Missing Link, The	Syd Chaplin	Aug.	7	6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept.	17	6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept.	4	7961 feet	July 8, '27
*Pay Ae You Enter	Cook-Fazenda	May	12	4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar.	10	6185 feet	
*Race For Life ,A	Rin-Tin-Tin-Nye-Faire	Jan.	28	4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct.	22	5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	Aoril	21	4820 feet	Sept. 15
*Sailor Izzy Murphy	Jessel-Ferris	Oct.	8	6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept.	24	5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov.	19	6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept.	3	6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug.	21	10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Beware of Bachelors	Ferris-Collier, Jr.				
*†§Caught in the Fog	McAvoy-Nagle	Sept.	22		
*†§Conquest	Blue-Warner-Wilson				
*†§Fancy Baggage	Audrey Ferris				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*†§Hard-Boiled Rose	Loy-Collier, Jr				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*†Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*†§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*†§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*†§Little Wild Cat, The	Ferris-Hall-Dawson				
*†§Midnight Taxi, The	Moreno-Costello	Oct.	6		
*†§Million Dollar Collar, The	Rin-Tin-Tin				
*†§My Man	Fanny Brice				
*†§Noah's Ark	D. Costello-O'Brien				
*†§No Questions Asked	Ferris-Collier, Jr.				
*†§One Stolen Night	Bronson, Collier, Jr.				
*†§On Trial	Fredericks-Lytell-Wilson				
*†§Outlaw Dog, The	Rin-Tin-Tin				
*†§Queen of the Night Clubs	Texas Guinan				
*†§Redeeming Sin, The	D. Costello-Nagel				
*†§Singing Fool, The	Jolson-Bronson				
*†§Stark Mad	H. B. Warner-Logan-Walthall				
*†§State Street Sadie	Loy-Nagle	Aug.	25	7169 feet	Sept. 8
*†§Stolen Kisses	May McAvoy				
*†§Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†§Terror, The	McAvoy-Horton	Oct.	20	7774 feet	Aug. 25
*†§Terror, The	McAvoy-Horton	Oct.	20		Aug. 25
*†§Women They Talk About	I. Rich-Ferris-Collier, Jr.	Sept.	8		

VITAPHONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band				Aug. 25
Book Worm, The	Harry J. Conley				July 7
Bright Moments	Benny-Marlo				Aug. 25
California Songbirds, The	Bell-Coates				Sept. 1
Celeste Aida (Aida)	Giovanni Martinelli			1 reel	July 7
Character Studies	Florence Brady				Sept. 1
Cougat & Company	Violin, Songs & Dances				June 16
Cycle of Songs, A	Florence Brady				Sept. 1
Death Ship, The	Mitchell Lewis				Aug. 25
Dixie Days	Plantation Songs				Aug. 25
Florence Moore	Song Program				June 23
Friend of Father's	Lydell-Higins-Leah				Aug. 25
Gus Arnheim & His Ambassadors	Jazz Band				June 23
Harry Delf	Songs & Dances				June 16
Indian Baritone, The	Chief Caupolican				Aug. 25
Ingenues, The	Jazz Band				June 23
Larry Ceballos Undersea Review	Songs and Dances				Sept. 1
Lash, The	Crane-Davidson-Tucker				June 16
Man of Peace, A	Hobart Bosworth				June 23
Mise Information	Wilson-Horton			2 reels	June 30
Morrissey & Miller	Night Club Revue				June 16
Myers & Hanford	Songs & Dances				June 23
Night Court, The	William Demarest				June 16
Non-Support	Burr McIntosh				June 16
Question of Today, The	Audrey Ferris				Aug. 25
Realization	Herbert-Pam				June 16
Regular Business Man, A	Robert Ober				Sept. 15
Terry and Jerry	Songs and Gags				Aug. 25
Three Brox Sistere	Song Program				June 23
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli				June 23

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

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within its walls, are fully equipped for sound and are working day and night. Von Stroheim's "The Wedding March" and Anne Nichols' "Abie's Irish Rose" show what can be done with *quality* sound product. Both fine silent pictures also. Paramount's first 100% talking picture, "Interference," on the way, is a big advance on any previous attraction of this type. "The Four Feathers," from the producers of "Chang," is a guaranteed sensation. Richard Dix coming in "Redskin" on "Vanishing American" scale, and in Technicolor. Harold Lloyd is starting his first sound picture. Paramount News can be heard as well as seen very soon. ¶ That's just a hint of Paramount's plans for the coming months. A steady stream of outstanding quality product for the 19,000 unwired houses as well as those equipped for sound. ¶ Never before has the Paramount trade mark meant so much to exhibitors who are business men. It is the one definite assurance of quality combined with up-to-dateness in these changing times. ✢ ✢ ✢ ✢ ✢



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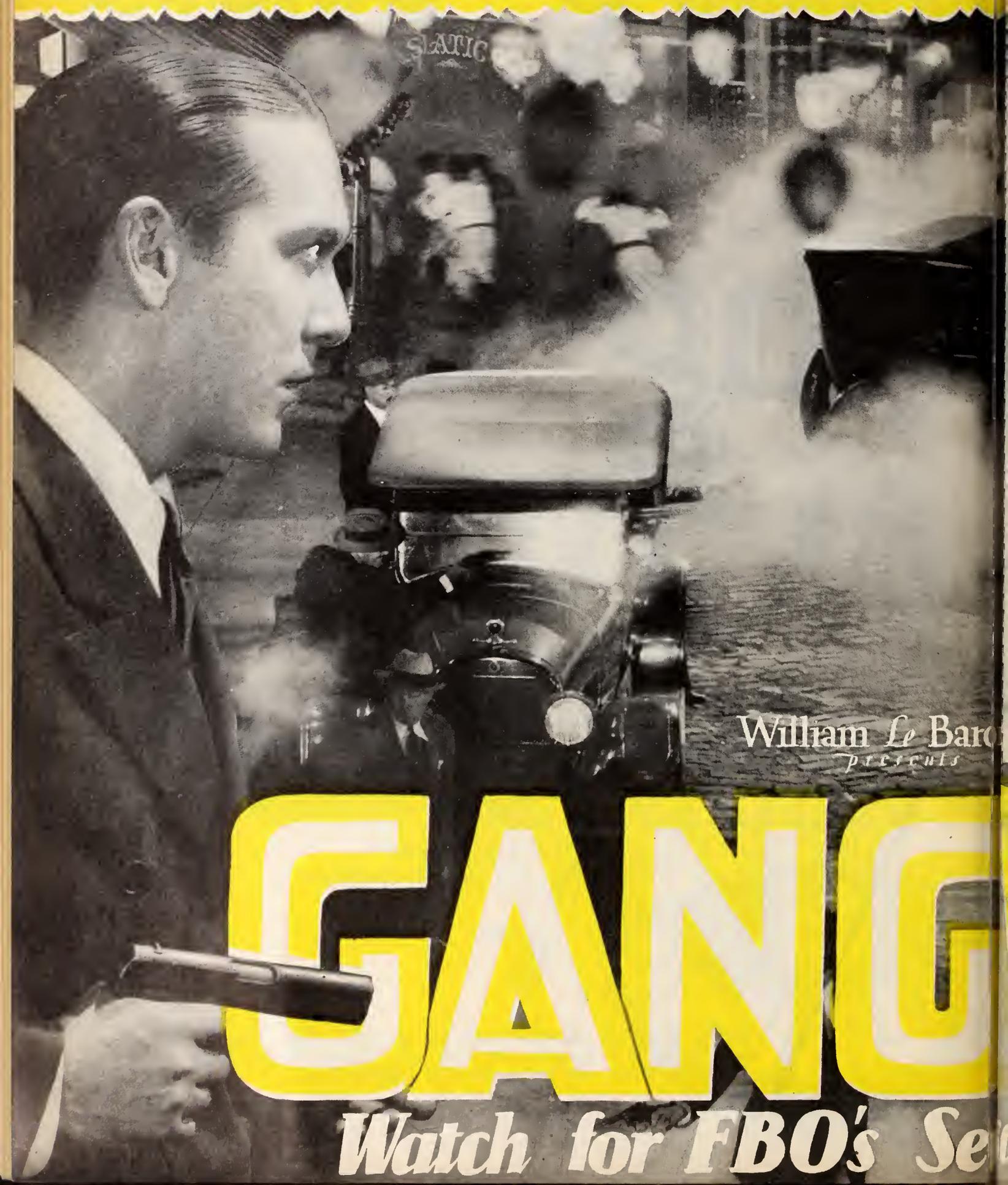
king

Its name is "THE MELODY OF LOVE"—
Voices give it the breath of life.
It is the romantic story of love, life and laughter with
soldiers and song for background—
All the characters speak their lines!—
The performance of every member of the excellent
cast will delight you!—

Walter Pidgeon is the hero—
Mildred Harris is the Loved One—
Jane Winton is the girl he left behind him—
Tom Dugan is Walter Pidgeon's comedy Buddy—
Jack Richardson is the heavy—
All give finished performances—
All are convincing—
All are entertaining—

Directed by Arch Heath—story by Robert Arch. Sound supervision by C. Roy Hunter with the Universal Recording Orchestra and the Universal City Melody Four.

Million Dollar Fi



William Le Bar
presents

GANG

Watch for FBO's Se

nt Page SMASH

SOUND OR SILENT!

Everywhere . . Records smashed . . . Blasted . . Shattered . . By the roar and repercussion of its front page thrills!

FBO's

THEME OF THE MINUTE . . HIT OF THE HOUR . . SMASH OF THE MOMENT

. . Nailed for its colossal Box-Office appeal by every brainy, live-wire showman in the business!

BOOK IT TODAY— AND GET THOSE EAGER CROWDS!



WAR

OLIVE **BORDEN**
JACK **PICKFORD**
EDDIE GRIBBON
WALTER LONG
Story by
J. A. CREELMAN
Directed by
BERT GLENNON

sational 100% Talker!

Colossus!

of

BOX-OFFICE

Showmanship



William Le Baron

presents

LARGE

STAR OF THE GAUCHOS

with

Jacqueline LOGAN

Francis X. BUSHMAN

INSIDE DETAILS of this STUPENDOUS ATTRACTION!

2,000	Thoroughbred Pampas horses
5,000	Blue-blooded Gauchos, embattled infantry!
1,500	Tons of muskets, cannons and other implements of warfare!
132,150	Rounds of ammunition in stirring battle of Tucumen!
600	High-explosive shells discharged in artillery barrages!
100	Costumers, tailors, seamstresses employed!
2,500	Pack mules driven by 500 peons to carry provisions to various locations!
1,000	Miles of territory covered in filming of various scenes!
30	Cameras grinding at one time on great battle panoramas!
$20,000	Gowns, with priceless jewels and laces used in great ballroom scenes!
100	Argentine beauties, selected from thousands of that nation's most dazzling girls at the fateful ball!

FBO's

OVERWHELMING EPIC OF A NATION'S BIRTH!

MASSIVE!
SPECTACULAR!
DAZZLING!

P. T. BARNUM
Show With a
DAVID BELASCO
Heart-throb!

Rolling tides of battle. . .Splendors of dying tyranny . . . Knights of the bolo . . . Sirens of the saddle . . . Castanet and steel . . . Rifle and romance!

THOUSANDS IN THE CAST!
BACKED BY "CIRCUS" EXPLOITATION!
BUILT TO BLAST RECORDS!

From the Story by
JULIAN AJURIA
Directed by
ALBERT KELLY
An
AJURIA Production

WATCH FOR FBO'S SENSATIONAL 100% TALKER

9 Big ones on the



PHYLLIS HAVER in "SAL OF SINGAPORE"

with ALAN HALE, FRED KOHLER

Adapted by Elliot Clawson from Dale Collins' "The Sentimentalists"

Directed by Howard Higgin



"CRAIG'S WIFE"

with IRENE RICH, WARNER BAXTER

A William C. deMille Production. Adapted by Clara Beranger from the stage play by George Kelly.



WILLIAM BOYD in "POWER"

with JACQUELINE LOGAN ALAN HALE

A Ralph Block Production. Story and continuity by Tay Garnett.

Directed by Howard Higgin



LILI DAMITA in "FORBIDDEN LOVE"

from the play by

NOEL COWARD



"MARKED MONEY"

with JUNIOR COGHLAN, GEORGE DURYEA, TOM KENNEDY, VIRGINIA BRADFORD

A Hector Turnbull Production. Adapted by George Dromgold and Sanford Hewitt from an original story by Howard J. Green

Directed by Spencer Bennet



"ANNAPOLIS"

with JOHN MACK BROWN, JEANETTE LOFF, HUGH ALLAN, WILLIAM BAKEWELL

Scenario by F. McGrew Willis from an original story by Royal Cutler Pease

Directed by Christy Cabanne. Produced by F. McGrew Willis for Pathe Studios, Inc.

now ready Pathé Program



"CELEBRITY"

with LINA BASQUETTE, ROBERT ARMSTRONG, CLYDE COOK
A Ralph Block Production. Adapted by Elliott Clawson from the stage play by Willard Keefe. Screen play by Tay Garnett and George Dromgold.
Directed by Tay Garnett



ROD LA ROCQUE
IN "CAPTAIN SWAGGER"

with SUE CAROL
A Hector Turnbull Production. Adapted by Adelaide Heilbron from an original story by Leonard Praskins
Directed by Edward H. Griffith



"SHOW FOLKS"

with EDDIE QUILLAN, LINA BASQUETTE, ROBERT ARMSTRONG, BESSIE BARRISCALE, CAROL LOMBARD
A Ralph Block Production. Adapted by Jack Jungmeyer and George Dromgold from an original story by Philip Dunning
Directed by Paul L. Stein

PATHÈ is setting the pace with features and shorts clicking at the b. o. right across the country — big circuit bookings of 100% Pathè product—Pathè pioneers with the first animated cartoon, Aesop's Fables in SOUND—and Pathè News NOW IN SOUND —"The King of Kings" in record-breaking performances — and now 9 more smashing super-features coming through with the indelible stamp of box-office—Right down the line, Pathè is taking the lead with the most consistent performance record in the industry.

Pathé Picture

Selling begins in November!

Tel. Bryant 8957
Cables, "Bestfilms"

WORLD WIDE PICTURES

130 West 46th Street,
New York City, N. Y.

(INCORPORATED)

A New Feature Film Supply

"Photoplays made where the story's laid"

We propose to import notable novelty features from all over the world and distribute them throughout the United States and Canada.

Our Company will be a Clearing House through which unusual photoplays from overseas countries will reach American theatres.

You'll be surprised and delighted at our pictures. Europe is making amazing strides in production. A selection Committee of practical men familiar with American tastes will select the productions we will proffer.

We will sell one or more at a time; that is, exhibitors may select such pictures as they feel will be suitable for their needs.

Because a new source of supply of unusual and profitable pictures will add to the security and independence of exhibitors and because we will open and stabilize American distribution for Overseas producers we feel that we are rendering the Motion Picture Industry of the world a much needed service which deserves the consideration and support of all its branches.

Our Pictures will speak for themselves.

We deal only in Completed Pictures
You See Before You Buy

J. D. WILLIAMS
Executive Vice President

Joseph S. Skirboll
Sales Manager

Physical Distribution Educational Film Exchanges

We will maintain our own Sales and Exploitation Staffs

A Showman's Treat

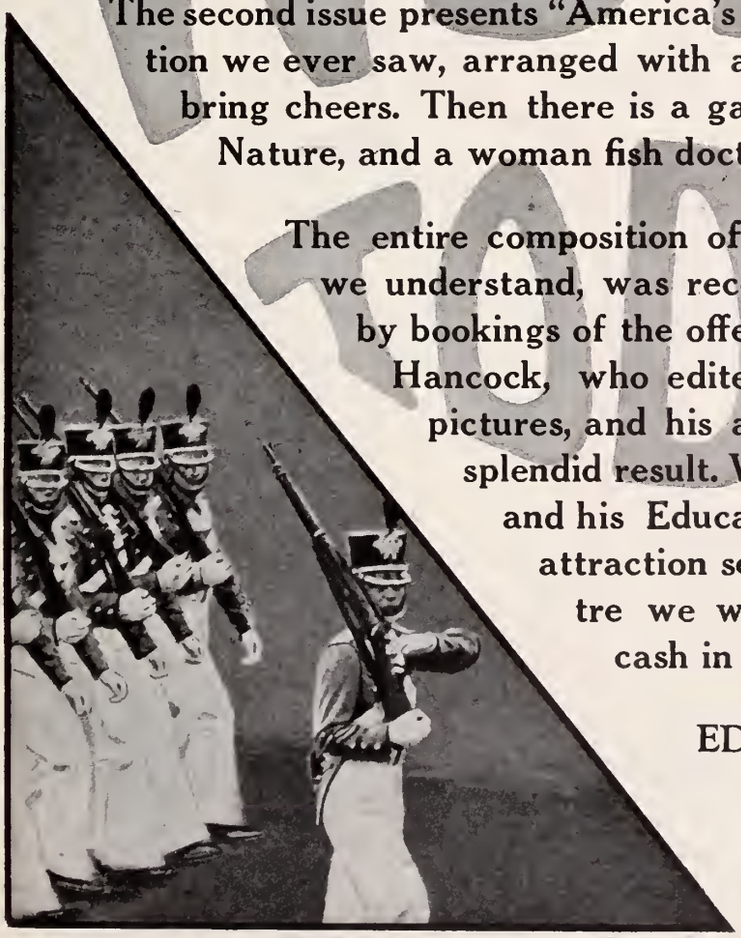
By ARTHUR JAMES
in *Motion Pictures Today*



A brand new and a refreshing series has come to our eye in Educational's new magazine reel "Our World Today." We have been privileged to see the first two of the issues, and in thrill, human appeal and fine handling they surpass anything of the sort we have seen attempted in a dozen years. The issues have the class quality which will make them especially acceptable to the larger theatres and the mass quality which is essential for all theatres.

Number One—serially numbered 1868—includes a stirring sequence "Thrills of the Sea" which is titled in rhyme. It has dignity, power and movement that is fascinating. In the same reel Mrs. Harry Payne Whitney's sculptures in a "Women of the Hour" feature of the reel and a corking cowboy sequence give variety contrast and wide appeal.

The second issue presents "America's Pride," the best West Point presentation we ever saw, arranged with a certain dramatic sense that should bring cheers. Then there is a gasoline station contrived by Mother Nature, and a woman fish doctor in interesting activities.



The entire composition of each is good showmanship which, we understand, was recognized by the Paramount Theatre by bookings of the offerings. We felicitate Herbert Ernest Hancock, who edited these initial "Our World Today" pictures, and his associate, Allyn Butterfield, on their splendid result. We congratulate Earle W. Hammons and his Educational customers on this very vital attraction series in short form. If we ran a theatre we would smartly advertise the lot and cash in on the pleased patronage.

EDUCATIONAL
FILM
EXCHANGES
Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

LOVE, HONOR, AND OBEY THAT IMPULSE -

- book

"COMPANIONATE MARRIAGE"

THUNDEROUS HIT AT TOLEDO WORLD PREMIERE



Famous JUDGE LINDSEY wrote it — and will help you sell it —

JOHN F. KUMLER
Pantheon Theatre, Toledo, Ohio.

"Congratulations upon your securing first and only picture ever produced on Companionate Marriage. This widely discussed subject concerning the most vital problems of life, such as love, marriage and divorce, home and the family has been done into a marvelous photoplay with First National Pictures as distributors. This picture with Betty Bronson and a magnificent cast offers splendid entertainment as well as real education. Everyone will find thrills aplenty in this great epic production of which I am especially proud because it tells the truth for the first time about companionate marriage as it really is."—*Judge Ben B. Lindsey*

Judge Lindsey, originator of the Companionate Marriage plan, sent this wire to the world premiere exhibitor of "Companionate Marriage," but his sentiments hold good for any showman who books it. You have permission to use this wire in your local ads.

Now you don't have to play a hunch...Here's hit evidence—

TOLEDO OHIO
NED E DEPINET
NEW YORK

WORLD PREMIERE COMPANIONATE MARRIAGE AT PANTHEON THEATRE GREAT SUCCESS STOP SATURDAY OPENING BIGGEST RECEIPTS THIS SEASON WONDERFUL COMMENTS FROM PATRONS REGARDS
JOHN F KUMLER

With

BETTY BRONSON
ALEC B. FRANCIS

By Judge Ben B. Lindsey *and* Wainwright Evans
Presented by the C. M. Corporation
Directed by Erle C. Kenton

First National Pictures

FIRST NATIONAL'S SENSATIONAL SCOOP!

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

LILAC TIME RIOT GROWS

Clamoring Mobs Force A.M. Shows, Extended Runs

So sensational was "Lilac Time's" business in Detroit that the Madison was forced to hold it for six weeks.

The $2 road-show run on Broadway at the Central has completed its eighth week without a sign of a let-down from the capacity pace.



COLLEEN MOORE, STAR

In Los Angeles the Carthay Circle was forced to hold it ten weeks at $2.00 top.

Cleveland kept it four weeks at the Stillman; and the Roosevelt, Chicago, held it for five.

More than a dozen houses have resorted to midnight shows and earlier opening hours to accommodate the crowds.

Two First Runs for F. N. Hit in Same Key Stand

First National Accomplishes Unusual Booking Feat in Two Big Cities

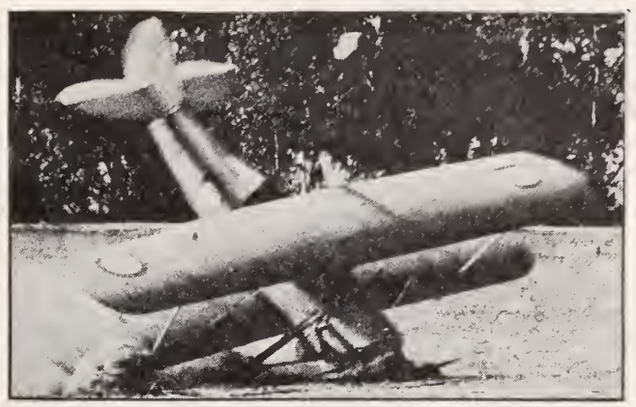
"Lilac Time" is to have two first runs in Buffalo. It played the Buffalo Theatre to such tremendous business that it has now been booked at one of the Buffalo's competing theatres, The Lafayette.

In Baltimore the same remarkable situation occurred. "Lilac Time" went into the Parkway, first-run house, after smashing all records at the Stanley.

"Lilac Time" has just opened to the biggest business ever experienced at the Strand Theatre, Hartford, The Strand, New Britain, and the Capitol, Ansonia, Connecticut.

"LILAC TIME" WILL GET YOU, SAYS "LIBERTY"

One item in the marvelous nation-wide publicity "Lilac Time" is getting was a full-page review in famous *Liberty Magazine*, September 8th issue. This popular weekly recommended the picture to its five million readers as "a sentimental tale that will get you."



GREATEST AIR PICTURE!—Best aviation scenes ever made help make "Lilac Time" "the finest picture First National ever made," according to the *New York Telegram*. John McCormick presents it. Carey Wilson wrote the scenario and Willis Goldbeck adapted it from the play by Jane Cowl and Jane Murfin. George Marion, Jr. wrote the titles.

Showman Wires Paint Riotous Scenes as Millions Raid Key Theatres

They're wild about it!

Never has such a flood of rabidly raving exhibitor endorsements hit any producing office.

Here are some of the most recent wires from box-office authorities, not previously made public:

J. J. Payette

"We opened at the Earle, Washington, last night with a special midnight performance and had capacity, turning away several hundred people. I fully expect to see the show break records, and the general comment from pay customers seems to indicate that 'Lilac Time' is going to have a phenomenal run."

In Philadelphia

"Nothing but praise from patrons, management, critics, 'Lilac Time' at the Aldine. Opening bigger than any this season.
—W. J. Heenan.

"Some Picture!"

"'Lilac Time' is some picture. It should prove the greatest money maker of the season for all exhibitors. 'LILAC TIME' receipts were far greater than corresponding receipts on 'PATENT LEATHER KID' although 'LILAC TIME' played in hot weather and under worse conditions generally."—A. E. Sams, Jr., *Auditorium Theatre, Winston-Salem, N. C.*

Others Take Overflow

"'Lilac Time' opened State here Friday to remarkable business with Minnesota State Fair as opposition. Saturday and Sunday all other theatres in town prospered on the overflow. At Capitol, St. Paul, same opening date, same story. Everybody in both towns talking about the picture and nothing but length of picture can possibly prevent an all-time record for both houses in Minneapolis."—Thomas A. Burke.

Ask the Man Who's Played It

"'Lilac Time' is one of the greatest films we have ever played. Music and effects marvelous. Built faster than any crap game I ever saw. Made a big mistake in not playing longer as closing night we simply couldn't hold them. Ask any exhibitor to wire or call me if in doubt of the draw and pleasing qualities of this picture."—George Hunt, *Rialto Theatre, Medford, Oregon.*



GEORGE FITZMAURICE, DIRECTOR

4 Records in One Engagement

"Aztec Theatre, San Antonio, with 'Lilac Time' playing eight days did the biggest eight days' business in history of theatre and broke all other records during run, setting new single day record, a new matinee record, and new evening record."—Wm. Epstein, *Manager.*

Beat Them All

"This picture broke all house records in the history of movies in our town, and this applies to all big pictures released in the past two years. General consensus of opinion from our patrons was 'LILAC TIME' is the finest picture we have ever shown. We have, as you know, contracted for your entire President Group, and in doing so feel that there are many good business days in store for us during the coming season."—*Burt's Theatre, Luzerne, N. Y.*; G. A. Woodward, *Manager.*

Builds Unheard-Of Total of 30 Records in First 10 Weeks

Now it's "Lilac Time" everywhere!

Overwhelming evidence of the all-time supremacy of this astounding First National special continues to pile up at an ever-increasing pace.

The stupendous total of 24 records were reported in first 7 weeks—an average of about 3½ per week; but in the past two weeks the average has exactly doubled with 14 new high marks set in 14 days!

Here is the list of "Lilac Time's" latest achievements, not previously reported:

House record at the Palace Dallas.



JOHN McCORMICK, PRODUCER

Almost doubled gross of any previous attraction at Empress Oklahoma City.

Biggest business in history a Strand, Waterbury.

Biggest business in city's history at the Strand, Lowell, Mass.

Single-day record at the Aztec San Antonio.

Matinee record at the Aztec.

Evening record at the Aztec.

Eight-day record at the Aztec.

Biggest day's receipts and attendance in twelve years' history of the theatre at Grand Junction Colo.

Biggest gross in history at the Palm Theatre, Pueblo.

Biggest business in city's history at Burt's Theatre, Luzerne, N. Y.

Biggest week the Riviera, Omaha has had since theatre's opening week.

Broke its own record in fifth week at the Central, New York, a $2 top.

Second Pittsburgh run at the Regent Theatre broke house record.

PREVIOUS RECORD ALMOST DOUBLED!

Tom H. Boland, Oklahoma City exhibitor, is authority for the statement that "'Lilac Time' at Empress Theatre not only has broken the house record but has almost doubled in receipts any picture that ever played this house. Phenomenal is a weak word to use in describing the business done on this engagement."

2,500 of Town's 8,500 Population Flock to "Lilac Time" on Opening Day

More than one-quarter of the town's total population turned out for the opening of "Lilac Time" in Grand Junction, Colorado.

Here's the way H. T. Nolan describes the stampede:



GARY COOPER, HERO

"What I wrote you reeently about 'Lilac Time' was just an opinion, but today's attendance figures are facts. Box-office statement shows over 2,500 customers in a town of 8,500 population attended opening day's performance at 40 per cent increased admission prices. Turned hundreds away.

"Old man house record took an awful wallop on the chin and house established new record that looks impossible to beat. Largest day's receipts and attendance in twelve years' history of house."

"LILAC TIME" THEME SONG BEST-SELLER

"Jeannine, I Dream of Lilac Time," lilting theme song, is spreading "Lilac Time's" fame to every corner of the country. Official sales reports show it is the second most popular song in America today.

SOLD



to 13,866,000 by high-powered ads in 7 famous magazines - - -

September Pictorial Review—4,400,000 readers
October McCall's—4,600,000 readers
September Vanity Fair—170,000 readers
October 27th Liberty—3,200,000 readers
November Theatre Magazine—90,000 readers
December Smart Set—800,000 readers
December College Humor—606,000 readers

SOLD in advance to an average of 1000 ticket-buyers in every theatre town.

SOLD to every picture patron on the strength of Colleen's doubled popularity since "LILAC TIME."

SOLD to the Granada, San Francisco; Loew's State, Los Angeles; the Seattle, Seattle; the Portland, Portland; and the Colonial, Tacoma, for an unbroken succession of box-office triumphs!

Every **FIRST NATIONAL PICTURE** for 1928-29 has made good—and we can prove it!

John McCormick
presents

COLLEEN MOORE in "OH KAY"

Scenario by CAREY WILSON
Directed by MERVYN LEROY

COLLEEN MOORE IN "LILAC TIME"

COLLEEN MOORE IN "OH KAY!"

COLLEEN MOORE IN "HAPPINESS AHEAD"

THREE-OF-A-KIND
They all look alike at the box-office!

First National Pictures

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays *President*

Motion Picture News

Volume XXXVIII NEW YORK CITY, SEPTEMBER 29, 1928 No. 13

*The Third Era

Analysis of the Position of the Industry After The Revolution

By William A. Johnston

AS I see it, there have been three distinct eras in our industrial growth.

First, there was the novelty era of short subjects. The appeal was one of novelty. The industry's leaders thought that all you had to do was to control the patents on the necessary equipment and you could control the business.

But the motion picture was capable of expressing much more and the public grew to want more. So we passed out of the mechanical novelty era into a so called era of art. The patents passed away and the striving was successively for directors, players, stories, writers, studio technicians. Year in and out, through an amazing period of enterprise and the reckless but brave expenditure of untold millions, we have developed the photoplay to the point that the American product encompassed the earth. A most remarkable and most creditable achievement it has been. But in all this era—and it has lasted for fifteen years, there has not been, until now, any great, basic mechanical change in the motion picture. I am not speaking now from a scientific standpoint, nor am I overlooking the technical advances in picture making or projection or presentation. I am speaking only from a public viewpoint. The public has waited patiently these years, somewhat impatiently the last few years, for another mystery; and now they have it. And the public, just as in the early days of the movies, is flocking to it, complaining that it distresses the ears just as the early flickers distressed the eyes but revelling nevertheless in the new attraction.

Enter—The Third Era

So we are in a new era, a third one, and another era of novelty.

And the novelty, in the public eye, will gradually pass just as the novelty of animation passed. But the talkies won't pass. We will go right ahead into another era of improving the new attraction, perfecting the devices, and developing a new art form in the studios, the picture that not only moves but also expresses itself with sound.

Pantomine has its limitations, and, as with all human progress, we are struggling to overcome them. The plain fact that silent pictures have subtitles shows that pantomine at its best cannot fully express itself. The talking picture is a great step forward.

The silent picture hasn't been doing well of late. I refer again and only to the public. We have given it palatial theatres, so gorgeous that they draw people in through their own amazing magnificence. We have added ten-thousand dollar a week bands, jazz impresarios, organs and name organists, vaudeville and vaudeville headliners, a new and extravagant form of picture theatre vaudeville—till the presentation tail wagged the motion picture dog. The public responded to the big shows but the expense was terrific and first run theatres began to show red. At any rate, the point is that it has been increasingly difficult of late to sell silent pictures to the American public.

And I believe that we haven't sold our wares to the public as we should have done. An industry that spends so much of its dollar on its goods and their distribution that little is left, or felt to be left, for spirited advertising, is in a sad way these days.

Opening the Public Purse

But over and above these two deterrents is the big fact that the public has expected something basically new, something more vital, some radically new appeal in the motion picture.

That's what the talkie is and that is why it opens the public purse.

The talking picture is not new: but its opportunity is new, new and great.

I recall the Gramaphone—about fifteen years ago. State Rights were quickly sold. It created quite a trade furore, and then quickly died out. Looking back, it appears quite clearly that the public didn't want this novelty—at that time. The brand new novelty of animation was enough. Just to see photographed figures in motion was an all absorbing mystery. And the new illusion held forth so many and such appealing developments. New tricks were born right along. We all remember the positive hysteria that greeted Griffith's close-up and the genuine drama and scope of his "Birth of A Nation." There was so much to be done. Today with the silent picture, we seem to have done it. The public is asking: "What's new?"

When the Vitaphone was in its laboratory stage, a

* From a paper presented at the convention of the Society of Motion Picture Engineers, Sept. 24.

The Third Era—*Continued*

man had to beg me, fairly kidnap me to get me down to hear it. We had ourselves completely sold on the theory that the picture was all in all, had no limitations. I was greatly impressed with the device but questioned its show value.

Warner Brothers—their efforts tolerated then but envied now—answered that question boldly, bravely, successfully. They plunged, staking everything, stopping at nothing. They put the show into the Vitaphone and the Vitaphone into the show business.

Even so, nothing revolutionary happened until "The Jazz Singer" came along. That is the picture that turned the industry talkie. Al Jolson and a song did the trick.

Let us stop here and try to analyze this epoch making attraction.

Al Jolson, singing his song over the radio, heard but not seen, is just good entertainment.

Al Jolson, in a silent picture, seen but not heard, is just good entertainment.

But Al Jolson, both seen and heard, in a picture, breaks box-office records and makes a new picture industry.

It isn't quite enough to see Al Jolson silent, nor to hear him unseen. He makes himself fully appealing, fully dramatic, only when he is seen and heard at the same time.

Sound—The Exclamation Point

Again, the song came along in the picture at an emotional climax.

In other words, sound—whether talk, singing, instrumental music, sound effect—when telling and artfully used, adds drama to the silent picture, gives it a new vitality, a broader, more satisfying expression.

We don't want too much sound, just as we don't want too much silence. And in making talkies we must not lose the rythm of the picture. Action on the stage, animation in the picture, give the body of the narrative. Sound supplies the exclamation points. There should be talk only when there has to be, or singing, or sound of any kind.

There is chaos, as I have said, within the industry today. But bad as it is, it is a good sign. It means progress. It is when the show business gets orderly that you may look for danger signs. The business may be satisfied with itself but the public may not. And the public rules. There was chaos when the industry went from short subject program service into feature photoplays. The studios and the channels of distribution, trade practices, policies, prices—all had to be revised. That is the same big problem to tackle today.

Interchangeability Will Come

Two main problems face the exhibitor today. One is the matter of interchangeability of films and records over the various types of installations. The exhibitor, of course, is not merely interested in the kind of sound machine he can get. He wants to know what entertainment service he can get for the machine.

To all inquiring exhibitors, we give the answer: Yes, there will be interchangeability because there must be. If the silent picture had started with several types of projection machines running varying widths of film there would not have been the great development of the picture we have seen. It is inconceivable that there should not be interchangeability. On the other hand, it is not surprising that one machine with ample service of its own to offer should hesitate to announce from the housetops that its service is available to competing machines.

The other problem is that facing the theatre chain, which in any one city and its suburbs has first run and later run theatres. Realizing that the public call today is for the sound picture and furthermore that sound pictures are as good in the small neighborhood house as in the palatial first run, the question arises as to whether one or the other or both should go in for sound movies. Will one house rob the other? How is each type of house to be protected?

Because of the present great interest in the new kind of movies, the large first runs cannot do otherwise than book them. In the long run, however, the sound picture would seem to be the logical attraction of the smaller house, especially the small town house, and at the same time its salvation.

Animation, Sound, Color, Depth

To this the studio people reply: Yes, but silent pictures, the better ones, are now cut in length to fit the small theatre program; and how can you cut talking pictures?

To which there is the ready reply that there will be no talking pictures as long as our so called special silent pictures. The introduction of talk in pictures is bound to shorten them—and greatly, not only from the standpoint of story construction but also of audience wants.

I believe that other important physical developments will follow now that the screen can talk. One is color and another is the third dimension effect, both designed to lend further realism to the formerly flat and silent figures of the screen.

I had lunch the other day with a well known physicist, a man of vision but also of practice. The picture of the future, said he, will have animation, sound, color and depth, and there will be such perfection among all those lines that one entering a picture theatre and seeing for the first time such an exhibition, will get the impression that he is actually seeing and hearing living people in action.

Warner Acquisition of First Nat'l Reported Set

Purchase of 19,000 Shares of Stock Basis of Deal; Spyros Skouras Slated to Head Theatre Operations

CONTROL of First National is to pass to Warner Brothers through the purchase of 19,000 shares of stock by the latter's bankers from stockholders represented on the board of control of First National. Completion of the negotiations, which have been under way for some time, and which have been reported as developing during the past several weeks, was expected to be announced momentarily, as this issue went to press.

Full agreement upon the terms of the purchase which greatly expands the production and distribution resources of Warner Brothers was reported reached by attorneys for both organizations several days ago, but formal announcement awaited the completion of examination of papers.

Warners became a large factor in First National automatically with the acquisition of control of the Stanley Company of America. Almost one-third of the First National stock outstanding passed to Warner Brothers with the Stanley purchase. The total of the First National stock outstanding is 75,000, of which 23,000 shares were held by the Stanley Company.

Reports current for several days that the Warner expansion activities would not rest with the acquisition of Stanley and First National, but would quickly materialize in another direction by the purchase of the Skouras circuit of theatres in St. Louis, gained new impetus this week. It is reported that the Skouras deal has been agreed upon and, like the First National purchase, awaits only official announcement to bring this circuit officially under the Warner banner.

According to the reports Spyros Skouras is to become chief of the Warner theatre operations, which in size and scope with the control of Stanley and the projected taking over of the Skouras houses take rank among the largest theatre enterprises in the country.

The purchase price of the First National stock which gives Warner Brothers three of the total of six votes on the controlling board of that company is said to be about $2,380,000. Under a pooling of interests effected when Fox obtained a block of 21,000 shares through the purchase of the West Coast Theatres, the control of First National is vested in six trustees.

It is understood that three of these six votes will go to Warner Brothers through the deal now said to be completed in all but final details. The reported purchase price of the control is at the rate of $200 a share for the additional 19,000, which gives Warner Brothers a total of 42,000 of the 75,000 outstanding shares. Based on these figures the value of First National is $15,000,000.

According to the reports the set up of First National upon completion of the deal with Warner Brothers will have the latter holding 42,000, Fox 21,000, and 12,000 shares distributed. Harry Schwalbe, Clifford B. Hawley and Richard A. Rowland among others are said to be holders of large blocks of the scattered 12,000 shares.

If the Skouras deal goes through as reported, the Warner theatre holdings will be increased considerably in both quantity and quality. Skouras Bros. Enterprises control the Ambassador, Missouri and Grand Central, downtown St. Louis houses, and the St. Louis Amusement Co., controlled by Skouras, has 25 neighborhood theatres in St. Louis County. Skouras also is interested in theatres in Indiana with Publix.

Fox Charges Attempted "Raids" on Employees by Other Studios

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, September 25.—Charges against executives of four major studios to the effect that deliberate attempts have been made to secure important contract employees of Fox Films may be filed by Fox officials with the Association of Motion Picture Producers.

Fox executives are reported indignant over alleged tactics used by representatives of four other studios to secure for their respective firms the services of sound experts and dialogue writers now under contract to Fox. It appears very likely that these charges, naming executives and their studios, will be brought before a committee of the producers' association with the demand that no producer member shall attempt to secure employees under contract to any other producer member without the knowledge and sanction of the employing producer.

If some guarantee of protection is not given, it is reported Fox will consider resigning from the association. *Motion Picture News* is reliably informed that Fox is in possession of specific evidence of several cases, with names, dates, telegrams and methods used by other studio officials to secure these sound experts and writers. Among the evidence is a telegram from one Hollywood producer to a Fox dialogue writer in New York, making an attractive offer to join his firm. Also another case is reported where a dialogue director contracted to Fox was invited to a party presumably of four people and, after refusing several invitations, accepted, only to find when he arrived at the party two executives of one firm who cornered him with an offer to leave Fox, which he refused.

It will be recalled that similar upheavals threatened the producers' association in recent years when complaints were made by Warner Brothers and Universal regarding attempts to secure certain of their contracted directors and stars.

Sapiro Combine Through

THE end of the Sapiro organization, a group of independent exhibitors in New York City who, under the leadership of Aaron Sapiro, sought to effect a pretentious booking combine, appears to be in sight. At a recent meeting called by Sapiro, members were freed from their film purchase contracts and other obligations until Dec. 1 when it is thought that the movement will be definitely abandoned.

Sapiro still stands ready to carry on with the scheme, according to a recent statement he is reported to have made. He claims that as far as his own personal gain in the matter is concerned, it is written entirely in red figures and that the way matters are at present, will receive nothing for his services, but will proceed with organization work if members so desire and recommends that the body continue its legal existence.

At the outset, Sapiro hoped to enroll at least 75 per cent of the independently controlled houses in the Metropolitan district, but differences of opinion arose between factions in the independent ranks, and at the high mark less than 50 per cent membership was obtained. Sapiro claims that leading film producers threw the monkey wrenches which brought about the failure of the organization, the stampede starting when the Mayer & Schneider theatre operating firm withdrew and independent of Sapiro booked M-G-M product, Sapiro sought an injunction, which was denied.



Between scenes of her work in "Moran of the Marines" (Paramount) Ruth Elder finds time for a little conversation with Robert Castle, new Viennese leading man, and Robert Milton, expert in voice



Universal issues a word of assurance that Dorothy Gulliver and George Lewis are not engaged in political log rolling. They just happened to be in the timber land doing a new "Collegians"



Bound for the Canadian Rockies to play with John Barrymore in "King of the Mountains," Camilla Horn, Victor Varconi and Mona Rica pause for a snapshot before pulling out of Hollywood



Underwood & Underwood Studios

Warren C. Boothby, recently elected treasurer of First National, has risen rapidly to his position of prominence. He has had banking experience for almost a quarter of a century. The F. N. group insurance now in effect was sponsored by him



Upon her arrival in Hollywood, Texas Guinan was given a royal welcome, a delegation from the Warner Bros. studio meeting her at the depot. She will shortly begin her role in "Queen of the Night Club," a Vitaphone special



Shirley Palmer, who after graduating from Hal Roach two-reelers for Pathe appeared in numerous features, is now enacting the role of heroine in "Eagle of the Night," Pathe's new serial, featuring Frank Clarke, aviation ace. The first chapter arrives on October 14



Sally O'Neil in the snappy sorority apparel she wears in "The Floating College," strolls on location with M. H. Hoffman, vice-president of Tiffany-Stahl, who are distributing this production



Theodore Roberts, "the grand old man of the movies," greets Eva Von Berne, a new European actress. Both of them are Jack Gilbert's support in "Masks of the Devil," which Victor Seastrom directed



The young gentleman in the arms of Lena Malena doesn't seem to mind the absence of clothes, but Director Robert Vignola is trying to get him to wear 'em. Lena Malena and the child appear in F B O's "Tropic Madness"

Florida Hard Hit By Storm

Hurricane Leaves Widespread Damage in Its Wake; M.P.T.O. A. Issues Appeal for Help Through Red Cross

MOTION picture interests in the area swept by tropical hurricane are practically paralyzed, according to reports received in New York City this week. Widespread damage has been done to theatres in the devastated regions of Porto Rico, Florida and the Virgin Islands, many cancellations of film service have been received by Jacksonville, Florida exchanges.

The Motion Picture Theatre Owners of America, through this organization's president, R. F. Woodhull, this week issued the following appeal for aid through the American Red Cross:

"Theatre Owners everywhere are earnestly urged to do everything in their power to aid the unfortunate victims of the hurricane in Porto Rico, Virgin Islands, Florida and elsewhere in our country and its possessions.

"This can be done effectively in different ways. Direct contributions can be given to your local Red Cross Chapter. But, the use of the Screen as a Medium of Expression and Appeal in this relation is most fruitful of quick results. News Reel pictures of the devastated areas are now available and are being shown in many theatres. Do not allow these to pass just as the pictorial representation of the catastrophe. Make a special showing of this part of the News Reel and then follow with a specially made Appeal Reel or Slide asking your patrons to do all they can to alleviate the suffering of the many thousands afflicted through these hurricane ravages.

"To do this best you can cooperate with the officers of your home branch of the Red Cross. If they have not been to see you already, go to them yourself and offer your services. The results of this wonderfully effective method will amaze you and make you happy in the fact that once more you have heeded the call of the afflicted and added to the industry's fine record of relieving distress."

In a telegram to Secretary M. J. O'Toole, of the Motion Picture Theatre Owners of America, President John Barton Payne of the National Red Cross praises the work of our organization on the Mississippi flood crisis and asked further cooperation.

Cancellation of film service was ordered by houses as follows: Jacksonville exchanges stated: Lyric at Pahokee, the town in the Lake Okeechobee area probably hardest hit in loss of life; Lincoln (colored) at Miami; Palace (colored), Fort Lauderdale; all houses in the Palm Beaches; Lyric at Daytona Beach; Delray at Delray; Glades at Moorehaven; Capitol at Pompano; Park at Okeechobee; Grand at Winterhaven; Oakley at Lake Worth.

Scattered reports began to arrive at film exchanges last Wednesday, in several instances to instruct that film service be held up until further notice. One of the first came from Publix advising that the Stanley Theatre, West Palm Beach; the Oakley at Lake Worth; and the Grand at Winterhaven were closed.

A telegram reported that the roof had been blown off the Franklyn Theatre at Bushnell and the house is closed. The Delray Theatre, Delray, is badly damaged and closed; the Lyric at Daytona Beach was damaged and first reported closed, but later telegram asked that film service continue. Meanwhile repairs were being rushed.

Throughout Monday and Monday night E. T. Brown, head of the E. J. Sparks enterprises Atlanta headquarters, made unsuccessful efforts to get telegrams through to some of the Sparks houses in the path of the storm.

It was not until Wednesday that Mr. Brown received a report from M. C. Talley, of the Sparks Lakeland office, saying that the desolation at Palm Beach and West Palm Beach was appalling. All theatres in West Palm Beach are out of commission, and the Arcade, the beautiful new Sparks house, was standing a foot deep in water. It was impossible, Mr. Talley said, to desig-

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Schenck's Attitude on Talkies

United Artists Head Admits Present Commercial Demand, But Wants to Be Shown That Talking Pictures Are Permanent

By EDWIN SCHALLERT

(Editor of The Los Angeles Times Preview and Special Correspondent of Motion Picture News)

LOS ANGELES, September 25.—If talking pictures spell advancement for the motion picture business; if they permit the same latitude for expression as the silent film, then they will be of benefit and will last.

So far they have not proven their quality, nor their claims to permanence. They are mechanical and restrictive.

America is in danger of losing her prestige in the foreign market because of talking pictures. The foreign countries have a new opportunity for self-expression in films with dialogue because of language differences. In silent pictures, the position of America has been unique.

Commercially, at the present time, no one can ignore talking pictures. It would be ridiculous, but it remains to be seen whether they can qualify as art, or even as a business enterprise with a far-reaching future. The odds are against them as yet.

Joseph M. Schenck, President of United Artists, thus defined his stand to me on the subject of talking pictures today. It has already been heard that he was opposed to them. Basically, perhaps he is, but at the same time, he is fully aware of their potentialities. In his talk with me he made this clearly understood. Mr. Schenck flung a bombshell into the sound field on his return from Europe by the opposition that he expressed. The impression has possibly gone out that he was not aware of the latest developments of this stripling youth in entertainment that has commanded so much attention. However, this is not the case.

"My position is this, and I have not altered it—namely, that the present success of sound films does not prove they are more than a novelty," he said. "I am fully aware of their commercial possibilities, and fully appreciate these. For certain types of stories they have proved themselves extremely effective. For instance, 'The Terror.'

"Definite proof of our interest in sound pictures is afforded by the stages we are building at the United Artists studios. We are going to be as active as anybody and as constructively active as any other company in the sound field. Our pictures will be made definitely for the new medium. As has already been announced, Mary Pickford is to make an all-talking version of 'Coquette' and a silent version as well. We entertain the same plan for 'Nightstick' and for 'Lummox,' which will be among our first talkies.

"I personally am not in the motion picture business for my health, and I would be foolish to fly in the face of public acceptance of sound pictures. We are setting about to supply this demand as rapidly and legitimately as possible.

"However, this does not mean that I am a convert to talking pictures. Quite the contrary, I want to be shown. And I believe no mistake could be more serious than to neglect silent pictures, and the huge market at home and particularly abroad for this type of picture. Fundamentally, the talking picture is mechanical. The silent screen is not mechanical in the same sense. The camera photographs with power, reality and penetration that are unsurpassed. A Sarah Bernhardt might fool the public with her make-up on the stage, but she could not fool the camera. The talkies do not achieve this reality, this truthfulness, which the camera possesses. So far, the results have been quite opposite. Voices on the screen do not sound like voices in real life. They do not bring personality to the listener as the silent picture brings the personality of the player before the eye of the spectator, and it remains to be proven whether this mechanical artificiality can ever be overcome. A phonograph record is still a phonograph record. A good phonograph record may be better than a bad concert actually heard, but it cannot be the equal of a good concert actually heard.

"The motion picture, on the other hand, has given a reality to the public that is not possessed ever by the stage.

Hollywood Flashes

(Hollywood Bureau, Motion Picture News)

HOLLYWOOD, September 26. (By Wire)—Pathe will release ten 100 per cent talkies in addition to synchronizing all product with sound effects for the new program, Colvin Brown told a Motion Picture News representative in an exclusive interview prior to leaving for New York. Seven will be "The Spieler," "Office Scandal," "The Shady Lady," "The Leathernecks," "The Flying Fool," "The Elevator Girl," "High Voltage." The three other titles have not been set.

Brown stated that Pathe is now fully equipped on the West Coast ready to go ahead full blast on all productions. Photophone will be used for synchronization.

Reports that upheaval will take place in present staff at the Pathe studio, December 31 when several contracts expire, were denied by Brown, who said everyone would remain.

Carl Laemmle left Tuesday night for New York ostensibly to prepare for the opening of "Lonesome" at the Colony Theatre, but the report is that Laemmle just saw a working print of a sensational South Seas picture made in the Maori Islands and directed by Lew Collins, with the temporary title of "Taranga."

The opinion is that Laemmle considers the picture so valuable that it merits his personal attention on sales and releasing plans and a record breaking advance advertising and publicity campaign.

Gotham is entering the field of one reel synchronized shorts with Bristolphone. Sam Sax is leaving here next week to sign vaudeville, musical comedy and night club artists for these specialties.

William Counselman who supervised and wrote many Fox features the past year, and resigned two weeks ago, stating he intended sticking to newspaper cartoons, has signed with Pathe, supervising and writing. His first will be "Listen, Baby," an original story by Elsie Janis and Gene Markey. The only one cast so far is Eddie Quillan.

India Okays U. S. Films

Commission's Report Absolves Pictures; Trade Rivalry Seen As Cause of Enquiry

ASKED to report on a charge that films from the western hemisphere were undermining Indian culture and having a harmful effect on moral concepts, a reply in book-length form by the Indian Cinemetograph Commission, a government body, reveals that motion pictures, and partieularly Ameriean-made pictures are completely absolved of any deleterions effect. 78 per cent of film footage shown in India and Burma is American-made. A copy of the report has just reached this country, complete satisfaction is expressed and trade rivalry bluntly suggested as the real basis of the criticisms made.

The question was first raised at the Imperial Conference in England in 1926, a commission created and an elaborate course of inquiry mapped and executed. Every province in India and Burma was visited by the members and 4,325 questionnaires issued. A detailed refutation of an adverse report given by the Social Hygiene Council, an unofficial body, follows:

"The council has been given every opportunity of supporting its allegations before us," say the commissioners, "but has in effect declined to do so. Frankly we cannot accept such excathedra statements which are unsupported by evidence. . . . not only can we not accept them but it appears obvious to us that they were made without attempt at serious enquiry and partly, at least as the result of pre-existing obsession. . . .

"We do not suggest that trade propaganda is illegitimate in itself," the commissioners report, "but obviously a man with wares to sell is not likely to lose any opportunity of criticising the wares of his rival. The British industry very naturally wishes to recover the position it held prior to the war. . . . a careful study of facts has satisfied us that much of this critieism had its origin outside India. . . . we are without exception satisfied that the majority of films certified for publie exhibition in no way tend to demoralise or bring Western eivilization into contempt. . . ."

Navy Buys 4 Prints of "Submarine"

Columbia announces the purchase by the Navy Department of four prints of "Submarine," the underwater drama now showing at the Embassy Theatre, New York. The prints purchased will be shown at naval shore stations and on battleships at sea and in various ports.

New Firms Incorporate at Albany, N. Y.

Motion picture companies incorporating in New York State at Albany, during the past week included the following: Opera Pictures Corporation, $20,000, J. Geo. Kaplan, Leo Byrnes, Robert Nadworny, Brooklyn; Bronx Park Amusement Corporation, $20,000, Leon Samuels, Morris S. Kaplan, Florinda Simeone, New York City; Road Show Pictures, Inc., $20,000, Louis Garsson, Marion Roth, Irving Garsson, Brooklyn; Sound Studios, Inc., Robert Kane, Colvin W. Brown, J. I. Schnitzer, New York City; Han-A-Phone Fox Corporation, $10,000, Richard C. Fox, Evelyn E. Fuhr, Charles Cohn, Buffalo; General Sound Film Laboratories, Inc., capitalization not stated, Bertram Raff, Joseph J. Grumet, Herman L. Meirowitz, New York City; Reelton Corporation, capitalization not stated, Herman Machson, Lillian Siskin, Ella Mortimer, New York City; Motion Picture Institute of American Industries, Inc., $50,000, Frances Carter, John K. Holbrook, Lida Hafford, New York City.

Ames Council Dismisses Case Against Exhibitor

The Sunday elosing interests of Ames, Iowa, received a setback at a meeting of the City Couneil last week, the couneil voting to dismiss the city's suit against Joe Gerbracht, Ames theatre manager, for alleged violation of a Sunday elosing ordinance. The Couneil also instructed City Attorney R. E. Niehol to defend Councilman C. J. O'Neill in the ouster suit brought by the anti-theatre faction. This move culminates a series between the movie and anti-movie groups which had their impetus in last Spring's election.

Northwest Exhibitors to Meet at Seattle

J. J. Fleming, secretary of the Northwest Independent Film Exhibitors in Oregon, after reeeiving some sixty signed questionnaires from as many exhibitors in the State of Washington, will hold an organization meeting in Seattle. So successful have the Independents beeome in the State of Oregon that their northern neighbors have decided to do likewise.

Eric T. Clarke Resigns as Eastman Manager

Eric T. Clarke has resigned as general manager of the Eastman Theatre, Rochester, N. Y. The reason assigned was difference of opinion as to house polieies. Mr. Clarke came to the Eastman from Detroit five years ago, succeeding William Fait, Jr. No successor has yet been appointed and in the meantime William A. Calihan of the theatre staff is filling the post.

Drew Comedy Plays N. Y. Embassy

The Embassy Theatre, New York Broadway house, is now showing a Jerry Drew comedy, entitled "The Quiet Worker," in conjunetion with the showing of "Submarine" at prices of $2 top. This subject is Drew's second in the new series he is starring in for Educational.

Pinanski Projecting $1,750,000 Development

A DEVELOPMENT of the property at High and Congress street in Portland, Maine, is being planned by Samuel Pinanski, president of the New England Theatres Operating Corporation. $1,750,000 is said to be invested in the project.

The new Netoco State Theatre, now under construction, will be housed in this building, one of the largest in the city, noted far and wide for its beauty. The enormous floor space of the projected structure will house not only the Netoco State, but twenty-two stores and 170 offices. The building is opposite the Eastland Hotel in the heart of the shipping district.

Dillon with Springer Chain as General Manager

George M. Dillon, formerly district manager for Pathe, has become general manager of the Springer circuit, controlling eight theatres in the New York section and presided over by Jack Springer as president. Mr. Dillon is the most recent man of prominence in the trade to transfer his abilities from the distribution to the exhibition field. Altogether he has had nine years experience in the film industry. The eight Springer houses whose affairs he will handle are the Adelphia, Symphony, 77th St., Stoddard, Essex and Keystone, all on Broadway, and the Dyckman and the Ward, in the Bronx. At the present time the Symphony, where Mr. Dillon will have his headquarters, is being redecorated.

Sterns Schedule 5 New Comedies for October

Five two-reel comedies have been scheduled for October release by the Stern Bros., producers of comedies for Universal.

The group includes "The Newlyweds' Unwelcome," one of the Newlyweds comedies directed by Francis Corby, with Jack Egan and Derelys Perdue, October 3rd; "Look Pleasant," a Let George Do It comedy, featuring Sid Saylor, directed by Gus Meins, October 10; "Buster Trims Up," a Buster Brown comedy directed by Sam Newfield, October 17; "Shooting the Bull," a Mike and Ike comedy co-starring Joe Young and Ned La Salle, directed by Gus Meins, October 24, and "The Newlyweds' Court Trouble," also directed by Corby, October 31.

Fred G. Nixon-Nirdlinger Returning to U. S. in Fall

It is announced on good authority that Fred G. Nixon-Nirdlinger, whose interests are closely allied with the Stanley Company of America, and who has been abroad for the past five years, will return to the United States this fall. Important contracts to which he is a party with the Stanley Company will expire at that time and his presence will be necessary in formulating terms with the new interests which have taken over control of the Stanley Company. So far as is now known, the purchase of the controlling interest in the Stanley Company by Warner Brothers will not affect the present personnel of the Stanley organization.

S. M. P. E. in Convention

Gathering Discusses Technical Advance in Industry; the Talkie Chief Topic

THE Society of Motion Picture Engineers held their fall meeting at Whiteface Inn, Lake Placid, New York, this week. The gathering is said to be the first representing all of the different motion picture sound systems. Other technical departments of the motion picture industry were discussed, but in the main the meeting devoted itself chiefly to methods of recording and reproducing sound. The program of the society was wide and the list of papers large.

The various papers reporting the progress of motion pictures and the parties delivering them were as follows:

"Report of Progress in Motion Picture Industry"—Research Laboratory, General Electric Company; "Public Reaction to Sound Movies"—F. Mordaunt Hall, Motion Picture Editor, New York Times; "Quality of Speech and Music"—J. C. Steinberg; "General Principles of Sound Recording"—E. C. Wente; "Sound Reproduction in Theatres"—E. O. Scriven; "Methods of Synchronizing"—H. M. Stoller, of Bell Telephone Laboratories; "The Public and Sound Pictures"—William A. Johnston, publisher of Motion Picture News; "The Three Electrode Vacuum Tube and Its Relation to Sound Recording"—General Electric Company and H. B. Santee, Electrical Research Products, collaborating with E. O. Scriven; "Sound Reproduction in Theatres."

New developments in motion pictures were demonstrated at the meeting, and a banquet was held Wednesday night, golf and other social features occupying part of the members' time.

Among the notables present were: H. D. Arnold, Director Research, Bell Telephone Laboratories; F. C. Badgley, Canadian Government Motion Picture Bureau; W. H. Bristol, Bristol Company; Walter Clark, Kodak, Limited, London; W. B. Cook, Kodascope Libraries President of Society; A. S. Dickinson, Motion Picture Producers; C. A. Hoxie, General Electric Company; W. A. MacNair, Victor Talking Machine Company; C. E. K. Mees, Eastman Kodak Company; M. W. Palmer and R. B. Sawyer, Famous-Lasky Corp.; W. C. Michel and S. R. Burns, International Projector Corp.; A. S. Ringel, Radio Corp. of America; E. I. Sponable, Fox-Case Corp.; C. Francis Jenkins, Founder of Society; N. D. Golden, Department of Commerce.

Florida Trade Hard Hit by Hurricane

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nate the damage to the house.

While information is still lacking from many theatres in the storm area the fact that power and light lines were down is sufficient evidence that those theatres could not operate, even if they escaped actual property damage.

Temporarily, at least, some exchange managers plan to recall their Florida salesmen.

Rescued by a squadron of three planes from a stalled railroad train, James Buchanan, a Paramount News cameraman, managed to reach New York last Thursday night with the first moving pictures of the devastated Florida regions. Many narrow escapes marked his efforts to secure the difficult shots during the storm.

King Casts Unknown Male Lead for New Film

In "She Goes to War," Henry King's forthcoming production for United Artists, John Holland, an unknown player discovered by the director, has been selected for the featured male role. Eleanor Boardman is the stellar feminine player.

B'way Tacoma, Reopened With Perutz as Manager

West Coast Theatres has reopened the Broadway Theatre, Tacoma, Wash., on a de luxe policy under divisional supervision of Herschel Stuart and local management of W. S. Perutz, Tacoma head.

Fox Buys Brandt Circuit in Brooklyn; Moving to Form New York Chain

WILLIAM FOX has purchased outright the Brandt Theatrical Enterprises operating 11 houses in various sections of Brooklyn. It is also rumored that a deal for the Rachmil and Rinzeler chain, perhaps the most important in the Brownsville section of Brooklyn, is likewise set. Other deals, it is said, scattered throughout Greater New York, are to follow in short order.

The acquisition of the Brandt chain is said to be a move on Fox' part to build a large theatre circuit in the New York area. If he achieves the large number of houses he is after, Fox, it is regarded by many, will offer Loew the most formidable opposition the latter circuit has ever been called upon to face.

Besides Fox and Loew, another competitor in the New York area seems to be Warners. This firm is as intensely in the race as its rivals.

The Brandt deal brings into the Fox camp these houses: Empress, Atlantic, National, Bunny, Carlton, Cumberland, Duffield, Parkside, Biltmore, Stratford and Terminal.

It is thought that all of them will be wired for Movietone at once.

"Dynamite" De Mille's First for M-G-M

HOLLYWOOD, Sept. 26.—(By Wire)—Cecil B. DeMille's first M-G-M story will be "Dynamite," by Jeanie Macpherson. The cast is not selected yet, but it will be headed by two male leads and one female lead. In this, De Mille returns to the style of picture like "Manslaughter," "Why Change Your Wife?," etc. While denial is made that divorce is the theme, it will enter into the plot.

The picture will be ultra-modern, glorifying clothes, designs and furniture, instead of being a costume play.

Territories Sold on Three Mascot Serials

Territories sold by Nat Levine, president of Mascot Pictures Corporation, on his three new serials, "Vultures of the Sea," "The Vanishing West," completed, and "The Fatal Warning," in preparation, are as follows:

New York—Biltmore Film Exchange; Philadelphia—Liberty Film Exchange; Pittsburgh—Columbia Film Service; Boston—Rayart Distributing Co.; Buffalo and Detroit—First Graphic Exchanges; Cleveland—Fischer Film Exchange; Southern States—Liberty Specialty Film Distributing Corp.; Chicago—Security Pictures; Milwaukee — Midwest Distributing Co.; Kansas City—Liberty Film Exchange; Minneapolis—Celebrated Film Exchange; Seattle—American Film Corp.; San Francisco—All Star Features Distributors; Los Angeles—All Star Features Distributors.

Ideal Films, Ltd., has purchased the serials for the United Kingdom. Universal Pictures Corp. has purchased them for South America, the Dutch East Indies and the Philippine Islands.

9 Shorts from FBO in October

Nine FBO short subjects will be distributed during the month of October.

"Watch Your Pep" No. 7 of the "Racing Blood" series will be distributed on October 7th. Another October 7th release is Okmnx, No. 2 of the "Barney Google" series. On October 10th the second "Curiosities" produced by Walter Futter and presented by Amedee J. Van Beuren will be ready for exhibitors. October 14 will see the distribution of "Mild But She Satisfies," No. 8 of the "Racing Bloods."

Another October 14th release will be "What a Wife!" No. 2 of the "Toots and Casper" series. On October 24th, "That Wild Irish Pose" No. 9 of the "Racing Blood" series will be distributed, as will No. 3 of the "Curiosities." October 27th will see the release of "The Six Best Fellows" No. 10 of the "Racing Bloods." On October 28th, "Mickey The Detective" will be shown.

Paramount Radio Has Exclusive Wave Length

The Paramount Pictures-Los Angeles Evening Express radio station, KNX, will be one of the four super-power broadcast stations on the Pacific Coast with clear wave channels as allotted under the new ruling of the Federal Radio Commission, according to dispatches from Washington, D. C.

The new government radio regulations will be into effect November 11, at which time KNX will change from its present wave-length to its new, exclusive wave channel. This station, which will soon be in operation as a 5,000-watt plant at the studios of Paramount-Famous-Lasky Corporation in Hollywood, is one of the forty in the United States with an exclusive wave-length.

First "Smitty" Comedy Set For October 7

Among the Pathe short subjects set for release on October 7 is the first of the new "Smitty" comedies, produced by Amedee J. Van Beuren Enterprises and including Jack Dempsey as one of its cast. "No Picnic" is the title of the comedies which has Donald Haines in the role of "Smitty," and Jackie Coombs, Joseph Belmont and Maude Truax in other roles.

"Chick" Meehan Makes Football Pictures

"Chick" Meehan, New York University football coach, has made a series of one-reel "demonstration" pictures, which depict shifts, forward passes and line plunges. The coach has made arrangements with Columbia for the distribution of his novelty reels. Meehan himself appears in the introductory footage, explaining by title the plays his N. Y. U. men will illustrate. There is a slight story in each of the pictures.

Delight Evans Editor of Screenland

SCREENLAND MAGAZINE, beginning with the issue of January, 1929, will be issued under the editorial guidance of Delight Evans, screen reviewer for the publication. She began her career at the age of 15 as a staff writer with Photoplay and was with that magazine until she joined the editorial staff of Screenland. She will continue to review important pictures as well as assume charge of the publication's policies.

Will Bring Suit Against Iowa Councilman

The embattled forces in the Sunday theatre struggle at Ames, Iowa, maneuvered for position again when five Ames' citizens were granted in district court at Nevada the right to bring suit against C. J. O'Neil, councilman at large, for alleged wrongful holding of office.

The five complainants are E. O. Slater, W. R. Hardeastle, J. V. McKelvey, W. E. Bartow and Harvey N. Taylor. Slater and McKelvey are members of the Iowa State college faculty. The five will replace R. I. Downey as petitioner. Downey today withdrew his name from the case.

Action in this case is brought on the grounds that a council of a city of the second class is not granted the right by the statute to fill vacancies on the council by appointment.

The case will be heard during the September term of court which opens Sept. 17, with Judge O. J. Henderson of Webster City on the bench.

Another case, the appeal of Joe Gerbracht, theatre manager, from fines of $75 assessed in Mayor F. H. Schleiter's court for alleged violation of the former closing ordinance will also be heard during the September term.

"Sound" Pictures Make Up Top Half of SHOWMAN'S List of "10 Best" in Key Cities Last Month

"SOUND" pictures make up the top half of the newest list of "10 Best Box Office Attractions of the Month" in Key Cities, as compiled by *The Showman*, a regular feature of *Motion Picture News*.

This rating is based exclusively upon performances at Key City first run theatres for the period the report covers—one month. Among the total number of attractions current at first run Key City houses during the period covered, the ten having the largest number of Above Average weeks as reported to this publication are listed each month in connection with *The Showman's* Theatre Building Business Map and Analysis of Key City Attendance Averages.

The ten leading box office attractions as reported by *The Showman*, to be published in next week's issue of *Motion Picture News*, for the period August 15 to September 15 are:

1 "Lilac Time"
2 "Street Angel"
3 "Tempest"
4 "State Street Sadie"
5 "Fazil"
6 "Four Walls"
7 "The Cardboard Lover"
8 "Excess Baggage"
9 "The First Kiss"
10 "Uncle Tom's Cabin"

Pennsylvania Charters Issued to New Firms

New motion picture companies incorporating in various branches of the motion picture business in the state of Pennsylvania and which were recently granted charters at the capitol in Harrisburg are as follows: Lehigh Amusement Co., Bethlehem, Pa., $10,000 capital stock, Helen L. Dorshiemer, H. A. Butz, F. E. Davis, Allentown, Penn Theatres Corp., Allentown, founded to lease the Mainkre Theatres there, $70,000 capital stock, Oliver H. Gernert, Benjamin H. Stuckert, Rubin Mainker, Allentown; Imperial Amusement Co., Mount Carmel, erecting $250,000 theatre in Kulomont, $150,000 capital stock, John W. Zotkewicz, William R. Buckley, Joseph Malinowski, Mount Carmel; Temple Theatre Corp., Kane, capital stock $5,000, Clifford S. Brown, H. E. Brown, A. M. Kane; Colonial Amusement Corp., Erie, $5,000 capital stock, Victor P. Weschler, Harry Deschler, Erie; Stellar Amusement Co., Pittsburgh, $5,000 capital stock, A. A. Chelkis, H. J. Quinn, A. P. Altmeyer.

Famous Players Canadian Shows Earning Increase

Earnings of Famous Players Canadian Corp., Toronto, for the year just closed will, according to reliable information, be shown substantially higher than for the preceding period. It is intimated that earnings will be of sufficient proportion to enable the company to place its junior issue on a regular dividend basis. Last March the corporation made a $3,000,000 issue which was quickly oversubscribed.

Theatre conditions throughout the Dominion during the past twelve months have been prosperous, with employment at new high record levels. Theatre attendance has been increasing all through the country, and Famous Players, with its 130 houses, has secured a large share of patronage. The aggregate seating capacity of Famous Players houses in Canada is 42,241.

Pathe Places 73rd Serial Into Production

Pathe's claims to heavy serial activity gain further credence in the announcement recently that their production forces on the coast had begun initial work on "The Tiger's Shadow," a new Pathe serial and this company's 73rd chapter photoplay.

Spencer Bennett is directing Gladys McConnell and Hugh Allan, who are playing the leads in the George Arthur Gray original story.

There are five serials in all on the current Pathe program. "The Terrible People" is now being released and the other three to be filmed are "Eagle of the Night," "The Fire Detective" and "Queen of the North Woods."

Producton on Tiffany-Stahl Lot Speeded

Six productions are either being filmed or are about to enter production at the Tiffany-Stahl studio in Hollywood at the present time. These inclued "The Man in Hobbles," "The Queen of Burlesque," "Applause," "The Girl Who Came Back" (tentative title), "The Devil's Apple Tree" and "The Spirit of Youth," suggested by a Tarkington story.

First National Shows Substantial Gain for 6-Months' Period

AGAIN in earnings of $103,140 is realized by First National Pictures, Inc., according to the figures given out by President Irving D. Rossheim in his announcement of the financial progress of First National for the six months ending last June 30. The net profit for the period was $709,032, which compares with $605,892 for the corresponding period of last year, an increase in profit of $103,140.

During the six months the company retired $760,000 of 6 per cent Purchase Money notes, $100,000 of First Mortgage 6½ per cent Gold Bonds and 760 shares of First Preferred and 1,000 shares of Second Preferred Class A stock, according to the report of Warren C. Boothby, First National treasurer. The company's surplus for the six-months' period indicated an increase of $666,719, bringing the total to $7,188,155, Mr. Boothby further stated.

Mr. Rossheim's financial statement follows in detail:

Total operating income (for period ending June 30, 1928) $12,427,135—$11,786,820 (same period of 1927); expenses (for period ending June 30, 1928) $669,512—$497,690 (for same period of 1927); other income (for period ending June 30, 1928) $160,853—$185,994 (same period of 1927); profit after interest, Federal and State taxes, etc., $709,032 (for period ending June 30, 1928)—$605,892 (for same period of 1927).

Hosts to Film Industry

Notables of Air and Picture Industries Gather at Waldorf; Hays Presents Lindbergh Picture

THE Aeronautical Chamber of Commerce gave a complimentary dinner to representatives of the motion picture industry, Monday evening, Sept. 24, at the Hotel Waldorf, New York City. The event was in recognition of what the camera has done to promote the cause of aeronautics. About 600 attended and applauded the screening of a seven reel picture of Lindbergh's flights to Europe, Central and South America and through the United States. The picture was later presented to the U. S. Government by Will Hays.

Major Gardner, president of the Aeronautical Chamber of Commerce, pointed out in his speech that aeronautics were in a bad way after the war, with scores of manufacturing and transport companies cutting each other's throats to get business.

Will Hays, he said, was called upon to lend his aid toward the solution of the problem, and as a result the industry was put on a sound basis for success. Since then he said further, motion pictures have been of great help toward making the United States "air-minded."

In addition to Mr. Gardner's speech, the only other was that of Mr. Hays', who briefly thanked the aeronautical head and made the presentation of the Lindbergh picture.

Among the representatives of the motion pictures were Adolph Zukor of Paramount-Famous Players-Lasky, H. M. Warner of Warner Brothers and Nicholas Schenck of United Artists.

Clement M. Keys, President of the National Air Transport, A. H. G. Fokker, head of the Fokker Aircraft Corporation, and Earl Rowland, winner of Class A in the recent trans-continental air derby.

The Government was represented by Assistant Secretary of State William R. Castle Jr., Assistant Secretary of War F. Trubee Davison, Assistant Secretary of the Navy Edward P. Warner, and Assistant Secretary of Commerce William P. MacCracken Jr.

Great Britain had J. D. Scott of the British Embassy, France had M. Aubert of the French Aeronautical Chamber of Commerce, and Belgium, Jean Cattier of the Belgian Embassy.

Pomeroy Is Directing "Interference"

ROY J. POMEROY, director of sound pictures for Paramount Famous Lasky Corporation, is directing the spoken dialogue scenes of "Interference," at the Lasky studio this week. Clive Brook, Doris Kenyon, William Powell and Evelyn Brent enact the leading roles. Pomeroy declares that this popular stage play lends itself very well to "talkies," and that it has not been necessary to change any of the spoken lines of the original script.

Gaumont Branches Being Opened in 6 Cities

Gaumont branch offices are being opened in the six key cities of Canada, it has been announced by Edward Auger, managing director of Gaumont British Corporation of Canada, Limited, the head office of which has been established at 277 Victoria Street, Toronto. The branches will be at Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver.

Mr. Auger has also announced that Canadian Universal will take care of the physical distribution of Gaumont features. Immediate arrangements have been made for the release of 24 features in the Dominion for the current year.

Four Seattle Houses Now Equipped With Sound Devices

FACTS and figures compiled last week in Seattle, Washington, indicate that that city is already established as one of the Pacific Coast's foremost "sound picture" cities.

Among the seven downtown key first run houses, four are already equipped with sound apparatus. These include the Fifth Avenue, Music Box, Blue Mouse and Seattle Theatres. With the exception of the latter house, all are using either Vitaphone, Movietone, or both for their programs each week. The Seattle Theatre is equipped with complete sound apparatus, but uses it for special preview purposes only at the present time.

In the neighborhood houses, the Egyptian Theatre is a constant user of Vitaphone and Movietone subjects and features. Two more downtown houses will be sound-equipped by this winter. These are Universal's Winter Garden Theatre, and Joe Danz's Embassy Theatre.

Rumors also persist to the effect that Pantages will install sound equipment to use with films in conjunction with vaudeville, although this is the only one of the installations that has not been announced as a definite fact.

Institutes Service Body

George Harvey Creates New Committee at Last Week's A. M. P. A. Meeting

AT last Thursday's meeting of the A. M. P. A., George Harvey, newly elected president of the association, announced the institution of a Service Committee the object of which will be to promote A. M. P. A. membership, bringing together the right man for the right job and to unfold many other ramifications which will make it a force for coordination of service work. Don Hancock was chosen to promote the forthcoming T. N. T. dinner.

J. P. McEvoy, well known author was speaker of the day and Nellie Revell, an associate A. M. P. A. member also greeted the body. Ernest Shipman, lately returned from South America and Harold Shumate, Gotham director, were also present. Shipman spoke glowingly of film possibilities south of the Rio Grande.

Harvey explained that while the Service Committee will primarily function as an employment clearing department, the goal which it sets for itself is of far wider scope. It will also be the object of this committee to maintain complete files of records of the complete membership, to promote contacts with other trades and to establish a definite place for the supplying of high grade intelligence in the fields of advertising, exploitation, publicity and commercial art.

The complete array of officers and committees of the new year follows: George W. Harvey, President; Paul Benjamin, Vice President; Dave Bader, Secretary; Charles W. Barrell, Treasurer. Board of Directors: Bruce Gallup, Walter Eberhardt, A. L. Selig, Edward McNamee and Alex Moss; Advisory Council: P. A. Parsons, Paul Gulick and Frank Wilstack; Membership: Nopp Hadley, Chairman; Joe Fine, Julian Solomon, also the Treasurer and Secretary; Finance: President, Secretary, Treasurer and A. L. Selig; Auditing: A. P. Waxman, Hopp Hadley, Leon Bamberger; T. N. T. Dinner Committee: Don Hancock, Chairman, Jack Harrower, Leon Bamberger, Edward Klein, Lou Rydell, Tom Wiley and Hopp Hadley; Art: Theodore Jaedicker, Director, Karoly Gross and Morris Meyer; AMPA Bulletin: J. D. Trop, Editor and Joe Fine, Business Manager; National Counsellor of U. S. Chamber of Commerce: Al. Fineman; Service Committee (or Board): Walter Eberhardt, Chairman, Bruce Gallup, Jim Milligan, Lou Rydell; Publicity: Rutgers Neilson, chairman, J. D. Trop and John Level; Trustee: C. L. Yearsley; Affiliated With: The Wampas, Hollywood and The Bumpers, London.

Lasky Discusses New Paramount Product

RECENTLY arriving in New York from the Coast, Jesse L. Lasky, first vice-president of Paramount in charge of production activities, gave voice to an enthusiastic expression of his outlook for new Paramount films. He particularly lauded "Interference," the first Paramount all-talkie, which is to follow "Wings" into the New York Criterion for an extended run.

Mention was also made by Mr. Lasky of his company's plans for production at the Astoria studio, of the pending arrival of Maurice Chevalier to star in Paramount talkies, and of new films now in work. Preparations are almost complete, he said, for the filming of "Burlesque" and "Drums of Oud," both talkies.

Jean de Limur, writer and director who will be connected with Astoria production, accompanied the Paramount executive East.

Florence Vidor Co-star With Wallace Beery

Florence Vidor will play the feature feminine part in "Tong War" opposite Wallace Beery. This will be her first screen work since her recent marriage to Jascha Heifetz. Work will commence in about three weeks under William Wellman's direction.

Indianapolis Firms File Papers of Incorporation

Articles of incorporation were filed recently with the secretary of state in Indianapolis, Indiana, by three new companies.

Harbor Amusement Company of Indiana Harbor and East Chicago, Ind., has an initial capital stock of $1,000 and is formed "for purchasing, booking and exhibiting motion pictures"; incorporators are Michael E. Kozacik, Jr., Alexander Manta, James Piwarenas, Edward Friedman.

Anderson Theatre and Hotel Company of Muncie, Ind., filed papers showing the name to have been changed to the Charles-Vern Theatre Company.

The Anderson Theatre Realty Company of Anderson, Ind., has an initial capital stock of $150,000 common and $300,000 preferred stock and is formed to acquire a 9-year lease in Anderson, Ind., and erect a theatre building there; incorporators are George S. Challis, Leslie E. Colvin, Alvin M. Strauss.

Latta, Famed for "Honest Ad," Quits Show Business

Youngelass and Latta, associated as partners in the Foxy and Grand theatres at Perry and a theatre at Woodward, Iowa, have dispose of their theatre holdings to enter the stereoscopic advertising business with headquarters at Omaha.

Latta was hailed from coast to coast as the "honest showman" as a result of an advertisement he used to warn patrons to keep away from his current show, because it was a "poor one" and save their money for some future presentation that would be more worth their time and the cost of admission.

"U" Adding 3 Episodes to "Tarzan" Serial

A genuine innovation in the serial field is embodied in an announcement from Fred J. McConnell, short subjects sales manager for Universal, that "Tarzan the Mighty," the Universal 12-chaptered serial, will be lengthened to 15 chapters. Released August 13, the serial with its additional episodes will run to include November 18. Exhibitor demands are responsible for the new chapters, Universal says.

First National Releasing 4 In October

Four feature productions are listed on the First National books as October releases. They include two dramas, a comedy and a western and are as follows: "The Crash," with Milton Sills, October 7; "Do Your Duty," starring Charlie Murray, October 14; "Companionate Marriage," featuring Betty Bronson and Alec B. Francis, October 21; "The Glorious Trail," a Ken Maynard vehicle, October 28.

Organ Recitals Okay in Blue Sunday Town

The exhibitors of Martins Ferry, Ohio, have so far been unsuccessful in forcing the closing of rival lines of business on Sundays, but that there has been let up on the blue law enforcement is noticeable in the fact that the theatres in that city can give organ recitals for which admission can be charged, at least thus far. Movies cannot be given during the day, although performances after midnight on Sunday have been staged and liberally patronized.

Lois Wilson Signed to New W. B. Contract

Lois Wilson has been signed by Warner Bros. to appear in four of their forthcoming productions.

The Voice of the Screen

News and Comment on All Phases of "Sound" Pictures

Survey Shows Stage Training Vital

90 Per Cent of Done to Date in Hands of Former Stage Players

HOLLYWOOD, Sept. 23.—"Future screen stars and players will be recruited largely from the stage, and there will shortly be no place of importance for picture personalities before the camera unless they have had stage training.

This statement was made by a prominent west coast executive of the industry after he had checked up on the number of players engaged for speaking parts in dialogue pictures produced by Warner Brothers during the past year.

The facts brought out in the survey of the players cast in twenty-one "talkies" so far produced are decidedly important, not only to players and producers in the coast colony, but to all branches of the business.

If talking pictures comprise only fifty per cent of the releases made during the next five years, a large percentage of present-day stars and featured players of established box-office draw, who have not had stage experience, will find themselves facing difficult competition in the casting offices. This would mean an entire rearrangement of the structure of screen names, with the bringing forward of other screen favorites with stage experience behind them to replace many of the present players who may be unable to adapt themselves to the new vogue of talking films.

In tabulating the list of players in twenty-one dialogue pictures so far completed, it was found that there were a total of one hundred and twenty-five talking parts in this group of productions. Other characters in these pictures who had no dialogue before the camera, were disregarded in the computation. About ninety-five individual players held the one hundred and twenty-five talking parts and of this number only about nine had not had previous stage training.

Taking the Warner "talkies" as a basis, picture players will find about ninety per cent of the roles in dialogue productions going to only those players who have been before footlights, which will eliminate, in time, those who cannot, for various reasons, adjust themselves to the new condition of sight and sound production.

One of the most signal successes among players in talking pictures has been scored by Conrad Nagel, whose popularity has tremendously increased since the advent of Vitaphone. Nagel was featured by Metro-Goldwyn-Mayer for several years but it was not until he appeared in a number of Vitaphone productions that he became an outstanding box office name. Nagel was before the footlights for several years before jumping into pictures.

Talking pictures have changed the complexion of Hollywood. Producers have already turned to the stage for possible future screen favorites. Players who came directly to pictures without stage training are standing in line at dramatic schools to obtain instructions on the art of speaking drama. Others are seeking engagement in local stage companies on the coast for the experience and training they will be able to obtain through that medium.

Various groups of former stage players are meeting regularly two or three times a week to brush up on the technique of dialogue. Many of these have been in pictures so long they feel it will take them a little time to get back into harness. Many film favorites who are not familiar with the art of stage craft are also present at these gatherings to learn as much as they can for future talking picture use.

3,000 Theatre Installations by End of '29, Says Otterson

SIX hundred theatres have been wired by Western Electric for sound pictures: 1,000 will be wired by the end of 1928, and a total of at least 3,000 installations will have been made by the end of 1929, J. E. Otterson, President of Electrical Research Products, announced at a luncheon of the New York Electrical League, Sept. 26, at the Hotel Astor.

In studios, there are more than 60 recording equipments installed or ordered and 30 stages in process of construction. Orders for portable recording equipments total 100, with some thirty in operation here and abroad.

A number of leaders of the industry attended the luncheon, including Albert Warner, William Fox, R. H. Cochrane, Charles Christie, David Bernstein, Courtland Smith and R. F. Woodhull. A group of high officials of Western Electric and the Bell Telephone Laboratories were in attendance. After Mr. Otterson's speech, several Movietone short subjects were shown to the guests.

Lloyd Casting Players with Stage Experience

HAROLD LLOYD, in selecting his supporting cast for his new picture, is surounding himself with players of stage experience, who will be "at home" in the talkies. Charles Middleton and Noah Young have been selected as the first of the supporting cast in the latest Lloyd opus.

Nine Vitaphone Features Under Way on Warner Lot

THE success attending "The Terror" and Al Jolson in "The Singing Fool" has stimulated production at the Warner studios in Hollywood. The popularity of these pictures has made the demand for Vitaphone features heavier than ever, and Warners are rushing to completion as many talkies as possible. Studio executives and members of casts are working overtime to speed the product to exhibitors.

The Warner coast staff is now engaged on nine additional Vitaphone productions that are in various stages of work. Three of them are already in the editing rooms, among them the so-called super-special, "Noah's Ark," starring Dolores Costello. The others are "On Trial" and "Stark Mad," both 100 per cent talking pictures.

Three others are now before the cameras and microphones. Texas Guinan is working in "Queen of the Night Clubs," which is being directed by Bryant Foy. Betty Bronson and William Collier, Jr., are co-starred in "One Stolen Night," directed by Scott R. Dunlap, and Monte Blue is playing the lead in "The Greyhound Limited."

Production work is due to get under way this week on Dolores Costello's next Vitaphone feature, "Madonna of Avenue A," under the direction of Michael Curtiz, and on "Kid Gloves," in which the leads are filled by Conrad Nagel and Lois Wilson, with Archie Mayo directing.

Scheduled for production in the immediate future is "The Desert Song," Schwab and Mandel's popular operetta which has been meeting with success throughout the country. John Boles has been selected for the lead in this feature.

Fotovox to Start Production in Jersey October 1st

FOTOVOX, INC., organized some months ago to produce and distribute screen entertainment, will start active production work at their own studios in Fort Lee, New Jersey, on October 1st. For the present at least the company will produce only one and two-reel subjects. According to officials of the company these subjects will be made for reproduction by both the disc and sound-on-film methods. Fotovox will supply only the screen entertainment and will not handle any reproducing device or theatre equipment. It is planned to make fifty-two subjects a year for release one a week.

Fotovox, Inc., is backed by a group of representative business and theatrical men and has already signed quite an imposing array of talent to provide screen entertainment. Prominent among the officers and directors of the company are, Frank K. Bowers, U. S. Collector of Internal Revenue, New York City, who is vice-president of the corporation; Eddie Dowling, well known author and stage producer; Isidor P. Heller, president of Heller Bros., produce merchants; Joseph Grainsky, theatrical broker, and Louis J. Schwartz, who is general counsel and secretary-treasurer of the new company. On the directorate also are, Joseph Hannon, Deputy Fire Commissioner, and William E. Kavanaugh, Deputy Commissioner of Water Supply, Gas and Electricity, both of New York City. Eugene A. Lauste heads the sound engineering staff.

Among the Broadway stage and musical stars and acts already under contract according to the company announcement, are: George Jessel, Jimmy Hussey, William Sisters, Henry Santrey and his orchestra, Lola and Leota Lane, Harry and Anna Seymour, Babe Egan and her Redheads, Keller Sisters and Frank Lynch, James Carl ("Hamtree") Harrington, Helen Lynd, Four Rajahs, Baby Edna Keir, Fred Ardath and Frances Sebel.

For its sound-on-film productions Fotovox will use a new photographic recording system, and on discs it will use its own disc recording device. The first of the product of the company will be released November 15. By November 1 fifteen distributing offices will have been established in as many key cities, it is stated. These offices will be in New York, Boston, Philadelphia, Pittsburgh, Chicago, St. Louis, San Francisco, Atlanta, Dallas, Los Angeles, Seattle, Minneapolis, Detroit, Milwaukee and Buffalo.

"Drums of Oude" Will Be All-Talkie

"Drums of Oude," stage hit of a dozen years ago, written by Austin Strong, author of "Seventh Heaven," has been purchased by Paramount and will be produced in Hollywood as an all-talking film. The play centers about the tribal life of India. The cast will be chosen and announced within a few days.

Metropolitan Personnel to Have Sound School

Anticipating an extremely active season in production of talking pictures with both of Western Electric's methods of sound reproduction, the disc and film, Metropolitan Studios are starting this week a school for the personnel in all departments, a plan just inaugurated by Phil H. Ryan, vice-president and manager of Metropolitan for the Christie brothers.

The school at Metropolitan will familiarize members of various departments of operation at the studios with the many phases of the making of sound and talking pictures and will be of great value, it is thought, to all employees whether they are definitely attached to any of the talking picture units or not. Executives of Western Electric and the Telephone Company will co-operate with the Metropolitan management in conducting three classes a day for the Metropolitan people in electrical and recording subjects.

Transmit Movies By Radio 500 Miles

TRANSMISSION of movies by radio from Washington, D. C., to Malden, Mass., a distance of 500 miles, has been accomplished. The pictures, shown on an inch and a half frame, were rather crude, without shading and were merely black and white shadowgraphs.

They were transmitted from the Jenkins laboratories, 1519 Connecticut avenue, to James Millen, chief engineer of the National Company at 28 Edgemere road, Malden. The experiment is said to have marked the longest distance which films have as yet been transmitted by radio. They showed a girl bouncing a ball.

John Boles Given Lead in "Desert Song"

John Boles has been selected by J. L. Warner for the lead in the first Vitaphone operetta, "The Desert Song," scheduled to go into production shortly. Boles, who has an excellent singing as well as speaking voice, won out in competitive Vitaphone tests to find a player to head the cast.

"The Desert Song" is based on Schwab and Mandel's musical romance which had a long run last season on Broadway. Its film version will be directed by Roy Del Ruth, who will work from a script by Harvey Gates. Louise Fazenda, John Miljan, Johnny Arthur and Edward Martindel have been selected for supporting roles.

3 New Features on FBO Studio Schedule

Three new features are in preparation for production at the F B O Studios, with camera work scheduled to begin at early dates. Lynn Shores is making preparations for the direction of "The Jazz Age," the cast of which will be selected immediately. George Melford is at work on the continuity of "Love in the Desert," which he will also direct. Ralph Ince will start shortly the direction of "Hardboiled," in which he will appear in a starring role. "The One Man Dog" is announced as the next production of "Ranger," F B O's dog star. Leon d'Usseau will direct.

Tiffany-Stahl to Issue "Tomorrow" as Roadshow

Tiffany-Stahl will road-show their special, "Tomorrow," with a synchronized score by Dr. Reisenfeld. A special exploitation campaign is now in the course of preparation.

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Sound Pictures for Unwired Houses

"Sound Effect Cue Sheets" Development from Coast Preview

By A Staff Correspondent

LOS ANGELES, Sept. 23.—Sound effect cue sheets for the use of exhibitors who have been unable to secure sound equipment, is the latest in the way of service to the exhibitors who have been clamoring ineffectively for the immediate installation of sound reproducing devices. And this process is proving highly satisfactory, particularly as the sound effects cost only a matter of a few cents.

As the result of an experiment here, several studios, among them Universal and First National are making these sound effect cue sheets. The cue sheet is drawn up by experts in similar fashion to musical cue scoring of motion pictures, and will be sent to all theatre operators desiring it.

The Westlake Theatre in Los Angeles proved last week that sound pictures were possible in theatres not equipped or installed with any sound device. The results not only completely fooled a picture-wise audience, but held the producers in amazement. The producers had planned a silent preview and the "synchronization" effect was given as a surprise, by the theatre management.

The stunt was pulled in conjunction with the showing of "The Haunted House," a First National production. Jed Buell, manager of the Westlake, and Herbert Burland, house organist, assisted by a studio film cutter, cued the picture in a projection room prior to its public preview. The "sound effects" cost under fifty cents, requiring merely the use of a ten cent wind whistle, a board to banged on the floor for slamming door effects, and a pail of broken glass to be shaken. Other effects were secured by use of the organ, from which emanated the human shrieks and other noises required.

All of the effects were manipulated by the studio cutter and the organist. The producers were delighted with the reaction on the audience and also completely bewildered, knowing as they did, that the Westlake had not been wired.

At the conclusion of the preview both the sophisticated audience and the producers were convinced that sound effect synchronization was possible for theatres equipped with either just an organ or an orchestra. What few props are required can be manipulated by anyone at a very low cost.

Another instance of non-mechanical synchronization in Los Angeles is in "The Godless Girl," now in its fifth week at the Biltmore Theatre. Since the opening performance all effects have been secured by use of a property man back stage and the house organ.

Addison's Trailer Presentation for "Singing Fool" Wins Big Hand

COMBINING Vitaphone, organ and screen, the Great Lakes Theatre at Buffalo this week is putting on an exploitation of Al Jolson's newest talking picture, "The Singing Fool," which has the whole town talking.

The stunt starts off with an organ specialty which Carl Coleman, organist, has dubbed "Jolson-ania," featuring choruses of Jolson hits, with slides carrying the titles and a picture of Jolson accompanying each separate song. The songs run from his earliest successes through the seasons up to date, leading up to "Sonny Boy," theme song for "The Singing Fool," next week's atraction at the Great Lakes Theatre.

Flashing on to the screen comes a slide carrying the words of "Sonny Boy," with pictures of Jolson and David Lee, the youngster who plays the part in the picture. The organ stops and then comes the voice of Jolson himself, singing the song. Slides change with the music and the stunt winds up with the closing of the song.

The stunt is so good that the audiences on Sunday applauded the song—when you can get an audience to applaud exploitation of a coming picture, the ultimate has been reached. The whole presentation was devised, arranged and supervised by Managing Director H. M. Addison, to whom stunts of this sort are no new thing.

Labor Troubles Rapidly Being Adjusted

Labor difficulties are rapidly being adjusted in the few remaining parts of the country where there was a flareup a few weeks ago. Adjustments have finally been made at Harrisburg, Pa., while in Indianapolis the musicians seem to have been the principal losers.

In Loew's Regent in Harrisburg, where Vitaphone and Movietone have been in use for about a month the number of projectionists have been doubled so that there are now four. The four operators each receive $9 a week more salary than the Regent previously paid. This brings their pay to $60 a week. The musicians contract has another year to run.

In Indianapolis the contract of the musicians has another year to run. There is but one first run motion picture house in the city combining the use of presentation acts and a stage band. With synchronized pictures prevailing dozens of musicians have been let out and there is no immediate prospect of them being put back to work.

First Sound Film for Capitol, Oct. 6

THE Capitol Theatre in New York will present its first sound picture on Oct. 6. Movietone facilities are being installed and the first presentation will be "Our Dancing Daughters," a Metro-Goldwyn-Mayer picture, featuring Joan Crawford.

In addition to the feature film, Van and Schenck will be seen and heard in a Metro-Movietone act. There will also be an Our Gang two-reel comedy, "The Ol' Gray Hoss," in Metro-Movietone, and a Fox Movietone News. A Chester Hale Girls ballet, as part of the stage feature, will complete the program.

Kane Names Sound Studios, Inc. Staff to Produce in East

ROBERT KANE, president of Sound Studios, Inc., has completed the organization of his staff which will produce talking pictures in the East under the RCA Photophone process. The company was recently organized by the Joseph P. Kennedy interests. In addition to the organization of the production staff, Mr. Kane also announced the appointment of Josiah Zuro, famous musical impresario, as general musical director for FBO and Pathe Sound productions.

S. E. Fitzgibbon, formerly sales promotion director at F B O, has been made studio manager. Ben Burke has been appointed production manager; George Wilson, head electrician; Joseph Clement, art director; and Jack Stricker, head carpenter. J. E. W. Seymour is assistant to Mr. Kane on stories and material for short subjects.

Mr. Kane is president of Sound Studios, Inc., with J. I. Schnitzer, senior vice-president of F B O, vice-president, and Colvin W. Brown, executive vice-president of Pathe, also vice-president. Sound Studios, Inc., are located at 134th Street and Park Avenue in New York City.

General musical director Zuro and his orchestra of 35 pieces will provide the musical synchronization for all F B O and Pathe sound productions made either at Sound Studios, Inc., in the East or in the F B O and Pathe plants in Hollywood. He has already completed musical synchronization for "King of Kings" for Pathe, and "The Perfect Crime," "Hit of the Show" and "Gang War," for F B O.

Complete equipment of RCA Photophone has been installed at Sound Studios, Inc. Sound Proofing and electrical installation has been completed and work on F B O's first all-talking production is scheduled to get under way within three weeks. Mr. Kane is now negotiating for a well known melodrama, and announcements of its purchase will be made as soon as certain clearances have been effected.

Sound Picture Reviews

By Chester J. Smith

Hollywood Montmartre Orchestra

VINCENT ROSE and Jackie Taylor, with one "B.B.B." are featured in this jazz aggregation on the Vitaphone. They are quite the rage in Hollywood, but they perform in much the same way as have all other jazz orchestras in the sound pictures. Neither Rose nor Taylor does anything more than the balance of the orchestra. "B.B.B." attempts to inject a lot of pep but it is less convincing in the picture than in a personal appearance. There are three well played numbers on their program, including "Blue River," "Monte Carlo" and "San." The act is no better nor worse than those that have gone before.

The Creole Fashion Plate

Karyl Norman, well known as a female impersonator, has a splendid Vitaphone act which should click wherever it is shown. It is nicely arranged and gives Norman every opportunity for the display of his exceptional talents. He has personality and puts his numbers over in great shape. He also displays a gown or two that adds to the effectiveness of the act. The numbers rendered are "When You're With Somebody Else," "Chloe" and "Daddy Come Home." Norman is equally good in his female impersonations and when he is using his natural voice.

Rigoletto

One of the most attraetive arguments advaneed with the advent of the sound picture was that it would bring before all of the people the opportunity to see and hear the greatest of artists at prices within reach of all. Here we have a quartet composed of Beniamino Gigli, Marion Talley, Guiseppe De Luca and Jeanne Gordon doing the quartet number from the third act of Verdi's Opera, "Rigoletto." It is splendidly recorded and reproduced with all four heard to equal advantage. It has been said of Miss Talley in the past that her voice did not reproduce well on the screen, but in this number, at least, there could be no fault found in that direction. This is a Vitaphone number that should be an attraction anywhere.

M-G-M Fixes First Releases for Movietone Acts

METRO-GOLDWYN-MAYER have completed a schedule of releases for the first of their Movietone acts, which will bring to the talking screen a number of prominent artists in a varied program of short subjects. There are twenty-six acts on this original talking schedule and all but three are specified as to release dates and subjects. They cover a period from the week of September 29 to November 17, inclusive.

The schedule follows:

Week of September 29; Van and Schenck, (a) "Is She the Girl Friend, (b) "Whatsa Gonna Be Next"; Johnny Marvin, (a) "You Lied I Cried," (b) "Thinking of Me Thinking of You"; Marion Harris, (a) "Afraid of You," (b) "We Love It."

Week of October 6; Walt Roesner and Capitolians, (a) "Angela Mia," (b) "More Than Satisfied"; Locust Sisters, (a) "Get Out and Get Under the Moon," (b) "My Pet"; Leo Beers, (a) "Arabella," (b) "The Travelling Man," (c) "In the Usual Way."

Week of October 13; Miller and Lyle, "The Mayor of Jimtown"; Joseph Regan, (a) "Mary Ann," (b) "Beloved"; M-G-M Movietone Review.

Week of October 20; The Ponce Sisters, (a) "Too Busy," (b) "When Katinka Shakes Her Tambourine," (c) "Mazurka"; Marion Harris, (a) "I Wonder," (b) "I'm More Than Satisfied."

Week of October 27; Van and Schenck, (a) "Cohen Is Living the Life of Reilly," (b) "I Must Have An Italian Girl"; Fuzzy Knight, (a) "Mississippi Choo Choo Train," (b) "Minnie Ha Ha"; George Dewey Washington, (a) "Chloe," (b) "Just Like a Melody Out of the Sky."

Week of November 3; Johnny Marvin, (a) "Old Man Sunshine," (b) "Heartbroken and Lonely"; Joseph Regan, (a) "I Wonder," (b) "I'll Take You Home Kathleen"; M-G-M Movietone Review.

Week of November 10; Vincent Lopez at the piano; The Ponce Sisters, (a) "Easy Going," (b) "Ukulele Daly"; Miller and Lyle, "Jimtown Cabaret" (Two Reels).

Week of November 17; Marion Harris, (a) "Rain," (b) "Down By the Old Front Gate"; George Dewey Washington, (a) "The Road to Mandalay," (b) "Lonely Little Bluebird."

Compliment to Cherry on "Sound" Broadcast

JAMES O. CHERRY, of the Melba Theatre, Dallas, has received many compliments for his novel stunt in broadcasting talking sequences of "Lights of New York" from Station WFAA during the week that picture showed at the Melba.

The Publix office has prepared letters, showing all of the clippings from the Dallas papers concerning the event and have forwarded these to all managers of the Publix theatres. This stunt brought over capacity business and is recommend by the home office as being worthy of every manager's attention. This was the first time in history that this idea had ever been attempted.

Pathe Players Given First Voice Tests

Initial voice recordings of prominent Pathe players were made on RCA Photophone on the West Coast last week on arrival from the East of Colvin W. Brown, executive vice-president. Benjamin Glazer, sound executive, conducted the tests, assisted by Horace Jackson and Scott Littleton.

Glazer directed Carol Lombard, Junior Coghlan and Robert St. Angelo in a 100 per cent talking test scene from a juvenile play, and they are reported to have registered perfectly. Later the principals of "The Leathernecks," William Boyd's next starring vehicle, were also given tests with satisfactory results.

South Sea Natives for "Changeling" Cast

Natives of the South Seas will be members of the cast of "Changeling," First National's sound picture, and the sounds of the tropics will be brought to the ears of civilization when this feature film is synchronized.

Director George Fitzmaurice, Dorothy Mackaill, the featured player, and other members of the cast will sail from San Francisco for the Hawaiian Islands and later go to the more distant islands of the Pacific, to make scenes for this story.

"Changeling" was adapted to the screen by Carey Wilson from an original story by Donn Byrne.

"Cohen and Kelly" Unit Ends Eastern Work

"The Cohens and Kellys in Atlantic City" company, making a new Universal comedy under the direction of William J. Craft at the eastern resort, having ended their work there, returned recently to Universal City, where interior and talking sequences will be made. They spent ten days at Atlantic City, held a beauty contest there, and took back with them to the coast the winner of the pulchritude show, a 16-year-old Miss named Elsie Herman.

Riesenfeld Writes "My Cavalier" Song

A theme song for Tiffany-Stahl's "The Cavalier" has been composed by Dr. Hugo Riesenfeld. He has entitled it "My Cavalier" and it will be broadcast over the radio, orchestrated for dancing and also will be put out in the form of records and piano rolls. Kalmus Music Publishing Co. is handling the song. Dr. Riesenfeld has also completed the score for "The Toilers," the Tiffany-Stahl special.

Eastern Production Shows Increase

Shorts Dominate But Many Features Also Are In Preparation

WHILE the number of feature productions being made in Hollywood will not be reduced for the present at least, because of the furore over sound pictures, at the same time, a quite extensive production program is already under way in the east, with indications that every available studio will be in use in the near future. The east will probably see more production activity than at any time for the past several years, but it will be largely confined to short subjects.

With the advent of the talkies it was thought that many feature productions would be made here where the big Broadway stars were more easily available, but developments have not taken a trend in that direction yet. Those big stars who are being employed by the producing companies are either being sent to Hollywood or they are working in the shorts that are being made in and around New York.

It is likely, however, that in the near future quite a number of feature productions will be under way here. Sound Studios, Inc., a Joseph P. Kennedy project with Robert Kane at the helm has taken over the Pathe Studios with the intention of producing sound pictures of feature length from Broadway stage successes and such stories as are available.

Paramount has started production activities at the Long Island studios of the company, with Monta Bell as the production head, and while no information is available, it is said that some features with sound will be produced there as well as a large number of short subjects to be made with Broadway stars and leaders in the vaudeville field.

Universal, according to an official of the company, is still undecided as to production activities in the east, but it is said that in the comparatively near future a few features and a number of shorts will be made in an eastern studio.

M-G-M has launched an extensive production program of shorts under the direction of John W. Noble. The Fox studios are being used at present but it is expected that the company's activities will be transferred to the Cosmopolitan Studios within the next three weeks or a month. In most of the M-G-M short subjects to be made here stage celebrities are being used.

American Sound Film Productions, Inc., is the first company licensed to produce under the Phonofilm patents. They will carry on their production activities in New York, for the present confining their activities to short subjects. They expect later to go into the production of features.

Warners are preparing to carry on a very busy Vitaphone production schedule at the Vitagraph studios in Brooklyn. It is scheduled to get under way in about two weeks, though the staff, up to the present time has not been organized. Whether feature pictures will be made has not yet been determined, but many acts from Broadway will be made over in Brooklyn by Warners.

Gotham-Bristolphone has established production headquarters in Waterbury, Conn., where a full program of shorts will be produced and feature pictures synchronized. Factory, laboratory and two sound stages have been installed. Short subjects, novelties and acts will be made with sound.

Fotovox, Inc., is another sound production organization that will swell the eastern ranks with headquarters at Fort Lee, New Jersey. The company has planned a program of fifty-two sound releases a year, one a week, and according to their announcement they will produce by both the sound-on-film and disc methods.

Jack Warner Says 80 Per Cent of Silent Stars Will Succeed in Talkies

JACK L. WARNER, production chief of Warner Bros. is of the opinion that eighty per cent of the picture stars who rose to stardom with the silent movies will survive when they are heard as well as seen.

Discussing this phase of Vitaphone production, Mr. Warner says:

"It has been our observation that practically all of our players who signed contracts before we undertook the production of Vitaphone pictures acquitted themselves satisfactorily when they were assigned their first speaking parts. I do not consider that stage training is at all an essential for an actor or actress to succeed before the Vitaphone. The only obstacle to be surmounted is to gain ease in front of the Microphone and most players do not find this difficult after a short time.

"Most of the parts in Vitaphone pictures have been filled, and will continue to be filled, by artists who have received their principal training in the studio rather than in the theatre."

Colony Re-opening Sunday, Sept. 30

THE Colony, Universal Broadway house, which has been closed for some time, reopens on Sunday, September 30th, with the first Universal talkie, "Lonesome." This picture has a musical synchronization, sound effects and dialogue. Carl Laemmle, Jr., considers the premiere of "Lonesome" so important that he has traveled from the coast in order to attend the showing on Sunday. Dr. Fejos, who directed it, will also be present at the showing, which marks the beginning of the Universal sound program.

Harry Reichenbach will handle the publicity for the Colony premiere. There will be an invited gathering at the premiere, but the bulk of the audience will be drawn from the average movie goer. Ben Bernie and his orchestra have been engaged for the "Lonesome"' run and succeeding pictures.

George Jessel in Tiffany-Stahl Sound Picture

George Jessel, star of Tiffany-Stahl's "The Ghetto," will be heard in several songs which are dramatic incidents in the production. The score is now being arranged by Dr. Hugo Reisenfeld.

Kaufman Sound Producer for Paramount

Albert A. Kaufman has been appointed associate producer of sound pictures at the Paramount Hollywood studio. This is in addition to his duties as assistant to Jesse L. Lasky.

Kaufman has had wide experience in the film field, having served in executive positions in virtually all branches of picture-making and distribution since the pioneer days of the business.

Increased facilities for the production of sound pictures will be available upon the completion of the four new sound stages now under construction at the Hollywood studios. The present sound stage, where Roy J. Pomeroy is directing Paramount's first all-talking picture, "Interference," is now in operation day and night.

No Cutting of "Extras", Says Schulberg

Refuting circulated reports that sound pictures would materially lessen the call for motion picture extras, B. P. Schulberg, general manager of west coast production for Paramount, declares there will be plenty of employment at the studios for the extra. He says their employment is dependent on the type of picture being made regardless of whether it is silent or in sound.

"Insofar as the Paramount organization is concerned," said Mr. Schulberg, "there will be no curtailment of extra employment at our studio because of synchronization.

"Four Feathers" Will Be Sound Picture

"THE FOUR FEATHERS" will be a sound picture! The production which took Ernest Schoedsack and Merian Cooper on a year's filming expedition in the heart of the British Soudan and on which studio work has just started, will utilize the complete facilities of the sound stages and equipment at the Paramount plant in Hollywood, according to an announcement by B. P. Schulberg.

The natural sounds of jungle life, the cries of savages on the warpath, and the roars of wild beasts in the African wilderness will be among the audible features of this screen drama being made by the producers of "Grass" and "Chang." Included in the cast are Richard Arlen, Clive Brook, Fay Wray, Noah Beery, Noble Johnson and Arnold Kent.

Opinions on Pictures

The Singing Fool

A Great Box-Office Film—Sure Fire

(Reviewed by Laurence Reid)

THERE'S nothing to it but counting up the profits for the exhibitor who has Al Jolson's picture, "The Singing Fool," scheduled for appearance. It sure is a box-office attraction—one starring the most popular stage personality of the day. Al showed what he could do with "The Jazz Singer." The present film is cut from a similar design in that it gives the star a goodly supply of songs to sing in his own inimitable manner and also affords him an opportunity to demonstrate a convincing emotional talent.

As a singing waiter in a cafe—who writes songs and is ambitious to succeed he starts off on the right foot in a colorful role. The story may be a trifle thin, but no one will complain since it projects Jolson all of the way. Al falls in love and marries a fair songbird in the place, but she gets ambitious and leaves him. So seeking solace he turns back to the cafe after leaving it for bigger and better things. He discovers a cheek girl and they develop an understanding for each other. In the meanwhile Jolson is having a heavy emotional time with his little boy—and when the youngster dies Al goes the limit and has the audience crying. He puts over his songs with fine spirit and rhythm—the recording being well-nigh perfect. And the song theme, "Sonny Boy," is a gem of a number for stimulating the tear ducts.

Altogether "The Singing Fool" is a wow of a picture, certain in its appeal and a genuine money-maker. It will draw the crowds. Jolson is the best singing bet on the stage. He is the best singing bet in the pictures. And what he is doing to help Vitaphone along is nobody's business. The cast is efficient, Josephine Dunn, Betty Bronson and little Davey Lee contributing worth-while performances.

Drawing Power: Jolson's name. The Vitaphone song numbers. The human appeal. Good for any type of house anywhere. **Exploitation Angles:** Play up Jolson to the limit. Feature the songs. Feature the human angle. Bill as story of comedian's broken heart.

THEME: Story of mismated marriage with comedian who laughs while his heart is breaking.

Produced and **distributed** by Warner Brothers. **Length,** 9,552 feet. **Cast:** Al Jolson, Josephine Dunn, Betty Bronson, Edward Martindel, Arthur Housman, David Lee, Robert O'Connor, Reed Howes. **Director,** Lloyd Bacon.

Beggars of Life

Morbid But Robust—Good Entertainment

(Reviewed by Laurence Reid)

IT took a robust, morbid story to bring Wallace Beery back into his glory after floundering around for a season or two in half-baked comedy. Here is one of the screen's best character actors and good comedian that he is, still no one will deny that the "heavier-than-humor" stuff is his meat.

Jim Tully's story has an earthy odor about it—and swings along with he-mannish strides. It spins its yarn with good gusto, telling about a girl who protects her honor with a shotgun and who is befriended by a hobo. The action shows the tramp guiding the girl through all sorts of adventures, some of which are embroidered with skeins of comedy. The freight-car incident is a humdinger.

The picture has depth of plot, well defined characterization and is interesting despite its heavy tread. Wallace Beery is great as the hobo and the others fit their roles satisfactorily.

Drawing Power: Popularity of story and fame of anthor. Featuring Beery will bring them. Suitable for all types of houses. **Exploitation Angles:** Play up title and tell that it is adaptation of successful author's story. Feature Wallace Beery who is back in serious drama again—where he belongs.

THEME: Adventures of hobo who befriends girl.

Produced and **distributed** by Paramount. **Length,** six reels. **Released,** September 15, 1928. **Cast:** Wallace Beery, Louise Brooks, Richard Arlen, Mike Donlin, Roscoe Karns, Robert Perry, George Kotsonaros, Robert Brower, Frank Brownlee, Edgar Blue Washington. **Director,** William Wellman.

"Motor Boat Mamas"

(Pathe-Sennett—Two Reels)

(Reviewed by Raymond Ganly)

BILLY BEVAN and Vernon Dent, both capable funsters, have a glorious time in this merry two-reeler, which has to do with "mamas," motorboats, a mother-in-law and a family fracas. It is not first rate comedy, but ever so often it bobs up with something genuinely funny—spontaneous humor very deftly directed and portrayed. As is always the case with a Sennett production there are pretty feminine attractions, this time Carmelita Geraghty and Alma Bennett. When Vernon Dent sees these two, he forgets his marital troubles and proceeds to cut up with Bevan on board the latter's yacht bound for Catalina. Their joyousness is rudely interrupted when his mother-in-law and wife arrive unexpectedly on another ship and are rowed over to Bevan's.

Dent is forced to blacken his features and impersonate a colored cook, but the suspicious mother-in-law discovers the ruse and catastrophe follows in the wake of the in-law's tirades.

Yes, it is a good piece of laugh material and a lot of chuckles are incorporated into its scenes.

Pathe Review No. 41

(Pathe—One Reel)

PATHE REVIEW is a nicely balanced entertainment this week, being made up of scenes of Reno, Colorado, the haven of unhappily married couples; "Fiji Trousseaux," which views Fiji women preparing a trousseau for a bride-to-be; and "Imported Art," setting forth the rhythms of Myria, Desha and Barte interpreting "The Rhapsody in Blue" with a dance venture.

Enjoyable and diversified. — RAYMOND GANLY.

Plastered in Paris

Hodge-Podge of Comedy—Not So Funny

(Reviewed by Laurence Reid)

COMEDIES of doughboys (ex-service or out) are not so humorous nowadays for the simple reason they have been ground in celluloid for a long time. And everyone will admit the idea is not so hot. This particular comedy exploits Sammy Cohen, who made such a good impression as a funmaker in "What Price Glory." In that opus his high jinks were more spontaneous, more lively—and more in harmony with the goings-on. In this particular manufactured piece the comedy is labored. And it misses fire when it should be clicking.

This one tells the tale of two doughboys (veterans) who return to France and get into complications with the Foreign Legion. Their adventures take them to the desert where they cut up a series of didoes and get into one jam after another.

The scenes have all been recorded in celluloid before. So it doesn't ring up much suspense. It takes seven reels for Cohen to do his stuff—some of which carries a laugh. For the most part the comedy carries the burden of being of ancient vintage—and Cohen is not the comedian who can hold one in a tight embrace for so long a period. He is what you might call a "bit" comedian, ushering in laughs to break up romantic and dramatic interludes. Out on his own he is not so funny.

Drawing Power: O. K. for average houses. Title may draw in certain localities. **Exploitation Angles:** Go after the Legion posts, etc. Play up Cohen who flashed his fun in "What Price Glory." Bill as the adventures of doughboys in Paris.

THEME: The adventures of a couple of war veterans who return to Paris for the American Legion Convention and get involved with the Foreign Legion.

Produced and **distributed** by Fox. **Length,** six reels. **Released,** September 23, 1928. **Cast:** Sammy Cohen, Jack Pennick, Ivan Linow, Hugh Allen, Marcia Byron, Michael Visaroff, Albert Conti.

"Our World Today"

(Educational—One Reel)

THIS is the second issue of Educational's new screen magazine, similar in style to other screen magazines. There is an individual tone and although the subjects are not new, they are interesting and are presented with a nicety of caption. In the case of the first subject of this issue, entitled "Thrills of the Sea," a poem describing the moods of the sea, its power and fury and ever-changing nuances fit nicely into the spirit of the pictures. The second subject deals intimately with Mrs. Harry Payne Whitney, famous society figure and sculptor, who is shown working in her studio. The third and final offering of the Educational magazine deals with the wild horse ranch of Eddie McCarthy. The wild stallions are shown roaming the ranch and bucking fiercely cowboys who dare to mount them. An interesting novelty in connection with this sequence is had in a camera record of the bouncings a rider receives atop a wild horse.—RAYMOND GANLY.

Excess Baggage

Shapes Up Fairly Well

(Reviewed by Laurence Reid)

THE film verson of a vaudevillian's ups and downs is tolerably entertaining. It was much better as stage entertainment for the simple reason that its gaps were filled with better "business." Here William Haines is allowed too much liberty. He *ad libs* all over the place. He indulges in too much slapstick before the plot settles down and permits him to be a real character.

But there is good stuff in this story of a tightrope walker who effaces himself from "big time" opportunities that his wife may bask in the light of the Kliegs. So you have the triangle situation confronting you—and displayed in its simplest form. A male vamp is the other man who does the luring and leering. Eventually he oversteps the boundary of good manners and is quickly checked out by the wife who returns to her husband when his confidence is restored.

The picture's climax is before you at the start. But it holds your interest, once the slapstick of the early scenes is over. Haines is not wistful enough for the role of the outraged husband. It takes more of a laughing-crying clown for such a story. It carries first rate atmosphere, the high spot being the slide for life in the vaudeville act. Ricardo Cortez is the other man and his work calls for little else than to roam on and off the sets and make eyes. Josephine Dunn is the girl.

Drawing Power: Haines' popularity should attract them. Also fact that it was a Broadway hit. **Exploitation Angles:** Feature title with teasers. Bill as scenes in life of vaudeville trouper. Suitable for all types of houses.

THEME: Triangle of film star who lures vaudeville trouper's wife away from him. She returns to husband and helps him make good.

Produced and **distributed** by Metro-Goldwyn-Mayer. **Length,** seven reels. **Released,** September 8, 1928. **Cast: William** Haines, Josephine Dunn, Ricardo Cortez, Neely Edwards, Cyril Chadwick, Kathleen Clifford, Greta Granstedt. **Director,** James Cruze.

Son of the Golden West

A Typical Mixian Sizzler

(Reviewed by Raymond Ganly)

IF there is anyone in the western field who knows how to play the part of the dashing cowboy hero, it's Tom Mix, seen here in a whooping, whirlwind western, which gallops along at a hot pace, has all the necessary embellishments and is a good picture of its kind.

Tom doesn't have to act. All he has to do is ride a horse, effect a thrilling rescue, pulverize the villains. You can bet he does all this, accomplishing it in typical Mixian fashion. This cowboy veteran knows how to go through his paces with gusto and to carry any weak moments that may come along. There are a few of the latter that stand out in this production, but they are few and the good points are far in the majority. Yes, you can say that this western comes home with a bang. A custom of Mr. Mix for a long, long time.

Drawing Power: Good box office fare, with a blazing name that means a lot to the fans. **Exploitation Angles:** The star, Tony and Mix' great fame; the story which deals with Pony Express riders, the action; the militia, who also figure in the story.

THEME: Western drama telling of Pony Express rider's successful fight against lawless element, who are anxious to hold up the establishment of the telegraph. The Pony Express rider obtains the help of the militia, invades the stronghold of the villains, rescues his girl and lives happily ever afterwards with her.

Produced and **distributed** by F B O. **To be released,** October 1, 1928. **Length,** 6037 feet. **The Cast:** Tom Mix, Sharon Lynn, Tom Lingham, Duke R. Lee, Lee Shumway, Fritzi Ridgeway, Joie Ray, Mark Hamilton, Wynn Mace. **Story** and **continuity,** George W. Byper. **Cameraman,** Norman Devol. **Assistant Director,** Charles Kerr. **Director,** Eugene Forde. **Titles,** Randolph Bartlett. **Film Editor,** Henry Weber.

The Sunset Legion

High Grade Western

(Reviewed by Raymond Ganly)

THIS Fred Thomson western is a good one. Much better acting than the average cowboy opera boasts and much faster action, too. Also a well knit story, a "lazybones" characterization by Fred, a peach of a fight for the climax and, of course, the tenuous thread of romance woven into the whole. Enough good points to demand the rating of good.

Fred gives his idea of how a captain of the rangers would go about getting evidence to discover the depredations of outlaws who are terrorizing the peaceful townsfolk. In his search for clues, he meets pretty Edna Murphy but as he has adopted the part of a shiftless character while investigating, she regards him with near contempt. This attitude is completely reversed when Fred drops his disguise and becomes a whirlwind of action, saving her father from the desperate crew and capturing the chief evil doer.

Harry Woods is excellent as the villain and the others are good types.

Drawing Power: A good number for the western crowd. **Exploitation Angles:** Exploit the star, his horse, Miss Murphy and the good story. Several situations in the picture lend themselves to the ballyhoo.

THEME: Cowboy drama. Captain of the rangers assumes the disguise of a loafer to "get the goods" on a gang of outlaws. While maneuvering with the enemy, he meets and falls for a girl. She, however, thinks he's a ne'er-do-well. When he annihilates the bandit gang and saves her father's life and reveals himself in his true light she does a right about face and weds him.

Produced and **Distributed** by Paramount. **Released,** ———, 1928. **Length,** —— feet. **The Cast:** Fred Thomson, Edna Murphy, Harry Woods, William Courtright. **Story,** Frank F. Clifton. **Directors,** Lloyd Ingraham and Alfred L. Werker.

"Bull-oney"

(Universal—One Reel)

THIS cartoon presents Oswald, the capering rabbit, in another of his adventures—this time as a bull fighter. The action is fast, there are plenty of laughable incidents and the cartoon work is capably accomplished.

The highlight is Oswald's unique method of massaging the bull in order to rid him of his superfluous flesh and get him in readiness for the bull ring show.

A snappy cartoon. Lantz and Palmer are credited with the cartoon work. They did a good job.—RAYMOND GANLY.

The Vanishing Pioneer

Good Western

(Reviewed by Raymond Ganly)

A HANDSOMELY produced western which is satisfying in every way except for a weak story. It starts off grandly and for the first reel or so is impressive, but then the structure of the story begins to crumble and interest lags when old situations, seen time and time again in westerns, pop up and work into a very ordinary climax. On the other hand, there are Jack Holt, William Powell and Fred Kohler to entertain with some realistic acting. They balance the story shortcomings and make of the picture appropriate western provender.

The trials and struggles of the early pioneers in their search for lands made rich and fertile by water are portrayed in the first few scenes. The time then changes to the present when their descendants continue the battle for water. Jack Holt appears as an inflamed townsman, urging his fellow citizens to retain their water supply. There are villains from a neighboring town after the water. The villains lose out and the picturing of the struggle makes a suitable entertainment. The titles are only fair.

Drawing Power: Okay as western fare. **Exploitation Angles:** Publicize Holt and Zane Grey, author of the story.

THEME: Western drama. Western town is threatened with the loss of their water supply through the encroachments of nearby city-folk. They are led to defend their rights by leading townsman and rout the trouble makers.

Produced and **Distributed** by Paramount. **The Cast:** Jack Holt, Sally Blane, Fred Kohler, William Powell, Guy Oliver, Roscoe Karns, Tim Holt, Marcia Manon. **Story,** Zane Grey. **Adaptors,** John Goodrich and Ray Harris. **Scenario,** J. Walter Ruben. **Cameraman,** C. Edgar Schoenbaum. **Director,** John Waters.

"Horsefeathers"

(F B O—Two Reels)

(Reviewed by Raymond Ganly)

BARNEY GOOGLE'S in the movies now keeping company with Spark Plug, Sunshine and Rudy. Their funny sheet antics are not so hot when perused in celluloid, magnified as they are and projected on a screen. Crude humor, gag repetition, flat titles and forced comedy are some of the handicaps that trip them up in this, their first screen vehicle. The comedy is juvenile fare, but should benefit from the cartoon's popularity.

Barney and his menagerie have a few capers to cut when they board a Pullman and Barney conceals them in his berth. The conductor has his suspicions and Barney ultimately seeks refuge on the rails underneath the car. The comedy is quite spiritless and is not smoothly put together.

"Mickey's Movies"

(F B O—Two Reels)

(Reviewed by Raymond Ganly)

MICKEY McGUIRE and his gang chase a motion picture producing unit and take possession of their cameras to screen a picture of their own. The comedy is very childish and at a children's matinee should go over great. It will not give the adults any great laughs but they will view the efforts of the kid performers with amusement and leniency for any shortcomings.

Mickey and his kids, after driving out the film troupe, begin the filming of one of Mickey's own stories, Mickey presiding over the megaphone, flying into rages over the acting and carrying on like a temperamental director.

Tillie's Punctured Romance

Nothing Marvelous, But Funny

(Reviewed by Raymond Ganly)

THE old dame still has a lot of life in her. With the capable staff of Christie comedy constructors, a new cast of frolic adepts, and general goofiness everywhere—this new Tillie is an attractor for laughs. Louise Fazenda, Chester Conklin, Mack Swain and W. C. Fields form a quartet who are always cutting up. They have a lot of gags to play around with.

The story doesn't obey any of the rules of logic. It is merrily crazy and has an ending which can be met with any time in the one-reel "quickie" comedies turned out by the various studios. But, it is obvious, that everything is in good fun and seriousness would seem out of place in the burlesque of events.

So, don't look for logic. Some will undoubtedly regard it as silly. Undoubtedly it is. But it is funny, nevertheless.

Drawing Power: Perhaps this one is a trifle too goofy for the first runs, but it should result in gales of merriment at the neighborhoods. **Exploitation Angles:** Play up the cast, particularly Miss Fazenda. Let the public know that it is a revamped version of the old Tillie. Some excellent ideas are to be had in the press book.

THEME: Comedy burlesque of Tillie and her adventures in the circus and at the front.

Produced by the Christie Studio. **Distributed** by Paramount. **The Cast:** W. C. Fields, Chester Conklin, Louise Fazenda, Mack Swain, Doris Hill, Grant Withers, Tom Kennedy, Babe London, Kalla Pasha, Billy Platt, Mickey Bennett, Mike Rafetto, Baron von Dobeneck. **Cameramen,** Charles Boyle and Wm. Wheeler. **Scenarists,** Monte Brice and Keene Thompson. **Director,** Edward Sutherland.

"Felix the Cat in the Last Life"

(Educational—One Reel)

THIS is the last Felix on the Educational program and appropriately it is called "The Last Life." As it ends happily for Felix, the writer hopes that so, too, will the cat's present difficulties come to a pleasing end and that he will soon again find a place among the current releases. While "The Last Life" is not up to the high level of other Felix cartoons, it is a good example of ingenuity in this form, nevertheless. It tells of Felix' love for a female, who spurns him because he does not woo her with an airplane. Felix buys a plane, gets his nine lives insured, and then commences to lose all of them but one in various accidents. The tale winds up with Felix collecting on the eight lost lives and prevailing on his sweetie to spend the remainder of their existence together.

The cat makes his exit, perhaps but temporarily. At least, the writer hopes that "The Last Life" is not his swan song.—RAYMOND GANLY.

"School Begins"

(M-G-M-Roach—Two Reels)

(Reviewed by Raymond Ganly)

THIS is one that'll please 'em all.

"Our Gang," vacation time over, returns to school and everyone will sympathize with the lack of zeal they show, how reluctant they are to pass up the ole swimming hole, the circus, the fishing and the other myriad temptations with which they are beset.

The kids are assembled finally in school, after an unpleasant experience for Joe Cobb, who tried to get leave of absence by forging a note from his mother. Class becomes a rough house when some seals escape from the circus and visit the school house. This sequence, and as a matter of fact, all that precedes it, is good.

"No Picnic"

(Pathe—Two Reels)

(Reviewed by Raymond Ganly)

SIT up and take notice, exhibitors, for this "Smitty" comedy, the first of the series, is what the trade technically designates as a "wow." Anyone parading the rounds of the various distributors of short subjects does not come across comedies of the calibre of this one every day in the week. It is "extra good" and, if a consensus were in order on the ten best comedies released within the last six or ten months. "No Picnic" would easily be one of the leaders. It is exceptionally lively and "gaggy." The gags, be it known, are dispensed with amazing freedom and, although they are not all new, they are so numerous that they pep up the story and keep it humming. The story, by the way, is also nicely constructed and doesn't lag once.

Donald Haines has the title role in the "Smitty" series, but he has a gifted little rival for first honors in the person of little Jackie Combs, a kid who was tremendously effective in "Square Crooks." Smitty's mother and dad are played by Joseph Belmont and Maude Truex and other support in minor roles comes from Roy Saeger as Smitty's boss and Robert Perry as a tough. And all of these players do good work.

But there is another personality in this comedy, whose presence strengthens the comedy to a marvelous extent. He is none other than fistiana's "gold mine," Jack Dempsey, looking very pleasant in his role of Smitty's friend. Ask Tex Rickard as to this boy's strength at the box-office.

Again we repeat this laugh two-reeler is considerably above the average short vehicle. Amedee J. Van Beuren, Harry Weber, George Marshall, James J. Lyman, and everyone else ought to be congratulated because of its quality.

"Hot Luck"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

"BIG BOY," Educational's youngest and most popular star, has a good vehicle, well decorated with laughs, in this new Juvenile offering. Again little Lorraine Rivero is cast as his little leading lady and again Charles Lamont has directed the boy in such a way as to bring out his strong and winsome appeal.

The scenes are laid in a fire house, into which "Big Boy" is smuggled. Billy Sullivan, one of the firemen and his father, tries to keep his presence in the station unknown to the fire chief. The knowledge that the boy is at large in his station and defying the edict that no children are to tread on his sacred precincts arouses the captain to corner him, but all the firemen do their best to hide him.

There are many opportunities for laughter in the presence of a dog, an adept in varied expressions. The dog unwittingly catches fleas and brings them with him to the station house. Situations embarrassing for the firemen and their chief develop with the visit of the fire commissioner and his wife to the flea-ridden station house.

There are other comical tid-bits in which "Big Boy" figures. The comedy, on the whole, is a good piece of work.

"Curiosities No. 1"

(F B O—One Reel)

YOU can take this one as a satisfactory tid-bit as it is just crammed with novel little items. Interesting, to say the least.

The subjects are not old and the way they have been presented with good captions, a snappy layout, and a general aura of pep make it attractive. This is the first of the Walter Futter Curiosities F B O is releasing. If all of them shape up as well as this does, then everything will be jake for all hands.

The job of editing and titling was taken care of by Merritt Crawford. Presented in conjunction with a quartet of comedies in the F B O projection room, this Curiosities was the best thing on the program.—RAYMOND GANLY.

"Call Your Shots"

(Educational—Two Reels)

(Reviewed by Raymond Ganly)

AL ST. JOHN, veteran funmaker, is the star of this Mermaid comedy which was directed by Stephen Roberts, photographed by Dwight Warren, and played by Glen Cavender, Estelle Bradley, Otto Fries and Eva Thatcher.

It is not an extremely funny piece of work. St. John has had better material with which to work before and again the sutiations and gags employed could certainly be improved upon. Most of them are old and this circumstance accounts to no little extent for the tepidity of the laughs.

Like Charlie Chaplin's "Easy Street," this comedy shows the neighborhood of the roughnecks where a man must be rough and tough to retain a vertical posture. Al, an author in disguise on the lookout for story material, becomes the center of interest for a gang of crooks who regard him as a new recruit. Unwittingly kidnapping Estelle Bradley, he discovers his error and escapes with her from the gang's lair.

At this point the comedy is chiefly centered on the antics of a freak auto, which holds up traffic and jumps crazily all over the place. Then the comedy switches to the old, old gag of having the different actors hang perilously on the edge of a tall building. It seems that whenever gagmen are at a loss as to what to do in a comedy, they introduce these high building scenes. Their novelty has worn off with their constant repetition.

"The Newlyweds' Court Trouble"

(Universal—Two Reels)

(Reviewed by Raymond Ganly)

THEY'VE put about everything into this one in an attempt to cull the laughs, but the gags are stale and unbelievably old. They are poor imitations of material from other and better comedies. Lots of repetition, punk humor from everyone in the cast except the kid. "Snookums," and a lot of flips and falls, pie-throwing and other twaddle that get the comedy nowhere. This Newlywed is an unappealing mixture of ancient celluloid puns. There is little in it to recommend.

Snookums and a monkey cause so much trouble to their neighbors that the Newlyweds are haled to court. But in court, the kid touches the judge's heart and the family gets off scot-free. If "Snookums" were not talented, this comedy would not have a bright spot in it.

"The Defensive Halfback"

(Pathe—One Reel)

"CHICK" MEEHAN inaugurates his second series of "Football Sense" with a very interesting and educational lesson in film form of the intricacies of the backs' maneuverings in the great game of football. Slow motion scenes enable you to see their skilful work in detail, the discourse being all the more simple to follow because of Meehan's plan of garbing the backs in white. This "Football Sense" is a dandy series for autumn bookings, when football is in the air and is the topic of conversation for thousands in the home, in the office, in the street and everywhere.

A good short for any program—RAYMOND GANLY.

"Fooling Casper"

(F B O—Two Reels)

(Reviewed by Raymond Ganly)

F B O's first of the "Toots and Casper" comedies, "Fooling Casper," co-starring Bud Duncan and Thelma Hill, offers some rough and ready humor and scores a batch of laughs by dint of having a burden of trouble fall on the shoulders of poor Casper. They are going on their second honeymoon when their wealthy uncle arrives and is invited by Casper to join them on the trip. Every sort of trouble imaginable makes the journey miserable for the party, the climax breaking when they are drenched by a downpour.

Key City Reports

New York City

EVERYTHING was O. K. along New York's Main street last week, no manager having enough of a fall in receipts to howl about. One evening during the middle of the week, the tail of the tropical hurricane wound itself around the town's skyscrapers and that together with a heavy downfall of rain may have kept some of the folk in doors, but taking all into consideration, things were not at all bad. **Of course, the highlight of the week was the premiere of Warner's "Singing Fool" at the Winter Garden. Trade Press and the local newspaper reviewers of pictures gave this latest Jolson talkie the breaks it deserved.** The boys really had an opportunity to give all their treasured adjectives an airing. The picture is reported to have plenty of advance sales and what could be a sweeter radiogram for Mr. Jolson to receive while en route to Europe with his bride, the former Ruby Keeler, than this good news.

The Paramount climbed back in strong money with Bancroft in "Docks of New York" (Par) doing one of its best weeks. "Underworld" gave Bancroft a heavy draw in this town but in addition to his pulling power, the picture is rated as a good one. **Up at the Roxy another picture of New York's water front held forth, "The River Pirate"** (Fox) from Charlie Coe's story, which ran in the Satevepost. **Another good picture and another good week for Mr. Rothafel.** No doubt about this big house paying its way during recent weeks.

The Strand also chalked up a week's returns entirely consistent with the showing this house has been making of late. First National's "The Whip" was the feature. Next week looks like a good one here, too, when Warner's **"Lion and Mouse"** arrives for a week—or so. **Jannings' "Patriot" (Par) at the Rialto continues to make money** while up at the Rivoli **"Tempest" (U.A.) concluded a prosperous run. "Two Lovers" (U.A.) followed.** Most every one attending the Capitol, where Buster Keaton's **"Cameraman"** was showing, was pleased and **a strong gate testified to word of mouth advertising.** Sound wiring will soon be completed at this house. The Cameo had a stranger called **"Q Ships"** and it did the usual business at this small house.

Sound pictures predominate at the higher priced theatres and they continue to gather in the coin. There are only two of the specials at the present time which can be classed as "silents." One, Columbia's **"Submarine" at the Embassy, is demonstrating that a good silent can also be in the important money.** This picture has been doing exceedingly well. **"Wings,"** the other one in this classification, can scarcely be called a silent any more since the Pomeroy sound effects were introduced some time ago. **Paramount's aviation special shows no real signs of weakening.** A little up, a little down each week and all the time striking a good average. No doubt this one can be kept at this small house for some time to come.

M-G-M's "White Shadows" didn't have enough of a drop to hurt it one bit although the attendance was slightly under previous weeks. This one has set a smart pace from the start and the drop was nothing more than the ups and downs of show business. **First National's "Lilac Time" also continues to show well at the Central after a two months' stay.** The theme song of this picture is getting a great play over the radio and other mediums and this is good stimulation.

Fox's two new sound pictures, **"Air Circus" at the Gaiety and "Mother Knows Best" at the Globe, are going at a fair pace.** Warner's **"Terror" is still getting a very good play** at Warner's.

Portland, Ore.

BUSINESS in practically all of the downtown houses was of the record-breaking kind and the various box offices were swelled to overflowing, and more than made up for some forgotten weeks in the past. **This was especially true at The Broadway, which showed "Wings"** to upwards of 40,000 for the week, which included the first show at 9.30 A. M. each day, and packed them in until after 10 P. M. at night.

"Steamboat Bill, Jr.," also kept large audiences in good humor at The Portland. On the stage Fanchon & Marco offered a futuristic idea "Mars Idea," which helped out.

J. J. Parker's United Artists Theatre (formerly Majestic) at the opening showed a wonderfully transformed house, in which was set for the opening **"Two Lovers," and brought out a record house.**

"The Rat of the Paris Underworld" had its first showing at The Peoples Theatre, a weird offering offset by Chester Conklin in **"The Big Noise."** At the adjoining chain house, Rivoli, showed **"Ramona"** as a return offering to fair business.

"The Grain of Dust" brought in fair business at The Oriental, accompanied as usual by Josef Srodka and his orchestra and Glenn Shelley, an outstanding Wurlitzer exponent.

Mae Murray, was the headliner at Pantages, and had no trouble in engendering happiness in capacity audiences. On the screen Reginald Denny in **"The Night Bird" proved one of the best offerings yet seen here starring this actor.**

With the bulk attendance of several lodges The Capitol Theatre also did a **nice week's business with Clara Bow in "My Lady of Whims" and "Lingerie," their usual** excellent double bill.

"The Big Killing" at Columbia as given by the famous comedians Hatton and Beery, **proved popular entertainment** and the box office also did considerable "killing" also.

Oklahoma City

OKLAHOMA CITY theatres enjoyed a very brisk and encouraging week. Business was especially lively in the downtown theatres. This is no doubt due to the change in weather.

The Capitol did unusually well with "Wings," which is to run for an indefinite engagement.

The Criterion enjoyed a good first half week business with M-G-M's "Excess Baggage," but a change in policy of the Criterion brought **"The Best People"** presented by a stock company. The feature picture was "The Fleet's In" with Clara Bow at the helm.

"The Man Who Laughs" enjoyed excellent business at the Liberty.

"Craig's Wife" also did well at the Empress. The Orpheum had a good show all week with its five acts of vaudeville and on the screen **"The Chorus Kid.**

San Francisco

EXTREME warm weather for three days and an Admission Day holiday last Monday, did not help business. Both down town first run theatres and residential and district motion picture houses were effected by the week's condition. However, many of the managers did much better than they contemplated.

The third week of "The Patriot," shown at the California Theatre, was, by many considered better than the second week, due to the fact that many told their friends about the picture. **The Embassy Theatre reported very good** business, considering conditions of holiday and weather, **with "The Grain of Dust,"** together with the presentation. **Embassy continued to report good business with "The Terror."**

The dramatic expedition, **"Simba,"** shown at the Columbia Theatre at advanced prices **did very well** the first week. The Union Square did **fairly well with, "Skinner's Big Idea"** and vaudeville.

"The King of Kings" shown at the St. Francis Theatre **did not do well the second week** in spite of the fact that it was produced at popular prices. The Granada Theatre reported **fair business with "The Mating Call,"** together with a Publix Revue. **"The Night Watch,"** while not considered as good as many of the pictures the Loew's Warfield has been showing **pleased,** however.

In the residential districts, the new Marina Theatre, just completed by Barron & Nathan, reported **excellent business with "A Night of Mystery," as did The Alexandria with "The Garden of Eden" and the Coliseum with "Burning Daylight."**

Ottawa

THERE was plenty of excitement in moving picture theatre circles during the week of September 17. The film attractions were popular and, on top of this, a rainy spell practically drove people to the "halls."

The big treat of the week was "Four Walls," at the Regent. Attendance was much better than for "Fazil" of the previous week.

Another good one, judging by crowds and comment, was "The Magnificent Flirt" at B. F. Keith's Theatre. Patrons did not rave about this production but they called it "good."

Regulars at the Imperial Theatre had a feature to their liking in "The Racket," starring Thomas Meighan. Night patronage was substantial for this one but the matinees were light.

"The Strange Case of Captain Ramper" was the head-liner at the Centre Theatre and the **result was only fair.**

The Rex had a paying attraction in "Red Hair" during the first three days **but the kids were out in force for "Casey Jones,"** during the last half.

"The Noose" was a substantial attraction at the Fern but there was a stand-out during the last half for "Wyoming." Particular attention is given to short subjects by Manager Robertson with excellent results.

The Columbia catered to adults with "The Love Mart" for three days and registered well at the box office but **"In Old Kentucky" went better** during the last half.

Cleveland

THE local downtown theatres are now enjoying their seven years of prosperity. Big business continues to be the order of the day. The new pictures, sound pictures, and an urge for amusement combine to make this a gala season for the first-run theatres.

"White Shadows in the South Sea" opened at the Stillman last Sunday to as big business as greeted the opening of "The Big Parade." This picture kept up the high mark with which it started its local engagement, and is being held over for a continued run.

"The Patriot" the current attraction at the Allen, was hard on reviewers. It was unanimously praised with all the super adjectives known, as the finest picture made by Emil Jannings, Lewis Stone, Florence Vidor and Director Lubitsch. It did tremendous business.

"The Lights of New York" the first all-talkie picture, broke the house records at the State. Crowds jammed into the theatre all day and all evening.

"Women They Talk About," a timely political picture, with occasional talking sequences, was sufficiently well liked to bring a good week's average at the Cameo.

"The Cop," an underworld picture with William Boyd, did average business at the Palace.

"Man-Made Woman" and "Buck Privates" divided the week's honors at Keith's East 105th St., with the balance in favor of "Buck Privates."

The Park had a good week. Both "Speedy" and "Out of the Ruins" made good showings.

Neighborhood house business is picking up slightly with the cooler and longer evenings, but is still below normal.

Seattle

NONE of the film attractions during the last week were particularly outstanding, and business as a result was about equally divided among the leading first run houses. At the Fifth Avenue Theatre, Clara Bow was the attraction in "The Fleet's In" but the film was noticeably below the usual average of this star and played to moderately good business only, instead of the usual packed houses.

At the Seattle Theatre, "The Cardboard Lover" was not up to the previous Marion Davies attractions, and business was just fair because this star is difficult to put over in this city at her best. Fanchon-Marco's "Hi Yaller Idea" on the stage featured an all-colored revue.

"Women They Talk About" played its second and final week at Hamrick's Blue Mouse Theatre to very pleasing business, although the gross was quite noticeably lower than the second week on previous pictures. The fourteen day total was more than satisfactory, however. At Hamrick's Music Box Theatre, "The Terror" in its second week continued to play to packed houses and smash previous attendance records. No indication of any let-up in attendance at this house.

"King of Kings" played its third and final week at the Columbia Theatre to average business. The total for the three weeks was quite disappointing, because it was expected that this film would be a box-office sensation at regular admission prices. While it did go well above the past Columbia standard, it was still far from a big money-getter. An average total for the run.

"Night of Mystery" was the attraction at the Coliseum Theatre, and was below the usual Menjou standard, according to audience comment. Business was just fair for the week. "Vamping Venus" was just an ordinary attraction at the Embassy Theatre, playing to good houses for three days only.

At the vaudeville houses, the film attractions were just moderately good. The Orpheum featured "The Magnificent Flirt" in conjunction with a vaudeville bill of mediocre merit, and the Pantages feature was "The Night Bird," which audiences described as being not up to Reginald Denny's usual pace. Both houses had just fair weeks at the box office.

Salt Lake City

SOME unusually big productions mark this week's presentations at the first run downtown theatres and with the cooler weather at hand, some very good reports have been made this week regarding attendance.

The Capitol has enjoyed a tremendous success with "The Fleet's In" in conjunction with the Fanchon and Marco stage presentation.

The Victory Theatre again experienced a record breaking week during the presentation of "Wings," shown with synchronization.

The Pantages Theatre reports an exceedingly good week. The picture presentation was "The Michigan Kid."

Jack Mulhall and Dorothy Mackaill in "Lady Be Good" was well received by good sized crowds at the Paramount Empress.

"A Race For Life" was the picture offering at the American and good houses are reported, due partly to the stage presentations offered at this house in the form of Amateur Night and "Fat Saunders Country Store." "The Perfect Crime" was fairly well received at the Gem. "Ramona" as a second run has been packing the Tower Theatre, a suburban house.

"The Enemy" was also shown very successfully as a second run at the Rialto, a second run house, and "Eyes of the Totem" was the feature presentation at the State, where fairly crowded houses were the result. "The Wizard" drew fairly satisfactory houses to the Mission neighborhood house here during the fore part of the week.

Tampa

THE storm, with wind and rain Sunday and Monday, cut into the receipts and gave all houses a bad start on the week. Business was not bad, in fact it showed up fairly good in spots, but it was not up to the average for these two days.

The Victory, with "Four Sons" as the feature; three Vitaphone acts and the Movietone news, certainly was a 100 per cent perfect program. Business for the 10 days was good but it was not up to what this program deserved.

"Excess Baggage" at the Tampa for the first half did fairly good, but the two days hurt the total. The picture was not up to the last Haines production, "Telling The World." "Oh, Kay" went over very good the last half. Colleen Moore is a former Tampa girl.

Johnny Hines, in "The Wright Idea," pulled fine for the Strand the first two days in spite of the weather, and "The Butter and Egg Man" went well over the average the following three days. "Beau Broadway" held up the average the last two. Good week and three good shows.

The Franklin, second runs, was a little off this week. The line-up seemed to be a little weak and not strong with the pull. "The Mark of Zorro," "The Rough Riders" and "Sorrell and Son" were the pictures featured.

Cincinnati

CINCINNATI houses all chalked up satisfactory grosses during the past week. The pictures were right, the weather was right, and the silver linings were conspicuous through the erstwhile clouds in the managers' offices.

The Capitol in the second week of "The Street Angel," repeated the big success of the initial week, crowds filling the house at every showing. The Capitol has, incidentally, been reaping a bountiful harvest of dollars with their sound pictures.

Another hold-over which scored heavily was "Four Sons," at the Lyric. There was no apparent let-up in the attendance during the two weeks' run.

The Albee, with "Four Walls," together with a vaudeville program, had an exceptionally good week, both the picture and the acts pleasing the customers to the 'nth degree.

"Waterfront," at the Strand, together with some clever shorts, got the breaks during the entire run, and the balance sheet showed up magnificently at this house.

"The Perfect Crime," attracted a satisfactory following at Keith's, which house, however, was a trifle behind in attendance as compared with its sister houses in the chain.

The Family showed "The Charge of the Gauchos," for the first three days, followed by "Powder My Back," for the remainder of the week. Business was around the normal mark for this house, where the regulars can be counted on.

The neighborhood houses reported business spotty, although it is steadily increasing as compared with the returns of a few weeks ago.

Baltimore

UNCERTAIN weather conditions during the week beginning Monday, September 17, hindered business during the first part of the week at the first-run theatres but boosted it up during the latter part when the Jewish holiday had a tendency to pull it down.

"The Whip," did an excellent business at Loew's Century throughout the week with Parisian Nights as the stage presentation act.

But perhaps the best business for the week was done at the all-talking sound and musical synchronized production "The Terror," shown at Warners' Metropolitan. This picture had them standing every night throughout the week and broke every house record ever made there including the first week of "The Jazz Singer" with Al Jolson.

"The Patriot," starring Emil Jannings with Lewis Stone and Florence Vidor, proved a very good attraction at the Stanley.

"Four Sons," the sound and musical synchronized production went through its third week at the New Theatre in good shape and business held up consistently during the last six days.

"Frederick The Great," the foreign production presented at the Little Theatre by the Motion Picture Guild, built from fair to good at that 250 seat house.

"The Cavalier," proved an entertaining feature film at the Keith-Albee Hippodrome with five acts of family time Keith-Albee vaudeville. Business began as fair and then built up to good.

Very good patronage was the rule throughout the week at the Rivoli where "The River Pirate," was shown with sound and musical synchronization and talking sequences.

"The Butter and Egg Man," proved an entertaining comedy attraction at Loew's Valencia and while it was enjoyed, the audiences during the week were small.

Albany

TALK about business, last week was a hummer at at least two motion picture theatres in Albany, and one in the neighboring city of Troy. **Hold out business was the rule at these three houses while a new record for a Saturday and Sunday's business was established at the Troy theatre, running "Lights of New York"** for the week. This picture drew such crowds on Sunday that it was necessary for the management to refuse admission to hundreds. The matinees ran fully as heavy as the evening shows.

In Albany, the best business getter, was Clara Bow in "The Fleet's In." In connection with the feature, there were two rather mediocre Vitaphone presentations. **The Leland did a hold out business throughout the week, with William Haines, in "Telling the World." Clinton Square ran well with its double features** first run, using **"Lady Be Good" and "Modern Mothers."**

Proctor's Grand used **"A Blonde for a Night"** during the last half of the week and the picture which was more heavily advertised than the vaudeville, **did its full share in pulling** business to the theatre.

Good business was reported by neighborhood houses. Weather conditions were favorable to the theatres, the evenings being cool and the rain holding off with the exception of one night. The Lincoln did **excellent business with Colleen Moore in "Oh, Kay"** for the first half of the week, while Zane Grey's **"The Water Hole" also proved a good business getter.** The other theatres in Troy reported fairly good business throughout the week, **particularly Proctor's, which used "The Racket"** for the first part of the week.

Dallas

DALLAS has enjoyed a week of cool weather which has been much enjoyed after the intense heat and business has been better the past seven days at all first run houses, and the weather is given its share of the credit. Big business, however, has been absent, with one exception, which is directly due to the mediocre pictures being shown for the week.

At the Majestic, "Four Sons" accounted for the best business of the week, and each evening show was capacity. Good matinees were registered the first part of the week with a little let down the latter part of the week. The gross for the week was unusually good which was partly due to a very good Interstate vaudeville bill.

"Excess Baggage" failed to get the business it deserved for the week's run. Receipts for the week were fairly good but not up to the average established by William Haines pictures in Dallas. The attraction was well received by those who saw it and the falling off in business was no doubt due to one very poor picture and another 'just fair' picture, which the Melba has offered in the last two weeks.

At the Palace "The Fleet's In" featuring Clara Bow, was reported to have drawn more business than any other picture starring Clara Bow with one exception. **Business, however, fell short of the capacity mark** and was low at the matinees. **Totals for the week were good** and the picture seemed to please.

"Tenth Avenue" and "Lingerie" checked off a good week for the Capitol. The Capitol's business has been much better since the installation of the 20 piece symphony orchestra, which is the largest maintained by any Dallas theatre at this time.

At the Old Mill **"Diamond Handcuffs" and "The Water Hole" were responsible for a good gross for the week** and proved to be entertaining pictures.

The Arcadia, the de-luxe suburban house of Dallas reported **a good gross on "Wheel of Chance."**

Harrisburg, Pa.

BUSINESS of the picture theatres hit something like its normal Fall stride last week with a return of weather too cool for out-of-door diversions. **Loew's Regent did splendid business, especially at the night shows with "Two Lovers."**

Clara Bow showed in "The Fleet's In," at the Victoria. **The picture made a distinctly favorable impression which was reflected in big box office receipts.**

The Colonial also had a **big business-getter in "The Butter and Egg Man."** Business at the Colonial also was materially stimulated by the showing of 1,500 feet of film pictures of scenes along the route of the annual four-day cruise of 250 members of the Harrisburg Chamber of Commerce.

The State's screen offering the first half of the week was **"Domestic Troubles."** The National did well with **"Hold 'Em Yale,"** featuring Rod La Rocque, and the Grand attracted good-sized crowds with a double bill including Hoot Gibson in **"The Rawhide Kid,"** and Jack Hoxie in **"Heroes of the Wild."** The Broad Street theatre offered **"Becky,"** while the Russell attracted big juvenile audiences with Strongheart in **"The Return of Boston Blackie,"** and **"Fashion Madness."**

A counter-attraction to the movies was a week of legitimate road shows in the Majestic theatre.

Kansas City

A STRONGER lineup of pictures than usual saw a larger attendance than usual at many of the first run houses of Kansas City for the week. At the Mainstreet **"Craig's Wife" literally packed them in all week,** the matinee business holding up as well as night attendance.

At Loew's Midland **"The Tempest," did an exceptionally good matinee business, while the attendance at night was above the average** for the last month or so. **A revival of "Wings," a road attraction, with sound, found the Newman playing to full houses for the first time in about one year,** that theatre having changed management and re-opened, following a temporary closing for improvements. **"United States Smith" at the Pantages also found crowded houses waiting,** both afternoons and nights.

"The Foreign Legion" at the Uptown drew a fair attendance for the week, **as did "Four Sons"** at the Globe. Aside from the Newman, which made more or less of a splurge on its re-opening, there was nothing out of the ordinary in exploitation on any of the pictures.

Birmingham

BUSINESS is on the upgrade in Birmingham. The Alabama, with **"Two Lovers" (U. A.) featuring Ronald Colman and Vilma Banky, had a good week, as did the Ritz with Fox's special, "Four Sons."** The Strand, with **"The Midnight Taxi," Warner Bros. talker, did well, as did the Trianon, with "Happiness Ahead"** (First National), featuring Colleen Moore and Edmund Lowe. Neighborhood houses were spotty but, as a whole, showed up satisfactorily.

Milwaukee

MILWAUKEE'S downtown theatres are enjoying a period of unusually active business. The fall weather which seems to have come to stay, included some rain during the week but for the most part it was ideal theatre-going weather. The strong attractions in the down town houses drew the heaviest patronage in that direction so that neighborhood houses, while very well attended, did not have a proportionate amount of business.

"Street Angel" is playing its third week and continues to keep the Strand always filled. The Merrill has changed its policy and now starts its week with a new picture on Friday rather than on Saturday which was its custom. This week's picture at the Merrill had a short run therefore, but did fair business during its stay. **"Just Married"** was the title. **The Wisconsin found things rather lively while playing "The Mating Call."**

The Garden had a **good week with "The Terror" and "The Garden of Eden" brought very good patronage to the Majestic. "Wheel of Chance" brought in fair results** at the Alhambra. The vaudeville houses had a very good week, with packed houses at every performance; **"The Red Mark"** was featured at the Riverside, and **"The Butter and Egg Man"** at the Orpheum.

Neighborhood houses although they did good business, were not as active as the down town houses. **"Four Walls" was featured at the Oriental and Tower and drew well.** The Uptown was accorded unusually **good patronage during the showing of "The Mysterious Lady"** and a fur and style revue.

Minneapolis

THE **big box-office smash of the week was scored by "Wings,"** which was the attraction at the Strand theatre, reopening after being closed most of the summer. "Wings" was road-showed in Minneapolis last winter and did a fine business then, but it has now been re-created with new sound effects, and it made an extremely fine showing at the Strand at popular prices, so much so that it was necessary to hold it over for a second week.

At the State another aviation picture, "Lilac Time" was finishing its second week, and this Colleen Moore picture held up very nicely. Clara Bow in **"The Fleet's In" was the attraction at the Minnesota, and it proved a very popular one,** with the Publix stage unit, "Seeing Things" to supplement it. Billie Dove in **"The Heart of a Follies Girl" did about the average trade** at the Lyric, **while "Lion and the Mouse" came into the Grand, a second run sound-picture house, and made a great showing.**

Pantages did very well with "The Michigan Kid."

Neighborhood houses found business generally good, with such pictures as **"Forgotten Faces"** at the Loring, **"Mysterious Lady"** at the Rialto, **"The Vanishing Pioneer"** at the Lyndale and **"The Road to Ruin"** at the American.

The Marbro reported a very big week with Eddie Cantor in person and a talking photoplay, "The Hit of the Show," while the Granada, with its second anniversary week show which included the same feature picture as the Marbro, Jimmy Savo in person and Benny Meroff's "Strike Up The Band" production, played to good business.

The Capitol offering was "Lights of New York" and on the stage, Del Lampe and his orchestra, **the crowd responding well** to these attractions. **"State Street Sadie"** the screen feature at the Avalon, **was another talking picture which did good business.**

Boston

THE Fall season is under full sway and the week's business at Boston's first run theatres is reported as fully up to expectations. Opening of the colleges has brought additional throngs. This week will see the settling down to normal conditions.

Metropolitan's **"The Patriot" proved a good attraction** and early reports point to heavy business for the week. Ben Black was guest conductor.

"Two Lovers" was the film at Loew's State which **drew good business throughout the week,** with Dave Harris and the Locust Sisters in the presentation. Loew's Orpheum enjoyed good business with **"The Cardboard Lover"** and staged a Varsity Drag contest for amateurs which **proved a big feature** for the mid-week business.

Washington Street Olympia and the Fenway, Publix's two houses, **did a big business with "Lilac Time"** while the Scollay Square Olympia with **"Four Sons" established a new high mark** for the current season. Keith-Albee Boston Theatre featured **"The Cop" to excellent business.**

"Uncle Tom's Cabin" at the Twin theatres, Modern and Beacon, **did a splendid week's business for Netoco.** This was the second week and so heavy was the return that both theatres will continue the same film another week.

"Others reporting a good week are "Forgotten Faces" at the Publix Capitol, **"A Grain of Dust"** at the Exeter **and "Forgotten Faces"** at the University.

Pittsburgh

LOEW'S PENN **again had a tremendous week's business.** Ronald Colman and Vilma Banky in **"Two Lovers" was the screen attraction.** These stars are real box-office names here.

The Stanley theatre had no stage offering and presented the first local showing at popular prices of **"Wings."** The showing was accompanied by Vitaphone, and the production scored with the fans. **Business was very good.**

Loew's Aldine played to S. R. O. with "Four Sons," accompanied by Movietone. This production won much praise from the press and fans alike. **The entire show was held over for a second week.**

The Grand and Liberty had **"The Water Hole,"** starring Jack Holt and supported by Nancy Carroll. The picture presentation of the Zane Grey story brought but average returns.

The Regent is continuing to get the crowds with all sound and talking pictures. This week it was "Glorious Betsy," and a good week's business was the result.

At the Davis, **"Chicken a la King"** was on the screen and six acts of Keith-Albee vaudeville on the stage. Business was good.

The Alhambra (in the East End) also had **"Chicken a la King," and turned in an average week's business.**

The Olympic theatre re-opened after a summer closing. **The first offering was "Road House."** Business was satisfactory.

Chicago

THEATRE business was good in Chicago again during the past week among the de luxe houses, and the smaller theatres also showed a decided improvement over the week-end, many reporting the best business since May.

Strong attractions brought big crowds to some of the leading loop houses, the Roosevelt doing a splendid business with "The Patriot."

"The Tempest" continued to go strong in its last days at the United Artists, giving way to **"Two Lovers" on Friday, the latter proving a big box office puller.**

Good business was done at the Chicago Theatre with "The Whip," one of the first sound pictures to be shown at this theatre, and an elaborate musical and stage show. **McVickers continued to go over well with "Wings."**

"Our Dancing Daughters" on the screen and Benny Kreuger and his gang in the stage show, **proved a strong combination** at the Oriental Theatre. **"The Midnight Taxi"** ended its long run at the Orpheum to fair business, **"When A Man Loves"** replacing it on Saturday.

Atlanta

CLARA BOW **sailed into the Howard Theatre with "The Fleet's In" and swept into the box-office lead** from the opening Monday afternoon until the closing Saturday night. While the takings on "The Fleet's In" did not match the gross of "Red Hair" it is still the best in town this week.

Laura La Plante in **"Home James" wrote up a corking business at Loew's Capitol,** running neck and neck with next-door competition, **"The First Kiss,"** which with the popular young team, Gary Cooper and Fay Wray, **drew steadily** throughout the week.

"The Whip" proved an exceptionally pleasing attraction at the Metropolitan. But the opening Monday fell short of expectations, though strong competition explains that easily.

"Caught in the Fog" at the Rialto was somewhat disappointing to patrons and came in for a panning at the hands of an Atlanta reviewer. Others found it entertaining.

Loew's Grand, which reverted to second run when the Capitol came under the Loew banner and took over Loew vaudeville, **played "The Lion and the Mouse" to fairly good business.**

The Tudor Theatre reports **fair business with Ted Wells in "Made to Order Hero," and rather better business with "Fangs of the Wild"** starring Rangel.

Los Angeles

IN direct competition, two underworld dramas, both having box-office stars, **drew them in with George Bancroft in "The Docks of New York,"** at the Metropolitan and Lon Chaney in **"While the City Sleeps,"** at Loew's State.

Business at United Artists Theatre, also has picked up considerably with the attraction of D. W. Griffith's "Battle of the Sexes."

"Wings" at the Criterion is reported doing splendid business and at the Biltmore, **"The Godless Girl" is holding on.** George Duryea, the featured juvenile made a personal appearance on Friday night.

In Hollywood, **"The Terror," at Warner Brothers' Theatre continues to attract, while "White Shadows in the South Seas," is proving equal to the long run** at Grauman's Chinese.

"Lilac Time" is closing at The Carthay Circle to make way for the advent of **"Mother Knows Best,"** which is sold out for the opening.

Sam Nathanson to Detroit For Columbia

Sam Nathanson, salesman for Pathe for the past three years, has been made city salesman for Columbia at the company's Detroit office. He will concern himself with the promotion of many of Columbia's specials and will make his headquarters in Detroit.

S. B. Rhan has succeeded Eugene Gerbase as manager of the Columbia Denver exchange.

Additions to Casts

"Canary Murder Case" (Paramount)—Jean Arthur, E. H. Calvert **"Four Feathers"** (Paramount)—Clive Brook. **"Greyhound, Limited"** (W. B.)—Grant Withers, Edna Murphy, Lucy Beumont, Lew Harvey, Ernie Fields. **"Wolf of Wall Street"** (Paramount)—Baelanova. **"Desert Song"** (W. B.)—Johnny Arthur, Edward Martindel, Louise Fazenda, John Miljan. **"One Stolen Night"** (W. B.)—Harry Todd, Chas. Hill Mailes. **"Fancy Baggage"** (W. B.)—Eddie Gribbon, Burr McIntosh, George Fawcett, Wallace McDonald, Edmund Breese. **"Sins of the Fathers"** (Paramount)—Harry Cording. **"Applause"** (T.-S.)—Roland Drew, Corliss Palmer. **"Man in Hobbles"** (T.-S.)—John Harron, Lila Lee, Betty Egan, Eddie Nugent, Sunshine Hart, Lucien Littlefield, Bill Anderson, Vivian Oakland. **"Tiger's Shadow"** (Pathe)—Frank Laekteen, Harry Semels, Paul Wiegel, Ernie Adams, Broderick O'Farrell, F. F. Guenste, Edward Cecil, Henry Herbert, Brnee Gordon, Jean Porter, Floyd Ames, Dick Travers. **"Shady Lady"** (Pathe)—Russell Gleason. **"Redskin"** (Paramount)—Gladys Belmont (in place of Louise Brooks). **"Mysterious Island"** (M-G-M)—Lloyd Hughes. **"Nize Baby"** (M-G-M)—Sally Eilers. Untitled Billie Dove vehicle (F. N.)—Nicholas Soussanin, Nick Bela. **"Scarlet Seas"** (F. N.)—Knute Erickson. **"Geraldine"** (Pathe)—Larry Kent, Marian Nixon. **"Queen of Burlesque"** (T.-S.)—Alberta Vaughn, Charles Byers, Joe E. Brown. **"His Private Life"** (Paramount)—Eugene Pallette, Phillip Holmes. **"Madonna of Avenue A"** (W. B.)—Louise Dressler. **"Queen of the Night Clubs"** (W. B.)—Lila Lee, Jimmie Phillips, William Davidson, Joe Depew, Agnes Franey, Charlotte Merriam. **"Outlawed"** (FBO)—Sally Blane, Frank Clark, Al Smith, Barney Furey, Wynn Mace. **"Hardboiled"** (FBO)—Lilyan Tashman, Donald Reed. **"Devil's Apple Tree"** (T.-S)—Larry Kent, Edward Martindel, Ruth Clifford, George Cooper, Cosmo Kyrle Bellew. **"Carnation Kid"** (Paramount)—Francis McDonald, Frances Lee, Lorraine Eddy, William B. Davidson, Charles Hill Mailes. **"Head of the Family"** (Gotham)—Virginia Lee Corbin, William Russell, Mickey Bennett, Richard Walling, Alma Bennett. **"Broadway Melody"** (M-G-M) — Bessie Love, Anita Page. **"Man's Man"** (M-G-M)—Lilian Rosini.

J. Lewis, Kansas City, Wins Pathe Bookers' Derby

The winner of the first prize in the Pathe bookers' "bunion derby," which has been in progress during the past eight weeks, is J. Lewis, of the Kansas City branch. Other winners were: second prize, J. W. Scott, Denver; third prize, L. H. Andrews, Memphis; fourth prize, M. Carney, Seattle; fifth prize, D. L. Netzinger, Minneapolis; sixth prize, R. J. Baldwin, Milwaukee; seventh prize, H. M. Hollandsworth, San Francisco; eighth prize, R. O. Laws, Cincinnati; and ninth prize, W. Williams, Omaha.

J. F. McAloon, manager of exchange operations, supervised the contest, and the following executives of Pathe officiated as captains for the teams: J. C. Flinn; T. C. Streibert; John Humm; Harry Scott; L. W. Kniskern; J. F. McAloon and E. J. O'Leary. Scott captained the winning team.

HOLLYWOOD

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Song Writers Flock to Hollywood

Boys Are Cashing In on New Yen for Theme Ditties

HOLLYWOOD, Sept. 23.—The newly created rage for motion picture theme songs is bringing New York's song-writers to Hollywood in droves. While several have been signed under contracts by various studios, most of them are embarking on free-lance careers, finding a fertile field for their talents both financially and artistically. "Ramona" may be pointed out as the basic cause.

During past year both film producers and music publishers have been wary of the motion picture theme song. It generally cost a lot of money to exploit and drew very little in the line of money or publicity. Until "Ramona" became an overnight hit, the only outstanding song which amounted to anything in regard to motion pictures was "Mickey" and that was almost ten years ago. Since "Ramona" there have been "Laugh, Clown, Laugh," "Jeannine, My Dream of Lilac Time" and several others now being plugged.

Universal and Metro - Goldwyn - Mayer have gone further than the others in exploiting the theme song. Universal has signed Josef Cherniavsky to head its department for the purpose of writing such numbers and has also arranged with Irving Berlin, Inc., for the publication of them. M-G-M has placed Gus Edwards, Billy Rose, Herb Nacio Brown under exclusive contract to write them songs. Among the free-lancers is Fred Fisher, former music publisher, who made a million on "Dardenella." Fisher has written theme songs for M-G-M, for Warner Brothers and for Universal since his arrival two weeks ago. Fox has Dave Stamper among others, who represents Broadway and 46th street in Hollywood.

To the song-writer the craze is bewildering. It means simply batting out a lyric or a melody and receiving from $500 to $1000 or more as immedite payment, plus any royalties which may accumulate should the song develop into a hit. The studio attends to the worry of getting the song accepted, of exploiting it and of getting it sold, leaving the song-writer to continue his merry way batting 'em out at $500 and $1000 down. And the average song written in Hollywood thus far, (figures actually quoted by four different composers), hasn't taken over two hours to write.



One of the talented younger players, William Bakewell, has just been engaged by Douglas Fairbanks for the featured juvenile role in "The Iron Mask" (United Artists)

L. A. Urbach Joins M. P. News Staff

A RECENT addition to the Hollywood Staff of Motion Picture News is Laurence A. (Larry) Urbach, well known trade-paper man.

He started his career in the industry on the News and has subsequently held important positions on the staff of the Exhibitors Trade Review, Moving Picture World and Variety.

In line with its policy of adding to the organization established and successful trade-paper workers, the News is glad to announce the appointment of Mr. Urbach and to welcome him back again as a member of the News family.

Gunner Simpson

Russell Simpson has been assigned the comedy role of "Gunner Bill" in "The Exodus of the New World," Pioneer Film Corporation production.

Exhibitors Good Tuggers

The exhibitors won the tug-of-war when pitted against the exchangemen at the Sixth Annual Outing of Exhibitors and Exchangemen, held Thursday, Sept. 20, at the Edgewater Beach Club, Santa Monica. The exchangemen won the baseball game. Six hundred persons attended.

A Fall Offering

An original story by Eve Unsell, "The Spirit of Youth," will be among the important productions which Tiffany-Stahl will offer on the early fall program. Dorothy Sebastian and Larry Kent will co-star, under direction of Walter Lang.

Will Direct Jannings

Lewis Milestone, brilliant young director, has been selected to make "Ellis Island," Emil Jannings' next starring production. He has been also loaned by Caddo to United Artists to direct "The Shot" and "Taras Bulba."

Resigns Universal Post

Joseph Franklin Poland, supervisor and story constructor for the past two years with Universal, will sever his connection with that company on Nov. 1. Poland's future plans have not yet been announced.

Colonel Lindbergh

Many spectacular flying stunts performed by Col. Chas. Lindbergh, "The Three Musketeers" of the Army and "The Sea Hawks," the Navy's crack trio of stuntsters, Art Gobel and others at the recent National Air Races held in Los Angeles will be included in the next Reed Howes-Educational Pictures feature to be made by Director Harry J. Brown for Charles R. Rogers Company.

Burt Ennis

Since the days when Burt Ennis publicized the late Barbara LaMarr, he has not had occasion to visit the West Coast. However, a few weeks ago he started westward, and since his arrival has been devoting his time to writing titles and dialogue. Among Ennis' activities recently was the titling of a series of comedies starring Ben Turpin, Poodles Hanneford and "Snub" Pollard, also the re-issued version of Adventures of Tarzan, serial.

George Was Interested

Raymond Cannon's set for one of his scenes of "Husbands Are Liars," at Fox, was visited by Lieut. Windsor (Prince George) of England, on his twenty-four-hour sojourn in Hollywood.

Hands Out Praise

The adaptation and continuity of E. J. Rath's novel, "When the Devil Was Sick,"

(*Continued on following page*)

Defines Attitude of Cameramen's Union

Burd States Body Will Not Dictate Their Assignments

HOLLYWOOD, Sept. 23.—The rumor current in Hollywood that the newly-formed cameramen's union would attempt to dictate to producers on assignments of cameramen for all pictures produced, was emphatically denied by Howard Burd, business manager of the local.

He further pointed out that the organization must follow the rules and regulations of the I. A. T. S. E., its international affiliation. It is specifically stated in the I. A. T. S. E. by-laws that a local cannot dictate the employment of any particular member. Under these conditions, Burd declared the cameramen's union had not, and never could force the engagement of any individual member upon a producer.

Cameramen generally were concerned over the reported attempt of the union to force employment of a certain member on a picture. The story circulated states that a union official sent a man to a particular studio to shoot first camera on a feature. It is said that other union cameramen were advised to refuse the job as the union's candidate was to be engaged regardless, and at the salary he quoted to the producer.

The latter, according to the report, refused to engage the union's candidate, and made his own selection.

Cameramen both in and out of the union declared that the union would not try to select particular cameramen for certain pictures. It was pointed out that many cameramen have been associated with certain directors and stars for a number of years, and the latter would not consent to substitution of cameramen on their pictures other than those who have been with them for some time.

The cameramen's union, designated as International Photographers Local 659, I. A. T. S. E., has had a phenomenal growth since its launching eight months ago. Its membership of close to 600 includes 95 per cent of all first, second and assistant cameramen, together with still photographers and assistants.

Complete organization of the cameramen's union was effected in much less time than any other local of studio workers. No attempt to block union organization by producers was made, on account of the agreement signed two years ago by producer-distributor members of the Hays organization with the five international unions having jurisdiction in the theatrical field.

This agreement provided for open shop in the coast studios during the life of the pact, and allowed the unionization of various branches of studio workers without objection fro mthe producers. Arbitration of any difficulties or unjust working conditions in the studios was provided for in the agreement.

According to report, the present agreement expires November 28th of this year, and negotiations for a new pact are said to be now under way between representatives of the international unions and the Hays organization. It has been intimated in local union circles that the new agreement might possibly carry a "closed shop" provision for those groups of studio employees that have union affiliation.



Mary Philbin and her new leading man, Fred Mackaye, who appear as leads in "Erik the Great." They also played together in "Salvage." Both of these are Universal productions

Well Known Writer Joins the News

THE Hollywood force of *Motion Picture News* has been augmented by the addition of Jerry Hoffman, for the past three years western representative of the New York *Telegraph*, and a reviewer and news gatherer in connection with motion pictures, the legitimate stage and vaudeville.

Mr. Hoffman will regularly contribute feature stories and "a column of jazz" for this publication. His first articles and his column, "Dotty Musings," appear in the current issue.

Dotty Musings

By Jerry Hoffman

FOREWORD . . . under this heading shall be poured weekly . . . the flotsam and jetsam of Hollywood . . . rumors . . . gags . . . foolishness . . . even news . . . and . . . who knows . . . possibly a grain of common sense will find its way here occassionally . . . the penalty of having strayed from the straight and narrow path . . . however . . . to get started. . . .

IT is amazing to note the amount of constructive work on a production which is accomplished during a "preview autopsy . . . a "preview autopsy" for the benefit of naive and innocent children . . . is that gathering of executives, directors, writers and players held in Hollywood theatre lobbies following the preview of a picture . . . in the ten minutes following the final fadeout . . . or the half hour . . . depending on how much doctoring is needed . . . more suggestions and more beneficial ideas are given than are totaled during the two or three months of actual preparation and production . . . hence why not hold "preview consultations" . . . instead of autopsies.

TOM MIX . . . who recently told the world in public print what he thought of Hollywood's parasites . . . tells me he has removed the revolving door from his home . . . which will cause much gnashing of the teeth and wailing among certain ones who have abused hospitality . . . Alan Hale tells of meeting an actor who had just seen a preview of a Vitaphoned picture he was in . . . "Was the picture good?" asked Allan . . . "Was it good!" shrieked the actor . . . "was it GOOD! . . . say, they laughed and applauded so much I've been called back to the studio to make a trailer adding six bows to the fadeout!" . . . on the other hand, there's the actor who walked out of the theatre playing a picture he was in just for the thrill of walking out on himself! . . . heigh . . . ho . . .

LINA BASQUETTE is dashing around to places with her chum, June Collyer . . . and she and Pev Marley are far from cold about each other yet . . . so there . . . oh, yeah . . . I meant to tell you that even gossip would get into this . . . anything may . . . even a personal pronoun . . . ah . . . what a lovely spot to end for this week . . .

Hollywood

(*Continued from preceding page*)

just completed by Earle Snell and Gladys Lehman, is considered by Joseph Franklin Poland, Universal's feature comedy supervisor, as the finest screen story these scenarists have ever written.

Cooper Going Strong

That the next twelve months will find Gary Cooper one of the most popular box-office attractions of the screen, is a prediction made regarding the young leading man by Richard Wallace, who is at present directing the young character juvenile in "The Shopworn Angel."

Kathryn McGuire

Kathryn McGuire has been signed by John McCormick, producer of Colleen Moore's pictures for First National, for an important role in "Synthetic Sin."

Featuring Miss Gaynor

Coincidental with the release of "Four Devils," an F. W. Murnau production for Fox in which Janet Gaynor will be featured, the popular little star of "Seventh Heaven" and "Street Angel," will be hard at work on "Street Fair," and under direction of William K. Howard, again.

Chooses La Cava

After looking over the field of available directors very carefully, First National has finally decided upon Gregory La Cava to direct Corinne Griffith's third First National picture under her new contract, "Saturday's Children."

Almost Finished

James Cruze, who guided the destinies of William Haines through "Excess Baggage," and is now putting the finishing touches on "A Man's Man," with the same star, is to direct Haines in "The Duke Steps Out."

Cast Completed

Melville Brown, who will direct "Geraldine," for Pathe-DeMille, completed his cast when he signed Gaston Glass for one of the featured roles.

(*Continued on page* 1020)

Conducted by An Exhibitor for Exhibitors

MANAGERS ROUND TABLE CLUB
CLEARING HOUSE FOR BOX OFFICE PROBLEMS and THEATRE OPERATION



By Charles E. Lewis

of the Alfred Gottesman Theatrical Enterprises, New England

Young Blood and Old—

To those of you who insist that only young blood can do big things and only young blood can succeed in this fast-moving business of ours, we respectfully dedicate this little tale.

Things theatrically were in a pretty bad shape in the city of Norwich, Conn., and the deal that brought about the change of management and ownership, also brought about the presence of a man many years past the fifty mark. And because of his age everyone predicted a very short stay for him in Norwich. Even those, in whose destiny the theatres were held, were very reluctant to permit a man of his age to tackle what needed a "big man for a big job."

I could make this story much longer by adding a lot of frills and paragraphs and elaborating upon everything. But I would much sooner shoot for the mark and bring it to this point where I can tell you that the other day fate led my footsteps (aided by a bus) to the city of Norwich and before I was in the town an hour I found that the chief topic of conversation was either the Broadway or the Palace Theatre. My eye was attracted to a well laid-out three sheet and later to a window card. While getting a bite to eat I glanced through the local evening paper and my casual glance changed to intense interest when I reached the page containing the theatrical advertising. Both the theatres had ads which "hit you squarely in the eye" the moment you opened the paper. The accompanying reader was carefully, and I can also say cleverly, written and one that convinced you that what they were saying was true, or at least worthy of investigation.

Signs of Good Showmanship

Later in the evening I walked over to the Palace Theatre. I found signs of economy, but also signs of showmanship all around the marquee and signs. The lobby presented a different appearance than what I was accustomed to see. The doorman could move bag and baggage to the Roxy in New York and he would not be out of place. Likewise the staff of efficient and courteous ushers. I knew there was something different about this theatre and after looking around for a while I enquired for the manager. They informed me that he was at the Broadway Theatre, so up the hill I started for this beautful Spanish Theatre that was once upon a time an old-fashioned "Opery House." Here again I detected signs of good management, signs of showmanship and best of all signs of common sense, that poor neglected angle of lots of "good" exhibitors. The Broadway had become the "talkie" house of Norwich and the natives were flocking there in droves. Did they like talkies? Well, you should smoke a herring they do. And the way this "old man" served it to them was enough to make them like it.

Truly, friends, it is remarkable the way this man about whom I am writing, could step into a task so strange to him, so unlike what his limited experience had taught him, and requiring so much natural ability, and make a success of it. I have told you lots about him, I have told you many things about his theatres, so now let me make you acquainted with the "youngest," peppiest and greatest of his kind:—Mr. M. J. (Mike) Levinson, managing director of the Broadway and Palace Theatres in Norwich, Conn., for the Philip Smith Circuit of New England Theatres. To all Ye criers that age has no place in this business of ours, all Ye who shout—bring on new and young blood, and to the theatrical industry in general I say "Hats off to 'Mike' Levinson" who packs more pep in his little finger than a lot of so-called young-peppy managers that I have met on my travels, have in their whole systems. As a member of the CLUB, we extend to Mr. Levinson our sincerest wish that he meet with all the success he so well deserves.

More News from Cambridge, Ohio

Once more we hear from one of our most active members. Fred Johnson of Cambridge, Ohio, is always doing something to keep his theatres before the public and his latest was to address the local Rotary Club. The most direct way of telling you about it is to give you the clipping that appeared in one of the Cambridge local papers and let you read that.

Addressed Rotary Club

"Fred Johnson, manager of the Colonial and Strand theatres, spoke to the Rotary club members at their meeting Wednesday at noon. He gave many interesting details of the motion picture industry and told how this form of entertainment has superseded to a large extent attractions of the legitimate stage, especially in smaller cities. He also explained the extreme difficulty that is now encountered in securing good, legitimate road attractions.

"Members of the 'Jazz Pirates' troupe appearing at the Colonial gave a short entertainment. Peter Sheehan was chairman of the meeting."

No one will deny that this form of publicity is good for the business in any town. When a manager becomes active in any local club organization or institution he immediately places his theatres in a fine position for much attention and free publicity. Working with the Rotary, Lions or other clubs is just one way of using your own natural resources (if you remember that expression from the opening article of the club).

Asks, "What Is Projection?"

A picture fan once asked me this question because he frankly admitted that he knew nothing about it. Brothers, friends, and others in this most interesting business of ours, I could be truthful and say without fear of much contradiction that a lot of exhibitors could well ask that same question. And they could truthfully add that they, too, know nothing about it.

WHY??????

First off, we will grant that every theatre manager does not have to be an expert projectionist because he is a manager. BUT he most certainly should know some of the fundamental principles concerning this most important part of his business.

Projection I told the "fan," is the means employed to throw the picture upon the screen of the theatre. And that expresses what most managers know about projection. Don't get mad boys if the truth hits home. Come now, admit that you know very little about it. And the funny part is that you can learn plenty about it if you only would care to learn. Visit your booth often. Watch the operator. Look over your generator or generators. Get in some morning and make a close inspection of your screen. And before long you will start to find out that you can save money and cut the overhead in this important department. Are carbons being burned as far as possible? Is your operator conserving the "juice" whenever possible? Would the installation of the newer reflecting arcs, together with smaller generators cut down your booth expense? We can think of no topic more interesting or more important than projection. Try learning something about it and see if you don't like the education.

Also remember that your projection equipment is the "eye" of your theatre and you can't point out a single successful theatre where poor projection prevails. It's your chief stock in trade. Watch it.

(*Continued on following page*)

Uses Poem to Advertise House

The second part of this Johnson story has to deal with a unique manner of opening a redecorated theatre. Instead of the customary ballyhoo and noise, Mr. Johnson sat down and wrote four stanzas of up-to-date poetry which he had printed on regulation Post Cards and mailed to every family in and around the town. Because parts of this poem can be used for other purposes we are giving it to you just as we received it. Keep it handy for use in advertising some coming attraction. Mr. Johnson won't mind any club member using any part of it.

The New Colonial—Cambridge

In August our doors were closed for a week,
We were having our house cleaning, so to speak.
Men were made busy cleaning the COLONIAL through,
Then the walls were painted and now it's like new.

A nice run of pictures we have booked for this fall,
And a good time is coming for one and for all.
You'll like our newsreels and our comedies too,
You're always welcome here when you're downcast and blue.

Put your troubles somewhere in an "out of the way" place,
Replace that frown with a bright smiling face.
Leave your troubles and come here, it's much nicer by far,
And when you go home you'll forget where they are.

No one can blame you after day's work is done
For feeling as though recreation you've won.
So follow the crowd, just follow the line,
Come to the COLONIAL and have a good time.

Membership Fee Too High?

William A. Levey, manager of the A. H. Schwartz Beacon Theatre out in Port Washington, N. Y., (seems to me I ought to know that theatre) writes in to tell us—"With the membership fee so low I don't see how any manager can afford not to belong to the 'CLUB.' It's a medium whereby a manager may obtain a wealth of information on exploitation for his picture bookings; it fills a long felt want. Count on my hearty support."

So, as long as we can count on his hearty support, we are going to look forward to see what he sends us in the way of box office or theatre suggestions.

I like to get contributions for the managers of the Schwartz Circuit because I know the boys who are piloting the field, and therefore know that there is always something doing. So I am watching all mail from Huntington, Freeport, Jamaica and Flatbush. It should prove very interesting reading. What do you say, boys?

This Man "Uses the News"

Our CLUB slogan has not been in vain as far as Matthew F. Anysh is concerned because part of his letter just received tells us—"Am going to use a little stunt sent in by L. A. Wallis, of North Fort, Texas. I think the stunt is great and will let you know how we make out with it." . . . So once more we demonstrate to you that members DO use the CLUB columns to get new ideas and try the other fellow's stunts in their own towns. Mr. Anysh, by the way, is a new member and takes over the reins of management in the Plaza Theatre at San Diego, California, from our friend Randall Jarabek, who moves to the Seville Theatre, at Chula Vista, California. And to Mr. Jarabek we extend our best wishes and hope to hear from him again when he gets settled in his new surroundings.

Tie-Up for Air Mail Drive Exploits "Tempest"

A recent piece of exploitation for John Barrymore in "Tempest" at Loew's Valentine Theatre, Toledo, obtained an important first-page newspaper break. The tie-up was with the News-Bee's Air Mail Day, Wednesday, September 12th, in which the newspaper sponsored a mass movement to use air mail service.

Additional Members of the Managers' Round Table Club

E. J. Myers, Majestic Theatre, Chillicothe, Ohio
L. A. Wallis, Rose Theatre, Fort Worth, Texas
F. C. Smoot, Lincoln Theatre, Parkersburg, W. Va.
Ray C. Hickman, Auditorium Theatre, Marietta, Ohio
Joseph W. Frunk, State Theatre, Youngstown, Ohio
A. C. Himmeloin, Plaza Theatre, Sandusky, Ohio
Eward J. Hiehle, Midland Theatre, Newark, Ohio
Wilbur S. Eckard, Opera House, Ashland, Ohio
C. C. Bippin, Strand Theatre, York, Pa.
M. M. Brodewski, Savoy Theatre, Nicholsville, Ky.
Frank S. Mickley, Earle Theatre, Allentown, Pa.
William C. Ewing, Stanley-Crandall Theatre, Washington, D. C.
Irving Berhan, State Theatre, Brooklyn, N. Y.
Fred E. Johnson, Colonial-Strand Theatre, Cambridge, Ohio
Herman A. Schwahn, Rox & Loop Theatre, Chippewa Falls, Wis.
Ernest C. Lackey, Kerrisdale Theatre, Vancouver, Canada
Ben Muller, California Theatre, Santa Rosa, Calif.
Harry Sandeler, Stone Theatre, Brooklyn, N. Y.
Max Tschauder, Rivoli Theatre, Beatrice, Nebr.
F. M. Boucher, Colonial Theatre, Winchester, Va.
W. E. Belcher, Riviera Theatre, Rochester, N. Y.
Harry Carl, Ohio & Rex Theatres, Ashland, Ohio
Frederick Sykes, Piccadilly Theatre, Sydney, Australia
Paul O. Klinger, McVey Theatre, Lewistown, Pa.
Matthew F. Anysh, Plaza Theatre, San Diego, Calif.
Randall Jarabeek, Seville Theatre, Chula Vista, Calif.
Jack O'Connell, Vita-Temple Theatre, Toledo, Ohio
Martin A. Morrison, Uptown Theatre, Junction City, Kansas
William A. Levey, Beacon Theatre, Port Washington, N. Y.
A. E. Worden, Cortland & Temple Theatre, Cortland, N. Y.

APPLICATION FOR MEMBERSHIP IN "MANAGER'S ROUND TABLE CLUB"

I hereby apply for membership in the club and promise to send in, for publication, a complete description of every successful advertising campaign or exploitation that I put across.

Name .....

Address ..... Policy .....

Theatre ..... Capacity .....

City ..... State .....

Honorary Chairman
Wm. A. Johnston

Chairman
Charles E. Lewis

Exhibitors Service Bureau

Selling Sound to Rochester







"SELL your 'sound' installation on the same basis as a new theatre—that is to say, make the point of the campaign the idea that something entirely new in entertainment is to be presented in your town through your theatre."

That is the advice which the leading theatre executives are hammering home to managers of theatres in the circuits they head. That it is profitable to attack the problem of selling "sound" in this way, recently was proved by Thomas D. Soriero, managing director of the Rochester theatre, Rochester, N. Y.

Reproduced above are two photographs and a newspaper advertisement which served as highlights in the extensive campaign staged in Rochester to sell his sound presentations.

Four weeks previous to the opening of the first sound picture at the Rochester, Soriero launched his drive to sell the new attraction. He sent out special stories to all newspapers, and at the same time featured as the overture selection the theme song of "Street Angel," called "Angela Mia." The second week special slides were thrown on the screen in conjunction with an organ solo of the song, and the following week the song was played by the orchestra in combination with the organ. Special trailers were shown for four weeks in advance.

This "inside" exploitation was augmented by the posting of special lobby stills and window cards in store windows ten days in advance of the opening. Special stunts included the painting of a huge sign on the side wall of the Rochester. This was done by two men wearing women's garb, a stunt which attracted particular attention. A similar stunt was used in the painting of a sign at a location where it is estimated 200,000 people could observe it during the four weeks it flashed its message about the Rochester. A three-sheet photostat of newspaper reviews from all over the country on "Street Angel" was another feature of the lobby display. Through a tie-up with the Brunswick Panatrope agency, Soriero obtained one of the newest model machines for use in the foyer of the theatre. Records of instrumental and vocal renditions of "Angela Mia" were played off and on throughout the four weeks advance campaign and throughout the engagement of "Street Angel."

Adapts Lobby Props to Feature Atmosphere of Different Films

MANAGER P. D. GRIFFITH had two pictures, showing successively—Johnny Hines in "Home Made" and Estelle Brody in "Mlle. from Armentieres," that gave him the idea of using pine boards for a lobby display at the York theatre, Chattanooga, Tenn.

For "Home Made," Griffith used the rough pine boards to transform the box office into a Home Made shack.

To lobbyize "Mlle. from Armentieres," Griffith enhanced upon the idea of using the rough pine boards in building a barricade. Dried out grass and tall weeds were placed around the barricade with two machine guns protruding over a low board and in between two boards respectively.

The pine boards thus served a double purpose in a neat lobby display for two pictures and at the same time in conformity with the theme of the picture showing.

An old Ford coupe was also used on the streets to exploit "Home Made." This flivver was white-lettered with copy.

Showmanship Briefs

MONTY SALMON, manager of the Boulevard Theatre, got an exceptionally good street ballyhoo for "Heart Trouble" by tieing up with the Los Angeles Ostrich Farm. One of the farm's light four-wheel ostrich carts was obtained. In the front of the cart was mounted a large cut-out of a heart with name of star, theatre, title of picture and play date on each side. The heart was about two and a half feet high. The driver wore a large papier mache head, about six times actual size, his own head concealed in the neck. The head was modeled on that of Harry Langdon in the picture. On the driver's back was a painted cloth sign advertising the opening of "Heart Trouble."

PARAMOUNT and the L. Heller Company, manufacturers of Deltah Pearls, have effected an exclusive tie-up whereby seven Paramount stars, photographed with a Deltah necklace will be on exhibit in the stores of jewelers throughout the country. This is Paramount's second arrangement with the Heller Company, but this time the tie-up is exclusive. Paramount stars will be used by the pearl company. The 1928-29 exhibit features the following stars: Clara Bow, Evelyn Brent, Mary Brian, Louise Brooks, Nancy Carroll, Bebe Daniels, Ruth Taylor.

OBTAINING the services of a man who resembles one of the characters in "Ladies' Night in a Turkish Bath," L. B. Harrell, of the Lyric, Waycross, Ga., made his exploitation different and effective. He had his man carry a frame which, from the front, resembled the sweat boxes of a Turkish bath, a source of particular humor in the picture. The street ballyhoo was in use for two days in the main business section of Waycross. Manager Harrell, who constantly gives his shows enterprising exploitation, declares that this attracted considerable attention and helped to build up a very satisfactory business on "Ladies' Night."

HUGH ROGERS, manager in the Northwest of "40,000 Miles with Lindbergh," reports that the picture was recently shown at the Liberty Theatre in Butte, Mont., where Manager Date Hall, of the Montana M-G-M office, conducted a contest among grade pupils, giving substantial prizes to the first five youngsters who came closest to estimating the number of miles Lindbergh has flown since he started his memorable trip to Paris.

TOM BOLAND, manager of the Empress Theatre, Oklahoma City, piloted an airplane above the city to attract attention to the showing of "Lilac Time." He flew over the city from 12 to 12:30 a few days in advance of the showing, and dropped 250 toy airplanes, each carrying a ticket to "Lilac Time." The daily newspapers carried stories on his stunt under big-type heads. A plane was borrowed from the Tulsa-Oklahoma City Airline Company.

WILLIAM GREEN, feature organist at the new Olympic Theatre in Watertown, is planning to start an organ club in that city. Mr. Green is a composer of songs as well as an organist.

Portable Phonographs Street Ballyhoo for "Lilac Time"

A PHONOGRAPH record as a street ballyhoo for a motion picture is a new wrinkle in film exploitation. Walter P. Lindlar, in charge of exploitation for First National Pictures, worked out the stunt and took it to the Victor Talking Machine Company.

Victor officials grew enthusiastic about the stunt and agreed to make the ballyhoo record. It consists of three parts on the one record; the music of the theme song of the picture played by the Shilkret Orchestra; a talk by a Victor official on the theme song and "Lilac Time"; and the chorus of "Jeannine, I Dream of Lilac Time" sung by Gene Austin.

The record was first used in the exploitation of "Lilac Time" at the Aldine Theatre, Philadelphia, where it attracted so much attention that it was used in Boston when the exploitation started for the "Lilac Time" double first run engagement at the Washington Street Olympia and at the Fenway Theatres.

Two girls dressed in French peasant costume, modeled on that worn by Colleen Moore as Jeannine, went out on the street with a Victor portable talking machine and the ballyhoo record. They carried a stool on which the machine was set up on any convenient corner where the traffic was heavy. A record was put on and played, after which the girls distributed heralds and took the machine to another corner and started the record again.

Three pairs of girls were used in the Philadelphia exploitation campaign, and an equal number in Boston. So successful has the stunt proved that First National is arranging for it in many of the big city engagements. The Victor Talking Machine Company has found the stunt as good a ballyhoo for selling the records of "Jeannine, I Dream of Lilac Time" as First National has found it for the photoplay, and has supplied the First National exploitation department with portable Victrolas and records for further exploitation purposes.

First National has arranged to supply its exchanges with the Victrolas and the records so that exhibitors can see just what the stunt is. Many of them will use the record in the lobbies of their theatres in advance of and during the showing of the film.

Color-Paint New Process Used for Window and Lobby Cards

JAMES A. CLARK, manager of the Paramount Ad Sales Department, has announced an innovation in ad sales material to be issued by his company. The new display, known as Color-Paint, is the size of a one-sheet, 28 by 42 inches, containing hand-colored photographic enlargements of scenes from particular pictures.

Color-Paint, a distinct departure in display advertising, is designed for display in any type of theatre. It is also a very effective medium for window tie-ups, libraries and other high class special locations.

The principal feature of Color-Paint is its appearance of oil painting accomplished by the use of rich colors in conjunction with a varnished linen finish and the cardboard stock which, while heavy, is pliable, thus minimizing the danger of cracking or creasing which would spoil the effect. Though expensive in appearance its cost is comparatively small.

"Wings" and "The Wedding March" are the first two pictures on which Color-Paint will be used in advertising. The "Wings" display shows a central large picture of Clara Bow and Charles Rogers surrounded by smaller pictures of scenes from the production. The title and the names of the cast are lettered in a small box at bottom center of the display.

For "The Wedding March" the Ad Sales department has designed a Color-Paint showing a three-quarter length photo of Erich von Stroheim, director and featured player of the production, and a small insert showing one of the dramatic climaxes of this Paramount special.

50 Chicago Theatres Cooperate to Find Double for Snookums

ONE of the most successful publicity stunts ever staged in Chicago for a short subject star recently terminated in that city with the selection of sixteen babies who most closely resemble Snookums, small star of the Stern Brothers "Newlyweds" comedies. The contest has been in operation for five weeks in fifty theatres throughout Chicago, with eliminations held each week.

The final decisions were made at the White City Amusement Park. Little Charlotte Petrie won the first prize.

Jack Baker, Universal exploiter, arranged a tie-up with the Chicago Portrait Photographers Association, who financed all printing material, radio advertising and lobby display cards and trailers. The Chicago Evening American co-operated in publicizing the stunt. Jones and Baumracker, prominent jewelers, donated 16 Elgin wrist watches and 16 loving cups to the mothers of the lucky babies who most nearly resembled Snookums. The Chicago Portrait Photographers Association also donated 16 beautiful oil paintings to the runners-up.

In all 4,000 babies entered the contest, which resulted in a tremendous amount of publicity for all fifty exhibitors participating in the stunt.

Long-Married Get a Break in "Two Lovers" Stunt

In connection with the showing recently at the Palace Theatre at Indianapolis of "Two Lovers," the theatre conducted a very interesting contest among the married folk to determine just who in this section had been married longest. One night during the showing all couples married fifty years or more were guests of the management. A special block of seats was reserved for them and gifts were presented to the three couples registered in the contest. It was not necessary for the couples to attend the theatre party to be eligible for the gifts, but proof of the length of marriage was required by the theatre management. And you'd be surprised at the interest in such a contest. One couple was found that had been married 71 years and eight months—which is a long time to live, even, without being married that long. The husband was 95 years old and the wife 91.

Herald "Beggars of Life" With Fake Telegrams

Manager Chas. F. Shire had 1000 Western Union telegrams mimeographed with copy about "Beggars of Life" and his vaudeville program at the Lincoln Theatre, Lincoln, Neb., and then proceeded to lose them by leaving them in offices, on the sidewalks and other public places.

The telegrams were folded and somewhat crumbled as if they had been carried in one's pocket to give the finders the idea that they were real telegrams.

Copy on the telegrams read, "Charles F. Shire, Lincoln Theatre, Lincoln, Neb.—Have secured a great lineup of New York and Orpheum vaudeville for Lincoln theatre.—Cissy Haydens Mascots is a sensational revue with ten beautiful young girls.—A great attraction for fair week in addition to Jim Tully's 'Beggars of Life' with Wallace Beery. Regards. (Signed) Sam Katz, President Publix Theatres."

"Our Gang" in Person Call on Mayor Walker

An official reception at City Hall by Mayor Walker of New York was among the activities engaged in by the "Our Gang" troupers during their engagement at the Capitol theatre last week. The "gang," comprising Joe Cobb, "Farina," Harry Spear, Jean Darling, Baby Mary Ann Jackson, "Wheezer" and Pete, the dog, made the journey from the theatre to City Hall with an entourage composed of press agents, parents, guardians, their official school teacher and some members of the press.

Electrics Flash Theatre Ad on Motor Truck

A truck loaned by the Dodge Bros. Agency carried an electrical display advertising "Lights of New York" playing at the Modjeska Theatre, Augusta, Ga.

Both sides of the truck were covered with beaverboard and worded as follows, "First All-Talking Picture—'Lights of New York'—Modjeska Today."

Classified Ads

RATES. 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Situations Wanted

Advertiser, intelligent young man, 26, of undeniable integrity, life long abstainer, non-smoker, residing Ireland, interested in producing branch of motion picture business since 1913, free lance experience cinematography, late Irish representative of an American newsreel, offers his services to and would be very glad to hear from any member of the trade interested or contemplating work in Ireland. Bankers' and other references. Box D. J. C., care Motion Picture News, 729 Seventh Ave., New York City.

Manager, who is a college and University graduate, graduate of the Publix Theatres Managers' Training School and Publix trained, with originality and initiative, capable of handling any department of the theatre, will consider changing position. Box 391, care Motion Picture News, 729 Seventh Ave., New York City.

A-1 Male Organist at liberty. Wurlitzer specialist. Organist, 1112 Lee St., Charleston-Ka., W. Va.

ORGANISTS and SINGERS, thoroughly trained and experienced in theatre work. Men and women now ready for good positions. Write salary, and other data. Address, Chicago Musical College, 64 E. Van Buren, Chicago.

FEATURE ORGANIST (non-union) invites offers. Greater New York only. Box 393, care Motion Picture News, 729 Seventh Ave., New York.

MANAGER, 32; married. Vigorous, aggressive business builder. Thoroughly experienced all branches theatre management both neighborhood and DeLuxe houses. Exploitation and publicity expert. Now employed by large chain, but desires connection where future and salary are commensurate with ability and results achieved.

Theatre Employees

—Modern Theatre Management training will aid you to secure better positions. Learn Theatre Administration, Advertising and Technics the Institute way. Send for catalog C., MOVING PICTURE THEATRE MANAGERS INSTITUTE, Elmira, N. Y.

CompaniesFinanced

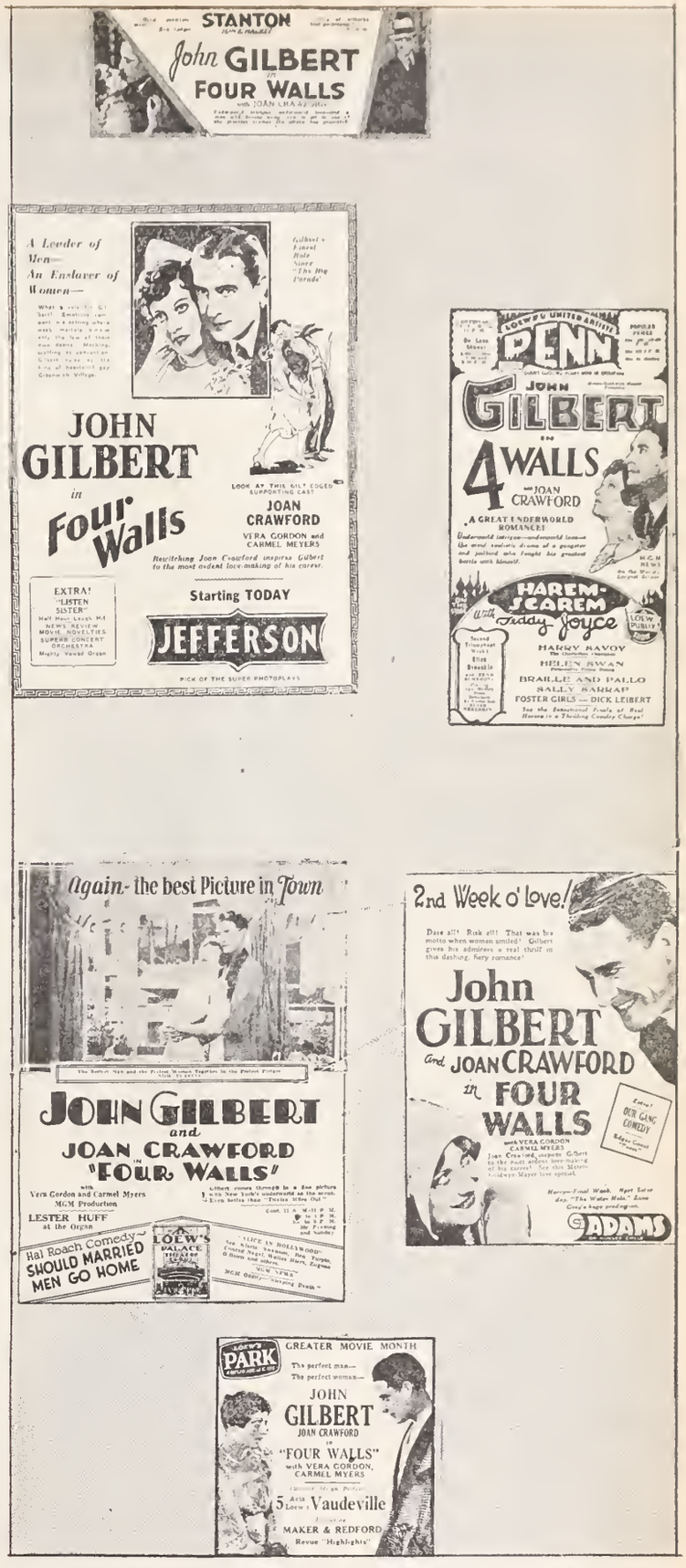
Companies financed, consolidated and merged. Consult us on your financial problems. J. Myron Murphy & Co., Wall Street Exchange Building, New York.

Theatre Wanted

Eastern Pennsylvania, Northern Delaware or New Jersey. Lease or buy. Box 394, care Motion Picture News, 729 Seventh Ave., New York City.

For Sale or Lease

FOR SALE — 400 high class upholstered opera chairs. Upholstered panel back and seat. Price $3.00. Address Box 425, care Motion Picture News, 729 Seventh Ave., New York City.



Illustrating the current prevalence of half-tone illustrating for theatre newspaper displays. Above are reproductions of six of the best key-city theatre ads on "Four Walls" which have come to the notice of this department. The ads illustrated were used by the following theatres: Loew's Park, Cleveland; Loew's Palace, Indianapolis; Jefferson, Fort Wayne, Ind.; Penn., Pittsburgh; Stanton, Philadelphia, and Adams, Detroit

Regional News from Correspondents

Kansas City

EXTENSIVE preparations are being made for the opening of the Uptown theatre, owned by Glenn Dickinson, at Junction City, Kas., about October 1. The Uptown at Parsons, Kas., also owned by Mr. Dickinson, has been remodeled at a cost of $20,000.

A new $225,000 theatre will be built in Emporia, Kas., by the Strand Theatre Corporation, a subsidiary organization of Midwest Theatres, Inc.

The Isis Theatre, Topeka, Kas., will be re-opened soon as a second run theatre, it has been announced. The Iris Theatre, Bonner Springs, Kas., a suburb of Kansas City, which opened several weeks ago as a negro house, has been closed.

James Lewis, Pathe booker in Kansas City, and Benny Taylor of the Kansas City Universal branch, were receiving many congratulations, following the former's victory in the national billing and collection contest and the announcement that the latter was leading all other Universal salesmen in the country.

Earl Reynolds, veteran film salesman, is covering Missouri for the Kansas City Tiffany branch.

P. K. Bruce, home office inspector for Fox, and Sam Weber, Universal play date auditor, were in Kansas City on business last week.

Dallas

VICTOR LOWRY, assistant manager of the Melba theatre has returned to his desk after spending the last two weeks in Fort Worth assuming the duties of Harry Gould, managing director of the Palace Theatre, who has been away on his vacation.

Theo Routt, office booker for the First National Dallas exchange is the proud father of a baby girl born Sunday morning.

E. F. Broyles is now covering South Texas for Fox.

P. K. Johnston, manager of the Dallas Fox exchange has returned from a trip to San Antonio.

The Dallas branch of the Vitaphone Corporation of America, which will be located in the Warner Bros. Dallas exchange will be open for business in about a week, according to C. D. Touchon, manager. Mr. Touchon has just returned from the east.

L. B. Remy, district manager for Fox, with headquarters in Dallas is in St. Louis transacting business.

W. B. King of the King Scenic Co., is in Muskogee supervising the installation of some equipment.

E. L. LeRoy has resigned his position as salesman for First National in east Texas.

Ray Beale, exploitation and 'big time showman' for M-G-M is back on the job again after spending quite a while in a Dallas sanitarium.

Mart Cole who has theatres at Rosenberg, Eagle Lake, Richmond and Halletsville was a Dallas visitor the past week. Mr. Cole has a theatre under construction at Eagle Lake.

First National visitors the past week included J. C. H. Williamson of Ladonia and Wolfe City, Arthur Keys of Quanah and Williams of Midland and Mareo.

The Martini Theatre at Galveston is opening up with sound equipment.

The new R & R Ritz Theatre at Big Springs is rapidly nearing completion.

Earl Worley has returned from a two weeks' vacation and is back on the job. Mr. Worley is the manager of the Queen Theatre and during his absence Frank Cole was acting manager.

E. M. Marshall, who is an exhibitor at Canton has opened the Royal theatre at Mabank.

The Grand Theatre of Ennis, Texas which is operated by the R & R Theatres Corporation and owned by John M. Sayeg of Ennis, was recently damaged to the extent of $20,000 by fire.

Central Penn

OCTOBER 1 will see the completion of important changes in the million-dollar Strand Theatre, York, including the enlargemen of the stage to 60 by 100 feet. In addition to pictures the Strand will become the permanent home of Keith vaudeville.

Manager C. C. Pippin, of the Strand, in York, announces the appointment of Carl Hoffman as chief organist.

York had its first experience with sound devices on Labor Day when the Rialto, formerly the Hippodrome, managed by W. O. Heckman, reopened, after renovations, with programs of Vitaphone and Movietone.

The Poli theatre, Wilkes-Barre, on September 18, opened its own radio studio.

The recently formed Penn Theatres Corporation, of Allentown, which has leased the three Rubin Mainker theatres in that city, announces that Al Mainker, son of Rubin, has been appointed district manager. Oliver Gernert, Benjamin H. Stuckert and Rubin Mainker are the controlling factors in the corporation.

Road shows have been shifted to the York theatre, next door. Both houses belong to the Appell Amusement Company.

Improvements to the Hippodrome Theatre, Pottsville, part of the Comerford chain, of Scranton, were completed on September 10.

On the occasion of the formal opening of the new State Theatre, Hanover, on September 21, many congratulatory telegrams were received by Fred C. Bitner, manager and part owner with the Appell Amusement Enterprises, of York.

Plans for the erection of a new picture theatre in Columbia, Lancaster county, are being prepared by Joseph M. Sheverha, prominent Lewiston exhibitor.

After an illness of about five months, Mrs. Ed. R. Moore, wife of the manager of the York and Orpheum Theatres, York, died in a hospital in New Orleans, La., on August 31. Burial was in Abbeville on September 2.

Under a change of policy effective September 24, the Orpheum Theatre, York, of which Ed. R. Moore is manager, became a photoplay house.

Canada

THE public of Montreal, Quebec, was taken quite by surprise by the announcement from George Nicholas, managing director of United Amusements, Ltd., operating 12 excellent theatres in Montreal, that the Rosemont Theatre was to present synchronized pictures starting September 23.

Motion pictures have spread to the Little Theatre field in Eastern Canada. At Ottawa the Ottawa Drama League has been operating the Little Theatre for some time but, during the week starting Sept. 22, this house, seating 490 persons, presented a road picture. This engagement was under the direction of T. D. DeBlois. It has been intimated that other moving picture road shows will be booked.

Walter P. Wilson, formerly of Edmonton, Alberta, has returned to that city where he has reopened the Pantages Theatre with a policy of moving picture performances for the first three days of each week, with vaudeville and short films during the last three days.

Dr. M. A. Langsner of Vienna, who has gained fame as a criminologist in various countries, has offered to solve the mystery associated with the disappearance of A. J. Small, owner of a theatre chain in Ontario, from Toronto nine years ago.

The manager of the National Theatre, Montreal, Quebec, is Harold Vance, who formerly was identified with the Casino Theatre, Ottawa.

The Casino Theatre, Ottawa, home of tabloid musical comedy and pictures, has been closed for some time for renovation and alterations. The Casino is operated by Fred Gallagher.

When the Kiwanis Club of Ottawa wanted to raise some money for its boys work, Manager Ray Tubman of the Regent Theatre placed the house at the club's disposal for a midnight show.

Donat Paquin has the three theatres in Hull, Quebec. For some months he has operated two of them, the Laurier and Eden. By way of a change, Mr. Paquin has now closed the Eden Theatre and has reopened the Capitol, which is a comparatively new house. The Eden is now being used for special purposes.

George Nicholas, managing director of United Amusements, Ltd., Montreal, was a visitor in Ottawa on Sept. 21, but not for reasons of state. He made the trip to the Canadian Capital for the purpose of engaging in a big golf tournament.

Albany

MOTION picture theatre owners in Watertown are up in arms these days and have petitioned the city council for a change in the ordinance governing the license fee. The small owners wish a sliding scale.

Walter P. Powers, district manager for the Schine houses in northern New York, has moved his headquarters from Oswego to Watertown. Mr. Powers will also serve as managing director of the Avon theatres in Watertown.

E. H. Arnold, of the Liberty in Watertown; Harry Lazarus, of Kingston, and Henry Frieder, of Hudson, were among the exhibitors along Albany's Film Row during the week.

A change took place last week at the Palace in Troy, resulting in Gasper Battaglia of that city taking over the theatre from E. Rosen, who has been handling the house for several months.

Mike Kallet, owner of the Madison theatre in Oneida, as well as a string of other houses in central New York, has installed a Vitaphone. Mr. Kallet expects his new theatre in Rome to be in shape for opening on Thanksgiving Day. It will also have Vitaphone installation.

Among those who will be present at the World Series in New York, will be C. H. Buckley, of Albany, owner of the Leland and the Clinton Square theatres.

Mr. and Mrs. Harry Hellman and son, have returned from a few days spent in New York city.

Harry Seed, Albany manager for Warner Brothers, accompanied Jack and Abe Warner of New York City, to Utica a few nights ago for the opening of the new Stanley house.

S. M. Burger, of New York, district manager for Metro-Goldwyn-Mayer, was in Albany last week.

Jack Beck, owner of the Liberty Theatre at Liberty, is planning to take a trip around the world.

Harry Rose, assistant manager at the Avon in Watertown, has returned to his home city of Troy, and according to all reports will be connected with the Bijou in that city.

There is a report to the effect that Bob Pierce of Ilion, is negotiating for the sale of his theatre to the Kallet brothers. Mr. Pierce has just completed the installation of the Vitaphone in his theatre.

Jack Byrne, formerly connected with the Metro-Goldwyn exchange in Albany, has been transferred to the New York office.

Ben Strauss, booker at the Palace theatre in Saratoga, was out of town for a day or so last week. George Lynch, of Gloversville, who books for the Schine circuit, was in New York city a part of the week.

Smalley's new theatre in Johnstown, is again being handled by Manager Russell. Mr. and Mrs. McNamara, of Valatie, were in

(*Continued on following page*)

Portland, Ore.

DESERTING their theatrical activities, C. L. (Bob) White, formerly general manager of the Multnomah Theatre Corporation, and W. W. Ely, formerly manager here of the Ackerman & Harris vaudeville circuit at the Hippodrome, are now officers in the Oregon-Wyoming Oil & Gas Company, operating in Park County, Wyo.

Two well known exhibitors, H. J. Updegraff and Ray Henderson, of the Roseway and Laurelhurst Theatres, attended the Pendleton round up.

Bert Levey returned to Portland during the week and will look after the Universal's interests in the Multnomah Theatres Circuit, and will maintain advertising and publicity headquarters at the Bagdad Theatre.

Last week witnessed the opening of the United Artists Theatre, added to the chain of the Consolidated Portland Theatres, Inc., under the leadership of J. J. Parker. The opening of John Hamrick's Music Box was postponed to Sept. 28th.

Lynn Peterson, who has been assistant manager at the Broadway, has been given the managership of Hamrick's Music Box.

Grover Handley, house manager of the Peoples Theatre for some time past, will take the position of house manager at the new United Artists.

W. G. Ripley of the Longview Amusement Company at the neighboring city of Longview, Wash., has taken over the Vogue and Liberty Theatres in Kelso, Wash., from the Strange Amusement Co.

Among visitors on the row last week was Harry Eagles, Paramount exploiteer.

New England

JOSEPH J. McDERMOTT, manager of the Johnson Opera House at Gardiner, Me., for the past five years, has been transferred to the general offices of the Maine and New Hampshire Theatre Co., Boston, where he is to have charge of publicity for the chain.

Philip Smith, formerly of the National Theatre, Boston, and now operating a chain of theatres about Boston, has taken over the Riverside Theatre at Medford, Mass., and will reopen the theatre Oct. 1st. Manager Fitz, who was for some years in charge of the Mystic Theatre at Malden, will manage the theatre.

Circle Theatres Co., Pawtucket, R. I., has organized. John J. Richards, Providence, Joseph E. Beagan and Margaret A. Coyle are the incorporators.

The Haverhill Operating Co. has organized at Haverhill, Mass., in connection with the recently announced theatre changes in that city. Leslie M. Dill, Catherine MacLearn and Harold W. Cairns are the incorporators.

The Sanren Co. has been organized at Holyoke, Mass., to operate theatres, with 1,000 no par shares. Incorporators are John J. Shugrue, Robert E. Newcomb and Austin H. Newcomb, all of Holyoke.

Mayflower Theatres Corporation has been organized at Worcester. Incorporators are Albert W. Blackmer, Douglas Whitcomb and Eleanor Bettley.

The Hanaphone Company of New England has incorporated. David H. Brandt is president and treasurer and Samuel M. Rachlin is the vice-president and clerk.

A new theatre, stores and offices are to be erected on Main street, Greenfield, for the Broadway Theatres Co., of which Nathan E. Goldstein is the head. Plans have been drawn by Mowll & Rand of Boston.

The Cape Playhouse, Inc., of Dennis, on Cape Cod, has incorporated. Raymond Moore, of Dennis, is president and treasurer of the company, and Edgar W. Moore is vice-president.

Roy Amusement Co., Boston, has organized with $10,000 capital. Incorporators are Harry Swartz, Adolphus Burroughs and Louis M. Boas, the latter identified with several theatrical enterprises.

Excavations are under way at Congress and High streets, Portland, Maine, for the new State Theatre to be erected by the New England Theatres Operating Corp. and Leon Gorman. It will be the largest theatre in Maine and will be a strictly first run house.

Salt Lake City

FILM ROW here has participated in the annual Peach Day celebration of Brigham City, Utah, due to the fact that Ed Ryan of the Liberty Theatre at Brigham City sent a truck load of these delicious peaches down to Salt Lake and to Film Row, with instructions to unload a bushel at each of the Salt Lake exchanges. Film folks here wish to express their thanks to Ryan through these columns.

Earl Steele of the Venice Theatre at Nephi, Utah, and Ernest K. Pappas of the Diana Theatre at Copperfield, Utah, were among exhibitor visitors last week.

Mell Schreiber of the Rialto Theatre at St. Anthony, Idaho, and S. H. Rich of the Rich Theatre at Montpelier, Idaho, were also in.

Other exhibitor visitors calling recently were Mr. Littlejohn, of the Star Theatre at Price, Utah; Don Carruthers of the C & A Amusement Co. at Pocatello, Idaho; Bob Wicker, Delta Theatre, Delta, Utah, and August Debel of the American Theatre, Afton, Wyo.

C. J. Marley, manager of the new Columbia Pictures Corporation exchange, recently opened here, reports that this week will mark the completion of the transfer of the prior Columbia product formerly distributed by the J. T. Sheffield's Columbia exchanges.

Mrs. C. J. Marley arrived in this city a few days ago from the coast.

It is announced that from now on the exchanges owned by J. T. Sheffield in Denver and Salt Lake City will be known as Sheffield's Exchange System.

T. M. Chesler of the Princess and Gem Theatres at Bingham, Utah, and Donald M. Fields of the Star Theatre at Lyman, Wyo., were recent visitors.

Bob Boomer, well known throughout this territory, has joined forces with the local Warner Bros. and will cover Montana.

Excavation started last week on the site of the new $65,000 American Theatre, which is to be constructed by Joe George, owner of the present American Theatre at Idaho Falls, Idaho.

Completed plans to conduct legitimate drama in connection with cinema productions at the Paramount Empress Theatre will be inaugurated Saturday, Sept. 22nd, according to announcement made by Louis Marcus.

George Hayes, well known and well liked film representative for Pathe out of this city, suddenly passed away September 18th.

Milwaukee

PLANS for the community playhouse for Madison's east side have been completed and accepted by the committee in charge. Frederick J. Klein of Rockford and Peoria, Ill., is the architect. The new theatre will be situated in the 2100 block of Atwood Avenue, and will accommodate approximately 1,000.

L. F. Thurwachter, manager of the Park theatre at Waukesha was shot twice in the right hand and once in the arm and Jacob Tates, an usher, was shot in the foot, last Sunday night when four bandits attempted to rob the theatre. The bandits escaped.

H. A. Whelpley, manager of Fischer's Appleton at Appleton was a recent visitor.

Fred Knispel is now associated with Columbia as mid west division manager.

F. M. Barrus, manager of the Gem at Clinton, was among the recent visitors to exchanges.

S. A. Shirley, district manager for M-G-M recently visited the local branch.

Frank Nowatcheck of the Adams theatre at Adams, was a recent caller on exchanges.

Jack Plant, former manager of the Garfield and Oriental theatres of this city is now managing the Grand theatre at Wausau.

R. C. Wheeler of the Lloyd theatre at Menominie, Michigan, recently visited exchanges.

Carl Lipman has taken over the Columbia theatre of Kenosha from Miss Elsie Luedke. The plan is to close the Columbia as soon as the new Allen in Kenosha, which is situated near the Columbia, is completed. Mr. Lipman's new theatre in Green Bay, also named the Allen, will be completed the first of the year.

J. S. Grauman, president of Celebrated exchange, is spending some time in New York, making final arrangements for handling the Bristolphone.

G. G. Bandy sold his theatre the Majestic, at Rhinelander to Frank Welter, of the Grand theatre at Wausau.

Des Moines

HARRY TAYLOR, division manager for Universal, was a recent visitor in Des Moines.

C. W. Hawk, who is a new man in the theatre business, has taken over the Past Time Theatre at Beaconsfield, Iowa.

Another newcomer in the motion picture business in Iowa is Miss Kate Moore, who has bought the theatre at Barnes City.

Harry Dearman, who used to be manager of the Strand Theatre at Newton, has taken the contract for the Uptown Theatre at Clear Lake. He bought from J. C. McCoy.

Al Yarowsky, booker for Universal, has returned from a vacation.

John Waller, of Osceola, was a visitor in film row last week.

George Wigman, manager of the Strand Theatre at Boone, also called at the exchange.

Also Jake Cohen, of Ottumwa, and E. E. Morris, of Eagle Grove, called at the Paramount office.

William Beale, booker for FBO, is on a vacation.

The new Humota Theatre, with Wayne B. Franke as manager, has been completed.

The New Liberty Theatre is being opened by C. O. Storey at Sidney, Iowa.

Movietone and Vitaphone will be installed at the Broadway Theatre at Council Bluffs, states Herbert Chatkin, manager.

E. P. Smith, president of the Iowa Theatre Owners' Association, has his headquarters at 411 Iowa building. The board of directors of the association have authorized Mr. Smith to travel Iowa before Christmas in the interest of the theatre men's organization.

W. H. Eddy, secretary of the Iowa M. P. T. O. A., has installed a new organ at his theatre at Indianola. Mr. Eddy has entirely recovered from his long illness.

The Fairfield city council will decide in the near future the question as to whether or not the city will have Sunday moving picture shows.

Southwest

J. W. JUDD of the Queen at Higgins, Texas, has resumed control of this theatre.

O. E. Miller will open his new theatre at Willow, Okla., in near future.

Webster & McLaughlin have closed the State Theatre at White Deer, Texas.

W. A. Moran of Universal at Oklahoma City visited in Tulsa, Okla., recently.

Curtis Yates, Jr., has purchased the Laverne Theatre at Dierks, Ark.

Work has commenced on the construction of the new Royal Theatre at Pacific, Mo.

A new $225,000 theatre will be erected by Midwest Theatres, Inc., at Emporia, Kans.

J. M. Kaufman will erect a new theatre at Glenwood, Ark.

C. C. Stringfield will erect a new theatre at Danville, Ark.

The Arcadia Theatre opened at Ranger, Texas, recently.

UNIFORMS FOR HOUSE ATTACHES COSTUMES FOR STAGE PRESENTATIONS BROOKS 1437 B'way N. Y. City

Albany—Cont.

Albany, booking pictures during the week.

Nat Levy, local manager for Universal, is once more eating at home, as Mrs. Levy is back from several weeks spent in her home town of Detroit. With Dave Miller, Universal manager in Buffalo, Mr. Levy spent a couple of days last week in calling on the exhibitors in central New York.

Mike Boumensour, owner of the Plaza in Malone, drove to Albany last week.

Gregory Melikean, formerly of Los Angeles, will reopen the Auditorium in Kingston on or about October 1.

Bernard Depkin, one time resident of Baltimore, has been named as the manager of the new Stanley theatre in Utica.

Fred Maussert, who has a theatre in Glens Falls, journeyed over to Greenwich last week.

Exchange managers and others in Albany were remembered last week with New Year's cards from Mr. and Mrs. L. Kaplan, who run the Rivoli Theatre in South Fallsburgh.

Isador Schmertz, local manager for Fox, was in New York City during the week.

The Vitaphone will become operative at the Mark Ritz in Albany on October 15. Kornblite and Cohen are installing the Vitaphone at the Strand in Binghamton. Incidentally, Dave Cohen is spending his vacation in Montreal.

Southeast

Atlanta

HAVING just been completed, the Booth Theatre at Knoxville, Tenn., which will be operated by the Booth Enterprises, of which E. A. Booth is the prime factor, will open September 27th. The seating capacity is 600.

Frank Rogers, of the E. J. Sparks Enterprises, who has been in Atlanta for several days, has returned to Jacksonville.

Recent Atlanta visitors included B. P. Neal, of the Amusu Theatre, Villa Rica, Va.; J. J. Powell, Star Theatre at Tocca, Ga.; Colonel Thomas E. Orr, of Albertsville, Ala.;O. C. Lam, of the Rome Enterprises, Rome, Ga.; John G. Evins, Publix-Lucas manager in Savannah, Ga.; Walter J. Brackin, Callahan Theatre at Bainbridge and the Strand at Tifton; G. L. Wynn, Alamo and Ritz Theatres in Newman, Ga.; Winston Calloway, Dixie Theatre in LaGrange; H. E. Edenfield, Dreamland Theatre, Augusta, Ga., and J. W. Andrews, Birmingham, Ala.

J. H. Pulliam has taken over operation of the Capitol Theatre in McCaysville, Ga.

Louisville

W. P. Hogard, Kentucky Theatre, Marion, Ky., and Mr. and Mrs. W. R. Pattie, Grand Theatre, Frankfort, Ky., were Louisville visitors recently.

The Justell Theatre, Justell, Ky., has been destroyed by fire.

There is a new theatre in Anco, Ky., the Anco, of which R. A. Hibbs is manager.

The Amusement Theatre, Benton, Ky., has changed hands, J. Landrum selling to Robert L. Smith.

The Lyric Theatre, Burkesville, Ky., has been sold by Thomas Young to J. F. Young.

The Virgie Theatre, Virgie, Ky., has been acquired by Mr. Hamilton.

The Lyric Theatre, Springfield, Ky., has closed, as has the Colonial at Danville, Ky.

Miss Douglas Robertson, Princess Theatre, Flemingsburg, Ky., has returned home after having spent some time with her sister in Newport, Ky.

C. R. Mitchell, National Theatre, Barbourville, Ky., visited local exchanges last week.

Florida

O. S. Hammer, who operated the Princess at Lakeland, last winter, has taken it over again and reopened last week.

Those cheery greetings of Geo. Peck, the genial manager of the Victory, Tampa, were missing "out front" this week. George has been having trouble with his leg and was advised to keep off of it for a few days.

John B. Carroll, general manager of Consolidated Amusements, returned from New York last week.

The installation of sound equipment in the Tampa will be completed by November.

Operation of the Fort Harrison Theatre in Clearwater, Fla., has been taken over by Mrs. Oriett Jordaon, who also operates the Dixie Theatre in Dunedin, Fla.

Walter Morris, assistant manager at the Florida Theatre, Jacksonville, has returned from a vacation.

Jess Clark, Publix district manager, was in New York last week.

Jim Newman, recently of the Florida Theatre at St. Petersburg, has returned to his old post as assistant manager at the Palace Theatre, Jacksonville.

William Mahoney has been appointed manager of the Rialto Theatre, Jacksonville.

Alabama

The Erlanger Theatre, under direction of Manager Lewis Haase, will reopen Monday, Oct. 1.

Jack Marshall, manager of the North Birmingham Theatre, motored to Atlanta the past week.

Morris Watson, of the Princess Theatre, Piedmont, visited Birmingham recently.

J. Warren Andrews, secretary of Southern Theatres, Inc., was another visitor.

The New Grand, Sheffield, Ala., under direction of Thurmond Harris, opened Monday, Sept. 24.

Moulton Gray, long associated with Henry Hury in the operation of the Champion Theatre, Birmingham, has purchased the Palace at Ensley, Ala., from Ben Jaffe. The house seats 700 and will be used as a combination vaudeville-picture proposition.

The Empire, Birmingham, dark for the past several months, opens Monday, October 1. Frank V. Merritt, of the Wise Circuit, has appointed Jim Johnson house manager.

J. W. Peck, Jr., long owner and operator of the Five Points Theatre, which was taken over by the Wise interests a few months ago, has severed his connection with that house and will move to Sylacauga, Ala., where he controls the First National and American Theatres. It is reported that Mr. Peck is interested in a new company, the purpose of which is to form a new theatrical circuit in Alabama and Georgia. One of the prime factors interested is C. S. Smith, formerly of Newman and LaGrange, Ga.

New York & New Jersey

FORMERLY intense rivals Mayer and Schneider and Steiner and Blinderman, New York theatre chains, are said to have combined. Although the necessary papers clinching the merger have not been signed as yet, it is said, they are now on the verge of doing so, according to the general "dope" along film row.

This is not the first effort to bring these combinations together as several negotiations attempted in the past were fizzles. But the general trend of opinion regarding Mayer and Schneider and Steiner and Blinderman seems to be that their reported combine is now an accomplished fact.

During the month of October, the Patio, a new A. H. Schwartz house in Brooklyn, located on Flatbush avenue and Lincoln road, will open. Speaking of his new house, Mr. Schwartz says: "In the opening of the Patio I feel we are giving to Brooklyn an amusement house different and one we feel will not only be readily accepted by the theatre patrons in general but a house that will stand out pre-eminent in its desire to be in an individual class both for the beauty of its appointment and the character of its entertainment."

The Roxy Theatre, Irvington, N. J., opened last Tuesday.

The Park Theatre in Hyland Park, N. J., was opened last Friday. Mr. Jacobs, formerly of the Rialto, Westfield, is in charge of the house.

The Grand Theatre in Newark opened last Saturday. Lou Gold operates this house and also the Liberty in Irvington and the Ironbound in Newark.

The Brighton Theatre, East Orange, which was closed for one month for repairs, opened last Friday.

Wednesday night, Sept. 26th, was opening night for the Tuxedo Theatre, Jerome avenue and Gunhill road, Bronx. Harry Blindes is in control.

The Evans Theatrical Co., Inc., will open their Elton Theatre, 43 New Utrecht avenue, Brooklyn, on Saturday, Sept. 29. The manager of the Evans Theatrical Co. is Charles G. Garfield.

The Fema Building Corporation, of which Jacob Field is executive, opened the Howard Theatre, Howard Beach, Long Island, last week.

Manager Goldsmith, formerly with the Stillwell Theatre in Brooklyn, is now managing the Supreme Theatre, one of the Rachmill and Rinsler Brooklyn houses.

Jack Steinhauer has resigned his post at the Parkway Theatre in the Bronx.

Baltimore

THE Gates Theatre, recently completed in Portsmouth, Va., was opened to the public a short time ago. This house was designed and built in the Spanish style.

This house is managed by Harry D. Stern for the Theatres Corporation of Virginia, the parent body of which is the Theatres Corporation of America. The assistant manager is C. E. Warrington, formerly at Loew's State in Norfolk.

The Liberty Theatre, Washington, D. C.; the Capital Theatre, Alexandria, Va., and the Orpheum, Newport News, Va., have had Han-A-Phone installed.

C. V. McKay has been appointed as manager of the Little Theatre here. Louis Machat, who has been manager of this house, has gone to Philadelphia, Pa., to manage the Little Theatre there, which will open Oct. 7.

P. C. Buckwald, formerly usher at the Stanley, has become door supervisor at the Little Theatre, Baltimore.

The Palace burlesque and movie house with a continuous performance will open Monday, Oct. 1.

Minnie Keyser, formerly chief usher at the New Theatre, has resigned that position to go to New York.

Oscar Wild, formerly organist at Loew's Theatre, Richmond, Va., resigned recently to go to the Norva at Norfolk, Va. He has been succeeded at Loew's by Tim Crawford.

Ferdinand Himmelreich has been engaged as organist at the Mosque Theatre, Richmond, Va.

Vitaphone and Movietone mechanism has been installed in five other neighborhood theatres here, including the Apollo, Broadway, Capitol, Hampden and Palace.

The first three houses are controlled by the Associated Theatres, J. Louis Rome, general manager; the Hampden is operated by Chas. E. Hicks and the Palace by Gaertners Brothers.

Mrs. S. T. Sokolove, temporarily engaged as office manager and secretary to C. S. Lange, manager at Warner's Metropolitan here, has been succeeded by Miss R. Rosenthal, a relative of Warner Brothers, who lives in this city.

J. M. Shellman, motion picture editor of the Baltimore Sun, has been notified that he has been left a legacy by his cousin, George Carleton, who died recently in Indianapolis, Ind.

Philadelphia

J. HORACE MILLER, one of the pioneers in the motion picture industry in Philadelphia, died after a short illness at his home in Moore, near this city. Mr. Miller was one of the first men in Philadelphia to demonstrate a motion picture machine.

Saturday, September 22, marked the opening of two large new motion picture theatres in Philadelphia —the Met, formerly the Metropolitan Opera House, which has been entirely remodeled by the Stanley Company and is now one of the largest cinema houses in the city, and the Commodore, at 43rd and Walnut streets, which seats 1,500 persons. Karl Bonawitz will preside at the console of the Moller organ.

Pittsburgh

UFA Productions, Inc., have opened their Pittsburgh branch on the ground floor of the film building at 1010 Forbes street. Jack Cohen, one of the best known of local film men, has been appointed manager of the new exchange. He has already signed up two employees, both well known here, Jack Leary, salesman, and Miss Ida Licberman, cashier.

The Lawrence Amusement Company of New Castle has taken over Sam Friedman's Theatres in Sharon, Farrell and Mercer. The Lawrence Company is composed of John Newman, Charles Freeman, William and Spear Marousis.

Tom Rankin, youthful manager of the Rankin Theatre, Bridgeville, is a proud father for the first time, the newcomer being a boy.

Milton Brauman is the new accessories salesman at Columbia Pictures.

Al Lostetter, of the accounting department at the Universal exchange, is a proud daddy for the second time, Mrs. Lostetter having recently presented him with a baby girl who will be named Celine Marie.

A. M. Pollack, representing the Minusa De Luxe Screens of St. Louis, was a recent Pittsburgh visitor.

Harry F. Grelle, owner of the Supreme Film Company, and his manager, F. P. McGovern, have been spending much of their time on the road these days.

Recent theatre owner visitors to Pittsburgh's film row include: Jake Smith, Barnesboro; Walter Silverberg, Greenville; Chris. Trivelas, Bellwood and Juniata; Gus Vaveris, Mt. Pleasant; Joseph Mercer, Warwood; Hugh Murray, Cambridge Springs; Charles H. Richelieu, Bellefonte; Mr. Huitt, Tarentum; Mike Manos, Greensburg; Mr. Griffith, Russelton; Charles Schatz, Meadville; Tom Kinney, Franklin; Frank Orban, Hooversville; Nick Anas, Wellsburg and Weirton; Bert Redfoot, Windber; James Retter, California; James Velas, Wheeling, and Rudolph Navary, Verona.

W. A. McShaffrey has had plans prepared and approved which call for the remodeling of his Star Theatre at Monessen, and which will increase the capacity of the house to 1200 persons.

Jack Graham and David Silverman, of Pathe, were recently awarded their five-year service pins for faithful service.

San Francisco

T C. REVIS, whose wedding took place recently at Carson City, sailed on the President Monroe for a four-month tour. Revis is part owner in the California and Cline Theatres in Santa Rosa.

K. C. Young, operating the Chinese Theatre in San Francisco, recently purchased two new projectors.

The Green Street Theatre, San Francisco, has purchased new chairs.

John Phillips of the Lyric Theatre, San Jose, Calif., has purchased a new organ.

Paul R. Sprague of the Quincy Theatre, Quincy, Calif., has remodeled his theatre.

Messrs. Baron & Nathan are the owners of the Marina Theatre, which opened the first part of September.

O. Sestano of Sonora has made new improvements in his projection room.

Frank Jenkins has been appointed manager of the Union Square Theatre, to take the place of Ward Morris, manager, who left to hunt deer for two weeks.

Seattle

HERSHEL STUART, general manager of the West Coast Theatres, Inc., Pacific Northwest division, last week had as his guests at the local office Harold B. Franklin, Jack Mansfield, his assistant; Ralph S. Crabill, Pacific Coast manager for Publix-Loew; Jeff Lazarus, publicity director; Richard Spear, Oregon division manager; J. J. Parker, Portland theatre man; and Bud Lollier, budget manager.

Tommy Gibbons, one of the Northwest's popular veteran film men, last week announced his realignment with L. O. Lukan's First National exchange.

Vic Gauntlett, publicity director of the Hamrick chain of houses in the Northwest, recently went to Portland where he opened John Hamrick's new Music Box Theatre.

Reports circulated among the trade of this territory recently to the effect that the Liberty Theatre, dark First Avenue film house, would be taken over by John Danz, downtown showman, last week were declared to be without foundation by Mr. Danz.

Fred A. Flader, general manager of all Universal picture theatres, spent some time here recently with Mike Newman, "U" general manager in the Pacific Northwest territory.

Joe Danz, last week disposed of his interest in the Rialto Theatre to S. Mukai, Japanese exhibitor. Hereafter Mr. Danz will devote his entire attention to the Embassy Theatre.

Ray Ackles last week announced his association in the same capacity with Fox Film Corporation's local office.

Among the out of town exhibitors seen on Film Row during the last week were Mrs. and Mr. A. R. Hart of Quilcene, Washington; F. C. Weskil of Colfax and Sand Point; R. E. Ulsh of the Ellensburg Theatre, Ellensburg; and Ray Grombacher, Spokane theatre magnate and president of the Motion Picture Theatre Owners of Washington.

Louis Moomaw, former Portland producer, spent a few days here last week.

Local friends of J. H. Nyland were pleased last week to hear of his appointment as manager of one of the new Publix houses in Boston.

Minneapolis

THE Garrick Theatre, one of the big loop houses controlled by F. & R. in Minneapolis, probably will not reopen as a picture theatre this winter. A series of recitals has been announced.

The Grand Theatre at Carrington, N. D., will reopen about December 1 with its capacity doubled. Don Tracy is proprietor.

The Grand Theatre has opened at Chisholm, Minn., under Henry Sosnosky.

J. R. McKinley of Duluth has bought the Loyalty and Grand Theatres at International Falls, Minn., from Al Peterson, who will manage a string of theatres in Montana.

The Bijou Theatre at Akeley, Minn., has been leased by E. G. Gannon.

The new Benfield Theatre at Graceville, Minn., will be opened shortly, it has been announced by B. J. Benfield.

The Eagle Theatre, slightly damaged by the tornado which swept Austin, Minn., recently, has been reopened.

The Grand Theatre, Staples, Minn., has been leased by Mrs. Viva Ashenbrener, who will rename it the New Staples Theatre after a remodeling process. New projection machines will be installed, new seats and a modern ventilating system. A recent news item in these columns stated that "the former Grand Theatre, Staples, had been leased to A. M. Ashenbrener." M. P. News is glad to make the correction.

Indianapolis

THE Charles-Vern Theatre Co., Anderson, Ind., has filed for record here a lease on the new theatre building that is under construction at Meridian and Twelfth streets, the lease being for fifteen years.

Officials of the Grand Theatre Operating Co., of Terre Haute, Ind., have filed papers with the secretary of state in Indianapolis evidencing the final dissolution of the corporation.

The Bicknell Theatre Company, Bicknell, Ind., has announced the reopening of the Colonial Theatre in that city.

Logansport, Ind., is to have a new $350,000 theatre. James L. Barnes, owner of a hotel here, has announced that he will start work in two weeks on a large theatre which will include the Colonial Theatre and half of the present Barnes hotel building. He also announced that he has sold a lease on the theatre, when constructed, to the Hornbeck Amusement Company, Inc., of this city, with a rental of $20,000 a year. The new theatre will have a seating capacity of 2,000, a balcony and a mezzanine floor and will be equipped both for Movietone and Vitaphone.

St. Louis

TOM McKEAN, president of Progressive Pictures, St. Louis, Mo., returned from a trip through Southeastern Missouri, and reports that conditions there are improving.

W. T. Bollinger opened his new house in Elvins, Mo., on Sept 26.

Eddie Regan has taken over the Opera House at Omaha, Ill. He now has theatres in Harco and Carrier Mills, Ill.

Roy Gettler, formerly of Oklahoma City, Okla., has been added to the sales staff of Claude W. McKean, manager for Affiliated Distributing Co. He will travel Eastern Missouri.

Sol Rose, who handles the distribution of Voice Pictures in the St. Louis territory, is the proud father of a 7-pound boy.

H. L. Hamilton of the Princess Theatre, Franklin, Ill., is opening on two nights instead of one each week.

The Missouri Theatre, Columbia, Mo., will open Thursday, Oct. 4.

Since taking charge of the St. Louis office of F B O Picture Corporation last March, Harry Weiss, local manager, has pulled down many fat prizes, and he is still going very strong. The sales force is composed of Jules Laurent, City Division; H. Dale Dwyer, Northern Missouri and Northern Illinois; Mike J. Dunne, Southern Illinois, and Harry Brown, Southern Missouri. H. Dale Dwyer recently came over from First National.

Claude Remy McKean is the name given to the 9-pound son and heir who arrived at the home of Mr. and Mrs. Claude W. McKean about a month ago. The baby is named after his father and Lou Remy, district manager for Fox Pictures.

Jack Stinson, who several years ago was manager for Vitagraph in St. Louis, has accepted the post of special representative in the St. Louis territory for the Heywood-Wakefield Company.

Workmen are speeding up the interior work on the Fox Theatre, Grand and Washington boulevards. Plaster partitions and Hindu models are now being set in place in an effort to have the house ready for its grand opening on Thanksgiving Day.

L. B. Remy, division manager for Fox, is spending several days in St. Louis.

John Marlowe, who operates theatres in Herrin, Murphysboro and Carterville; Bob Cluster, of Johnston City, Ill., and Mrs. Charles Goodnight, of De Soto, Mo., were among the early visitors the week of August 26.

School children of Tampa will take their third annual plunge into show business with their fall "Circus" at Plant Field on Sept. 15th, two days prior to the opening of the schools. The "Kids" put over some nifty circus stuff and pull great crowds.

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Cleveland

THE Motion Picture Committee of the Cleveland Community Fund this year will comprise M. A. Malaney, in charge of publicity at Loew's Ohio Theatre; J. J. Harwood, president of the Cleveland exhibitors association and vice-president of the state exhibitors association, and Frank A. Hines, manager of B. F. Keith's Palace Theatre. Slides, announcements, trailers and the annual Community Fund motion picture will all be handled by this committee.

E. H. Brauer has joined the Metro-Goldwyn-Mayer sales force.

George Ridell, formerly with P. D. C., is with Independent Pictures, handling sales in Akron territory.

Frank Kelly, the one-time famous exhibitor of Massilon, is now with Metro-Goldwyn-Mayer, covering Youngstown territory.

J. P. Fredericks has withdrawn from the picture business with the sale of Paul's Theatre at Hammer, Ohio, to Gus Hoops.

Charles Hahn sold the Crescent Theatre, Sherwood, to Mrs. Lowell Miller, who will operate the house herself.

H. E. Plummer is through with exhibition for the time being. He has not only closed his Arcade Theatre at Swanton, but has completely dismantled it.

A robber held up Mrs. Leon Miller, cashier at the Hough East 79th St. Theatre, the other night and got away with the cash box and the day's receipts.

E. E. Bair has resigned as manager of the Falls and Alhambra Theatres, Cuyahoga Falls, to become associated with the Dipson Zimmerman Circuit. He is succeeded by Leo J. Toner, formerly manager of the State and Scenic Theatres at Bellefonte.

Ground will be broken in four weeks in Kenton for a new two-story building which will house a 1200-seat theatre. It will be constructed by the Kenton Amusement Company. Plans call for a main auditorium of 950 seats with a 250-seat balcony.

Al Bowman is back home with United Artists Corporation. He joined the Cleveland sales force last week.

Schine Enterprises are reported to have signed a twenty-year lease on a 1200-seat theatre about to be built in Kenton, Ohio, by the Kenton Amusement Co. Backers of the project include Judge W. W. Bowers, C. E. Nash, George H. Lingrel and William Kraus.

Messrs. B. C. Steels, Sam Rosenthal and C. E. Flanigan will build a new theatre in Ravenna, it is announced, similar to the one recently completed in Kent. C. G. Kistler of Kent is the architect.

George Fenberg has been busy remodelling the Opera House, Cranville. Earl Futerer will continue as house manager.

Fire completely destroyed the Garrick Theatre, Madisonville, Ky., last week, causing damage to the amount of $80,000.

Leo Kessel and Harry Abrams have announced that they will build a new theatre in Lancaster. Contracts have been awarded.

Guy Burr has sold his Colonial Theatre, Washington Court House, and will retire. John H. Irvin is the new owner.

Harry E. Clifton and Henry L. Mader have purchased a new Robert Morton organ for their Cliftona Theatre, Circleville.

Manager Young is offering a season pass to the resident of Napoleon who can supply a suitable name for his new theatre.

Cincinnati

ELABORATE ceremonies marked the reopening of the remodeled Orpheum Theatre, a Cincinnati suburban house, of which Chester Martin is manager. The Orpheum is the first Cincinnati suburban house to be equipped with Vitaphone and Movietone.

George E. (Nick) Iler is manager of the Orpheum Theatre, Marion, Ohio, recently reopened by Ed Reynard.

J. Real Neth, head of the company which bears his name, and which operates several theatres in Columbus, Ohio, announces that he will install sound equipment in all his houses.

Adam Hammerele, veteran showman, and formerly manager of the Gem Theatre, Hamilton, Ohio, is reported seriously ill at his home in that city.

The Lancaster Amusement Co., Lancaster, Ohio, has been incorporated by Leo Kessell, Harry Abraham and L. G. Silbaugh.

Harry W. "Tim" Roberts, manager of the Madison Theatre, Mansfield, Ohio, recently celebrated his fifteenth anniversary as owner and manager of Mansfield Theatres.

The Regent theatre, Hamilton, which has been dark during the summer, will reopen with a short season of pictures and vaudeville, to be shown on Saturday only. A dramatic stock company is reported to have leased the house for a winter's run.

John Schwalm, manager of the Rialto, Hamilton, is spending considerable of his spare time on the "green" these days, having recently acquired both the technique and language of golf. John says it's better to be on the green than in the red.

Contrary to the no-holiday bargain-rule Manager Earl Pepper, of Neth's Grand theatre, Columbus, Ohio, maintained reduced admission prices from 11 A. M. to 1 P. M. on Labor Day, thereby adding considerable to the day's receipts.

Manager Riester, of the Ohio theatre, Mansfield, Ohio, announces that his house will operate continuously from 1:30 to 11 P. M. daily hereafter. In the past the house closed from 5:30 to 6:30 P. M. except on Sundays and holidays.

Oklahoma City

W. R. BEASLEY advises he has closed the Beasley Theatre at Goza, Okla., for an indefinite period.

Ned Pedigo, accompanied by Mrs. Pedigo and their son, have returned to Oklahoma after a summer in Idaho and Wyoming. Mr. Pedigo formerly operated the Pollard and Pedigo Theatres at Guthrie, Okla., and is now touring Oklahoma in vaudeville.

The War Department Theatre, at Ft. Reno, Okla., has been closed and will be dismantled to be replaced immediately with a new, fireproof theatre.

Sam Carver, of the Independent Film Company, in Kansas City, spent last week in Oklahoma City on business.

The Bryant Theatre, at Marland, Okla., which has been closed for the summer months, has now reopened for the winter.

Griffith Amusement Company entertained all of their theatre managers at a three day convention last week. This was the second annual meeting.

A banquet was held Tuesday night at Blossom Heath, a dance in the home of H. J. Griffith, Jr., on Monday night and a complimentary showing of "Wings" at the Capitol Theatre, and "Lights of New York" at the Liberty Theatre, Wednesday morning.

Among those attending the convention were: Harry Lowenstein and Earl Settle, of Ardmore, Okla.; Tom Blair, of Borger, Texas; Mr. and Mrs. W. T. Spears, Altus, Okla.; Mr. and Mrs. C. O. Murphree, Bristow; Mr. and Mrs. Paul Craig, Enid; Bob Browning, Enid; Mr. and Mrs. W. J. Moore, of Fairfax; Mr. and Mrs. A. R. Powell, of Guthrie, Mr. and Mrs. I. G. Killough, of Hugo; Mr. and Mrs. Jerry Jeter, Henryetta; J. H. Griffin, of Miami; Mr. and Mrs. H. N. Britten, Norman; Mr. and Mrs. R. L. Leachman, Stillwater; Mr. and Mrs. Wallace Walthall and Mr. and Mrs. C. P. Anderson, Oklahoma City; Mr. and Mrs. C. O. Fulgham, of Okmulgee; Mr. and Mrs. Roy Sinor, of Pampa, Texas; Cecil Callahan, Panhandle, Texas; Mr. and Mrs. Ted Jones, of Seminole, Okla.; Mr. and Mrs. A. F. Hornbeck, of Shawnee; Mr. and Mrs. Carl Benefiel, of Tonkawa; Claude E. Leachman, of Stillwater; Fred Morley, of Wink, Texas; and Jack Wilbern, of Duncan, Okla.

W. M. Cherry, who operates the Dreamland Theatre, at Tulsa, Okla., advises he has leased the Grand Theatre, at Muskogee, Okla., and that he will continue to operate both houses.

L. C. Moore advises he has closed the Palace Theatre at Helena to one night a week.

Leo J. Doty has been elected as president of the Kansas City Film Board of Trade, succeeding Harry Taylor, who was forced to resign following his recent promotion to district manager of Universal. Mr. Doty is branch manager of the Kansas City United Artists exchange.

The Peerless theatre, Lebo, Kas., has been purchased by William Bowlin from W. B. Grimes.

A ground in the Movietone wiring system of the Victory, Tampa, gave Manager George Pack a couple of "shorts" and made a lot of work locating the trouble. Peck wired for an expert, who arrived Wednesday morning and succeeded in locating the trouble shortly after the usual matinee hour, so business proceeded without a halt.

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New Theatre Projects Are Planned for 5 States

GEORGE W. KEYS, president of the Johnson City Enterprises, Johnson City, Tenn., has announced the purchase of a site 62 by 283 feet on Main street in that city for a new 2,500-seat theatre to cost upwards of $500,000. The Johnson City organization is affiliated with Publix Chain. A 5- or 6-story office building will adjoin the theatre, according to the preliminary plans.

Bids have been taken for the construction of a $100,000 theatre, store and apartment building on the Public Square in Monmouth, Ill. The Community Theatre Corporation, care the Monmouth Chamber of Commerce, has had the plans for the new building prepared by F. J. Klein, Peoria, Ill. The building will be 2-story with basement, and of fireproof construction.

A. Higginbotham, of Opelousas, La., will select an architect soon to prepare plans for the theatre he will erect on Main street in that city. He purchased the site recently and contemplates a 1,400-seat theatre to cost about $100,000. He will provide for several stores on the ground floor.

F. B. Rice has been awarded the contract for the construction of a new theatre on Main street in Denville, Ark., on a site adjoining the Stringfield Hotel. C. C. Stringfield, owner of the hotel, is building the theatre. The plans call for a 2-story and basement building of brick and concrete to cost about $20,000.

Final plans for a theatre and commercial building in Dodge City, Kans., are being prepared by Ellis Charles & Company, Orpheum Building, Wichita, Kans., for Otto Theis. The building will be of buff brick trimmed in terra cotta, 2-story and basement on a site 117 by 135 feet, and cost about $150,000.

J. W. Thornton, of Fort Madison, Ia., has leased the new theatre on Avenue L being erected with local labor by J. F. Oehsner. The building will cost about $20,000.

New Capitol at Cedar Rapids Has Gala Opening

The new Capitol Theatre, which opened at Cedar Rapids, Iowa, on September 1, was unable to seat more than a fourth of the crowd which assembled for the opening. The Capitol, which is the newest of the A. H. Blank-Publix chain of theatres in Iowa, seats 3,000. It was estimated that 12,000 people failed to gain entrance to the house.

The theatre is under the management of Mr. Cummings who was at the Columbia and Fort Armstrong at Davenport and Rock Island. Mr. Cummings will superintend the stage show at the house at Cedar Rapids and this show will be circuited on to the house at Davenport and the Riveira at Waterloo.

Work Inaugurated on Marion, Ind., House

Work has been started on the construction of a new theatre building at Third and Washington streets, Marion, Ind. Although it has been rumored for some time ago that the Universal Chain Theatre Company, which held the lease on this property had sold out, the official announcement has just been made. The new theatre will be constructed by the Marion Washington Theatre Company, which has been organized for that purpose. The principal stockholder of the company is Mark G. Margolis of Indianapolis.

After the building is completed, it is to be leased to Fitzpatrick and McElroy of Chicago. This operating company now operates a chain of theatres in Indiana, including houses in Michigan City, Richmond and Muncie. All have been built recently.

The theatre will cost about $285,000 and will be one of the finest small town theatres in the state. The E. C. Stranthmann Construction Company will build the structure.

According to present plans it is expected to have the theatre ready for operation within six months and plans are being made to push the work during the coming winter season. The theatre will show both motion pictures, synchronized pictures and vaudeville, it is said.

Broadway in Tacoma Opens for Fall Season

The Broadway Theatre in Tacoma, Washington, West Coast's key house in that city which has been dark for the entire spring and summer season, opened its doors to the public again last week for the beginning of the fall and winter film season. It will be operated under the same policy as formerly, with the better film attractions and the Fanchon-Marco stage revues.

The house will be under the supervision of W. Stefan Perutz, manager of the Colonial and Rialto Theatres in that city, and Wesco representative there. Sam K. Wineland, former Seattle theatre and radio musician, will act as master of ceremonies for the stage band. As the stage revues travel up the Pacific Coast they will play a week in this Tacoma house.

New Kenmore N. Y. Keith House, Opened

Last Monday evening, September 17, the B. F. Keith Theatre Circuit opened the Kenmore Theatre, Church avenue, near Flatbush avenue, Brooklyn. Every qualification that can make a theatre up-to-date and attractive is had by the new house.

The feature picture for the occasion of the opening was Pathe's "Ship Comes In." Prominent citizenry attended the event and enjoyed a program that also included Keith-Albee-Orpheum stage numbers. A special inspection reception followed the opening.

Hydro-Electric Emergency Unit Installed by Pascack

The New Jersey Theatrical Enterprises have just installed an Enslen Hydro-Electric Emergency Lighting Unit in their new Pascack Theatre, Westwood, N. J. Messrs. Morris Katinsky and M. H. Kleban selected the type emergency unit that would enable them to operate their projection machines in case of light failure, as well as the necessary emergency lights which are necessary in a theatre. The Enslen Hydro-Electric Company, New York, has just completed the installation.

Enslen Hydro-Electric Company is opening up branch offices in many of the key cities. Architects and builders have taken very kindly toward this method, which employs water power, of emergency lighting, due to the fact that the Enslen Hydro-Electric Company has so constructed this unit that no batteries are needed.

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COMPLETE RELEASE CHART

Productions are listed according to the names of Distributors in order that the Exhibitor may have a short-cut toward such information as he may need, as well as information on pictures that are coming. Features which are finished or are in work, but to which release dates have not been assigned, are listed in "Coming Attractions" (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

BRAY PRODUCTIONS

Title	Star	Rel.	Date	Length	Reviewed
Bare Co-Ed, The	Murdock-Cavalier-Lancaster	Nov.	20	2 reels	Jan. 7
Barnyard Rivals	W. Lantz-M. Shaw-T. Ward	Dec.	20	2 reels	Mar. 17
Bathing Beauty Babies	McDougall Kids	April	10	2 reels	
Cat Tales	McDougall Kids	Jan.	10	2 reels	
College Cuckoo	Murdock-Cavalier	June	1	2 reels	
Cutting Up	McDougall Kids	Feb.	10	2 reels	Mar. 17
Daze of '49	J. Cooper-L. Carver	Jan.	1	2 reels	Feb. 4
Duke'e Dirty Doinge	P. Murdock-N. Cavalier	Feb.	1	2 reels	Mar. 17
Figures Do Lie	Bathing Girls	April	1	2 reels	
Fowl Play	McDougall Kids	Mar.	10	2 reels	
Her Salty Suitor		June	20	2 reels	
Hick In Hollywood	Murdock-Cavalier	May	1	2 reels	
His Wild Oat	McDougall Kids	July	10	2 reels	
Kids, Cats and Cops	McDougall Kids	May	10	2 reels	
Lonesome Babies	Jack Cooper	Aug.	1	2 reels	
Lost Whirl, The	Irving-Cooper	July	1	2 reels	
Lost In the Lurch	P. Murdock-N. Cavalier	Mar.	1	2 reele	Mar. 17
Lot o' Boloney, A	McDougall Kids	June	10	2 reels	
Mr. Pooh	McDougall Kids	Dec.	10	2 reels	Jan. 7
Naughty Nurse	Jack Cooper	April	20	2 reels	
Pikers The	McDougall Kids	Aug.	10	2 reels	
Smackem Alley		Mar.	20	2 reels	
Wild Waves		Feb.	20	2 reels	

COLUMBIA
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
After the Storm	Bosworth-Gilbert-Delaney	April	17	5459 feet	Sept. 15
Beware of Blondes	Revier-M. Moore-D'Arcy	July	1	4569 feet	
Broadway Daddies	Logan-Lease	April	7	5537 feet	Sept. 15
By Whose Hand?	Cortez-Gilbert	Sept.	15	5432 feet	Jan. 7
College Hero, The	Agnew-Lease-Garon	Oct.	9	5628 feet	Dec 9
Desert Bride, The	Compson-Forrest	Mar.	26	5528 feet	Sept. 15
Faehion Madness	Windsor-Howes	Dec	8	5513 feet	Mar. 31
Golf Widows	Ford-Reynolds-Rand	May	1	5592 feet	
Iele of Forgotten Women	Tearle-Sebastian	Sept.	27	5645 feet	Jan. 21
Lady Raffles	Taylor-Drew	Jan.	25	5471 feet	June 23
Matinee Idol, The	Walker-Love	Mar.	14	5925 feet	May 5
Modern Mothers	Chadwick-Fairbanks, Jr.-Kent	May	13	5540 feet	
Name the Woman	Stewart-Glass-Gordon	May	25	5544 feet	Sept. 8
Opening Night, The	Windsor-Bowers	Nov.	14	5524 feet	Mar. 17
Raider Emden, The	Special Cast				Sept. 15
Ransom	Wilson-Burns	June	7	5584 feet	
Sally In Our Alley	Mason-Arlen	Sept.	3	5892 reet	
Say It With Sables	Bushman-Livingston-Chadwick	July	13		
Siren, The	Revier-T. Moore	Dec.	20	5996 feet	June 23
So Thie Is Love	Mason-Collier-Walker	Feb.	6	5611 feet	June 23
Sporting Age, The	Bennett-Herbert-Nye	Mar.	2	5464 feet	June 2
Stage Kisses	Harlan-Chadwick	Nov.	2	5435 feet	
That Certain Thing	Graves-Dana	Jan.	1	6047 feet	Mar. 10
Tigress, The	Holt-Revier	Oct.	21	5357 feet	Mar. 17
Virgin Lips	Borden-Boles	July	25	6048 feet	Sept. 22
Warning, The	Holt-Revier	Nov.	26	5791 feet	Jan. 7
Way of the Strong, The	Day-Livingston-Von Eltz	June	19	5752 feet	
Wife's Relations, The	Mason-Glass	Jan.	13	5508 feet	April 28
Woman'e Way, A	Livingston-Baxter	Feb.	18	5472 feet	

Coming Attractions

Title	Star	Length	Reviewed
Court-Martial	Holt-Compson		
Lone Wolf'e Daughter, The	Bert Lytell		
Runaway Girls	Mason-Rankin		
Sinners' Parade	Revier-Varconi		
Street of Illus on The	Ian Keith		
Scarlet Lady, The	De Putti-Alvarado	6575 feet	
Submarine	Holt-Revier-Graves	8192 feet	Sept. 15

EDUCATIONAL

Title	Star	Rel.	Date	Length	Reviewed
All Bear	Curiosities	April	29	1 reel	April 21
All In Fun	Jerry Mandy	Oct.	21	1 reel	
All Set	Lupino-Sargent-Hutton	Jan.	15	1 reel	Feb. 4
Alwaye a Gentleman	Lloyd Hamilton	Feb.	5	2 reele	Feb. 18
America'e Pride	Our World Today	Oct.	7	1 reel	
At It Again	Monty Collins	May	13	2 reele	April 28
Between Jobs	Lloyd Hamilton	Mar.	18	2 reele	
Blazing Away	Lloyd Hamilton	April	22	2 reels	April 7
Blondee Beware	Johnny Arthur	July	15	2 reels	June 23
Builders of Bridges	Bruce Outdoor Sketch	Feb.	28	1 reel	Mar 10
Call of the Sea, The	Hope Hampton	Jan.	1	2 reels	Dec. 31
Call Your Shots	Al St. John	Sept.	15	2 reels	
Chilly Days	"Big Boy"	Feb.	19	2 reele	Feb. 18
Circus Blues	Dorothy Devore	Mar.	25	2 reele	Mar. 17
Come to Papa	"Big Boy"	Oct.	14	2 reels	
Companionate Service	Dorothy Devore	Oct.	7	2 reels	
Conquering the Colorado	Hodge-Podge	July	8	1 reel	July 14
Cook, Papa, Cook	Murdock-Hutton	Sept.	9	1 reel	Sept. 15
Count Me Out	Barney Hellum	Mar	11	1 reel	Mar. 3
Crown Me	Wallace Lupino	June	3	1 reel	May 28
Cutie	Dorothy Devore	Jan.	15	2 reels	Feb. 18
Dog Days—Sun and Rain	Bruce Outdoor Sketch	Jan.	29	1 reel	Feb. 25
Dummies	Larry Semon	Jan.	1	2 reele	Dec. 23
Fall In	Monty Collins	Jan.	1	1 reel	Dec. 23
Fandango	Lupino Lane	May	8	2 reels	April 14
Felix the Cat In Arabiantics	"Sullivan Cartoon"	May	13	1 reel	June 2
Felix the Cat In Astronomeowe	"Sullivan Cartoon"	July	8	1 reel	Aug. 18
Felix the Cat In Comicalamities	"Sullivan Cartoon"	April	1	1 reel	April 21
Felix the Cat In Draggin' the Dragon	"Sullivan Cartoon"	Jan.	22	1 reel	Feb. 25
Felix the Cat In Eskimotive	"Sullivan Cartoon"	April	29	1 reel	May 26
Felix the Cat in Futuritzy	"Sullivan Cartoon"	June	24	1 reel	July 21
Felix In In-and-Out-Laws	"Sullivan Cartoon"	May	27	1 reel	June 23
Felix the Cat In Japanicky	"Sullivan Cartoon"	Mar.	4	1 reel	Mar. 31
Felix the Cat in Jungle Bungles	"Sullivan Cartoon"	July	22	1 reel	Sept. 22
Felix In Ohm Sweet Ohm	"Sullivan Cartoon"	Feb.	19	1 reel	Mar. 17
Felix In Outdoor Indore	"Sullivan Cartoon"	June	10	1 reel	June 30
Felix the Cat In Polly-tics	"Sullivan Cartoon"	Mar.	18	1 reel	April 14
Felix In Sure-Locked Homes	"Sullivan Cartoon"	April	15	1 reel	May 5
Felix the Cat in the Last Life	"Sullivan Cartoon"	Aug.	5	1 reel	
Felix the Cat In the Oily Bird	"Sullivan Cartoon"	Feb.	5	1 reel	Mar. 10
Felix In the Smoke Scream	"Sullivan Cartoon"	Jan.	8	1 reel	Feb. 18
Feline Frolics—Tunquin Valley	Bruce Outdoor Sketch	Mar.	25	1 reel	Mar. 10
Fighting Orphans—Evening Mist	Bruce Outdoor Sketch	Aug.	19	1 reel	Aug. 4
Fisticuffs	Lupino Lane	Oct.	28	2 reels	
Girlies Behave	Jerry Drew	Sept.	9	2 reels	Sept. 8
Gloom Chaser, The	"Big Boy"	June	24	2 reels	June 2
Glorious Adventures	Hodge-Podge	Oct.	14	1 reel	
Goofy Birds	Charley Bowers	Aug.	12	2 reels	July 28
Green-Eyed Love	Ruby McCoy-George Hall	April	8	1 reel	Mar. 24
Hard Work	Wallace Lupino	July	29	1 reel	July 14
Hectic Days	Lupino Lane	June	17	2 reels	May 26
He Tried to Please	Collins-Hutton	Aug.	12	1 reel	July 14
High Strung	Jerry Drew	Jan.	29	2 reels	Feb. 4
Hints on Hunting—Day by Sea	Bruce Outdoor Sketch	April	22	1 reel	Mar. 31
His Maiden Voyage	George Davis	Feb.	26	2 reels	Feb. 18
Homemade Man, A	Lloyd Hamilton	June	17	2 reels	June 9
Hop Off	Charley Bowers	July	1	2 reels	June 23
Hot Luck	"Big Boy"	Sept.	2	2 reels	
How to Please the Public	Hodge Podge	Mar.	11	1 reel	Mar. 17
Indiscreet Pete	Jerry Drew	Mar.	11	2 reels	Mar. 10
Just Dandy	Jerry Drew	Aug.	19	2 reels	Aug. 11
Just For Art	Curiosities	May	27	1 reel	June 2
Kid Hayseed	"Big Boy"	Aug.	5	2 reels	Aug. 4
Kitchen Talent	George Davis	April	15	2 reels	Mar. 31
Ladies Preferred	Jerry Drew	July	8	2 reels	June 30
Leaping Luck	Davis-Collins	July	29	2 reels	July 14
Listen Children	Lloyd Hamilton	July	22	2 reels	July 14
Listen Sister	Lupino Lane	Mar.	25	2 reels	Mar. 24
Lost Laugh, The	Wallace Lupino	July	15	1 reel	June 23
Love's Springtime	Hope Hampton	Feb.	12	2 reels	Mar. 17
Lucky Duck, The	Billy Dale	Oct.	7	1 reel	Sept. 15
Mother Birde	Curiosities	Mar.	4	1 reel	Feb. 18
Mysterious Night, A	Monty Collins	Feb.	12	1 reel	Feb. 4
Navy Beans	"Big Boy"	May	27	2 reels	May 12
Never Too Late	Wallace Lupino	May	8	1 reel	April 28
New York's Sweetheart	Curiosities	Jan.	1	1 reel	Feb. 11
Nicknames	Hodge-Podge	April	8	1 reel	April 21
No Fare	"Big Boy"	April	8	2 reels	Mar. 24
Oh Mama	Miller-Hutton	July	1	1 reel	June 23
Off Balance	Monty Collins	April	22	1 reel	April 14
On the Move	Hodge-Podge	Sept.	9	1 reel	
Peculiar Pair o' Pups, A	Bruce Outdoor Sketch	May	20	1 reel	May 5
Peep Show, The	Hodge-Podge	Aug.	12	1 reel	Aug. 18
Penny Postals	Curiosities	April	1	1 reel	Mar. 17
Pictorial Tidbits	Hodge-Podge	June	10	1 reel	June 23
Pirates Beware	Lupino Lane	Sept.	9	2 reels	
Polar Perils	Monty Collins	Sept.	30	2 reels	Sept. 15
Pretty Baby	Monty Collins	Feb.	28	1 reel	Feb. 18
Racing Mad	Al St. John	Jan.	8	2 reels	Jan. 28
Rah Rah Rah!	Dorothy Devore	June	3	2 reels	May 26
Recollections of a Rover	Hodge-Podge	Jan.	8	1 reel	Feb. 4
Roaming Romeo	Lupino Lane	July	29	2 reels	July 21
Roundup on the Rio Grande, The	Reed Howes	Sept.	23	2 reels	
Rubbernecking	Curiosities	Feb.	5	1 reel	Feb. 4
Running Ragged	Lewis Sargent	Jan.	29	1 reel	Feb. 4
Sailor Boy	Monty Collins	June	17	1 reel	June 9
Say Ah-h	Charley Bowers	Feb.	19	2 reels	Feb. 18
Simple Sap, A	Larry Semon	Feb.	12	2 reels	Feb. 25
Slippery Head	Johnny Arthur	April	29	2 reels	April 21
Spring Hae Came	Monty Collins	Mar.	25	1 reel	Mar. 17
Stage Frights	George Davis	Oct.	21	2 reels	
Star Shote	Hodge-Podge	Feb.	5	1 reel	Feb. 4
Sword Points	Lupino Lane	Feb.	12	2 reele	Dec. 31
There It Is	Charley Bowers	Jan.	1	2 reels	Jan. 7
Thoughts While Fishing	Bruce Outdoor Sketch	June	17	1 reel	June 9
Three Tough Onions	Monty Collins	May	20	1 reel	May 12
Thrills of the Sea	Our World Today	Sept.	2	1 reel	
Troubles Galore	Collins-McCoy	Aug.	26	1 reel	Aug. 4
Visitore Welcome	Johnny Arthur	Mar.	4	2 reele	Mar. 10
Wandering Toy, The	Hodge-Podge	May	8	1 reel	May 28
Wedded Blisters	Lupino Lane	Aug.	26	2 reels	Aug. 4
Wedding Slipe	Monty Collins	Jan.	1	1 reel	Feb. 11
Whoozit	Charley Bowers	April	1	2 reels	Mar. 17
Who'e Lyin'?	Davis-Collins	June	10	2 reels	May 28
Wife Trouble	Robert Graves	Sept.	23	1 reel	Se.t. 8
Wildcat Valley	Johnny Arthur	Jan.	22	2 reele	Feb. 4
Wild Wool—Night Clouds	Bruce Outdoor Sketch	July	15	1 reel	June 30
You'll Be Sorry	Charley Bowere	May	20	2 reele	May 19

EXCELLENT PICTURES (S. R.)
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Back to Liberty	Waleh-Hall	Nov.	15	5980 feet	
Bit of Heaven, A	Lee-Washburn	May	15	7000 feet	
Bowery Cinderella, A	O'Malley-Hulette	Nov.	1	6900 feet	Nov. 25
Broadway Madness	De La Motte-Keith	Oct.	1	6300 feet	Oct. 14
Inspiration	George Walsh	May	10	6759 feet	
Into No Man'e Land	Santschi-Blythe	June	15	6700 feet	
Making the Varelty	Hulette-Rankin-Lease	July	15	6400 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Satan and the Woman	Windsor-Keefe	Jan.	20	6400 feet	Mar. 10
Speed Classic, Inc	Lease-Harris	July	31	4700 feet	
Stronger Will, Tha	Marmont-Carewe	Feb.	20	8600 feet	
Women Who Dara	Chadwick-Delaney	Mar.	31	8520 feet	

Coming Attractions

Title	Star	Length	Reviewed
Gilded Love			
Life's Crossroads	Hulette-Hamilton		
Manhatlan Knights	Befford-Miller	Aug. 27	6000 feet

F B O
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Aflame In the Sky	Lynn-Luden	Dec.	18	6034 feet	Nov. 11
Alex the Great	Gallagher-Dwyer	May	13	5888 feet	Mar. 24
Bandit's Son, The	Steele-Sheridan	Nov.	20	4789 feet	
Bantam Cowboy, The	Buzz Barton	Aug.	12	4893 feet	
Battling Buckaroo, The	Tyler-Clair				
Beyond London's Lights	Shumway-Elliott	Mar.	18	5583 feet	Feb. 25
Boy Rider, The	Buzz Barton	Oct.	23	4858 feet	Sept. 30
Breed of the Sunsets	Bob Steele	April	1	4869 feet	
Captain Careless	Bob Steele	Aug.	26		
Charge of the Gauchos	F. X. Bushman	Sept.	16		
Cherokee Kid, The	Tyler-Lynn	Oct.	30	4837 feet	Mar. 3
Chicago After Midnight	Mendez-Ince	Mar.	4	6249 feet	Mar. 17
Clancy's Kosher Wedding	Sidney-Lease-Lynn	Sept.	17	5701 feet	Aug. 26'27
Coney Island	Wilson-Mendez	Jan.	13	6390 feet	Feb. 25
Crooks Can't Win	Lewis-Hill-Nelson	May	11	6291 feet	
Danger Street	Baxter-Sleeper	Aug.	26		
Dead Man'a Curva	Fairbanks, Jr.-Blane	Jan.	15	5511 feet	Dec. 23
Desert Pirate, Tha	Tyler-Thompson	Dec.	25	4754 faet	
Devil's Trade Mark, The	Bennett-Mong-Douglas	April	7	5984 feet	
Dog Justice	Ranger-Martin	June	10	5043 feet	
Dog Law	Ranger (Dog)	Sept.	2		
Drivin' Sands	Bob Steele	Jan.	1	4770 feet	
Fa ns of the Wild	Ranger-Kitchen	Feb.	5	4804 feet	Jan. 14
Fighting Redhead, The	Buzz Barton	July	1	4758 feet	
Flying U Ranch, Tha	Tyler-Lane	Sept.	4	4924 feet	
Freckles	Bosworth-Fox, Jr.	Mar.	21	8131 feet	Jan. 28
Gingham Girl, The	Wilson-Arthur	Oct.	2	6301 feet	July 29 '27
Harvester, The	Kingston-Caldwell	Nov.	23	7045 feet	Nov. 25
Her Summer Hero	Thompson-Trevor-Blane	Feb.	12	5146 feet	Dec. 30
*†§Hit of the Show, The	Brown-Astor-Olmstead	Sept.	23	6337 feet	Aug. 4
Hook and Ladder No. 9	Ellis-Keefe-Hearn	Nov.	13	5240 feet	Dec. 18
In a Moment of Temptation	Stevens-Keefe	Sept.	18	6605 feet	Nov. 11
Jake the Plumber	Devorska-Lynn	Oct.	18	5186 feet	Nov. 4
Judgment of the Hills	Valli-Caldwell	Nov.	6	6481 feet	Aug. 19'27
Law of Fear, The	Ranger-Reid-Nelson	April	8	4769 feet	Mar. 10
Legionnaires In Paris	Cooke-Guard	Jan.	31	5893 feet	
Lightning Speed	Bob Steele	Aug.	26		
Little Buckaroo, Tha	Buzz Barton	Mar.	11	4801 feet	
Little Mickey Grogan	Darro-Ralston-Nye	Dec.	27	6515 feet	Mar. 3
Little Yellow House, The	Sleeper-Caldwell	May	28	6429 feet	April 21
Loves of Ricardo, The	George Beban	Juna	17	5181 feet	
Man In the Rough, The	Steele-King	May	20	4785 feet	
Mojave Kid, The	Steele-Gilmore	Sept.	25	4924 feet	Aug. 12'27
*†§Perfect Crime, The	Rich-Brook-McConnell	Aug.	19	6331 feet	Aug. 11
Phantom of the Range	Tyler-Thompson-Darro	April	22	4781 feet	Feb. 11
Pinto Kid, Tha	Barton-Trevor-Lee	April	29	4884 feet	Jan. 7
Racing Romeo, Tha	Grange-Ralston	Sept.	1	5992 feet	Dec. 18
Ranger of tha North	Ranger (dog)	Oct.	9	4977 feet	
Red Riders of Canada	Miller-Byer	April	15	6419 feet	Dec. 23
Riding Renegade, The	Bob Steele	Feb.	18	4729 feet	
Sally of the Scandals	Love-Forrest	July	15	6059 feet	
Shanghaled	Miller-Ince	Oct.	19	5999 feet	Aug. 28'27
Skinner's Big Idea	Washburn-Sleeper-Trevor	April	24	5967 feet	Mar. 17
Slingshot Kid, The	Barton-Morgan-Rice	Dec.	4	4486 feet	
South Sea Love	Miller-Shumway-Brooks	Dec.	10	6388 feet	Feb. 18
Stocks and Blondes	Logan-Gallagher	Sept.	9	5493 feet	
Swift Shadow, Tha	Ranger (dog)	Dec.	11	4892 feet	Dec. 23
*†§Taxi 13	Conklin-Sleeper-Trevor	Sept.	2		
Terror Mountain	Tom Tyler	Aug.	19	4884 feet	
Texas Tornado, The	Tyler-Darro	June	24	4793 feet	
Trail of Courage, The	Steele-Bonner	July	8	4758 feet	
Wall Flowers	Trevor-Arthur-Todd	Feb.	16	6339 feet	
When the Law Rides	Tyler-Darro	Feb.	26	4898 feet	
Wizard of the Saddle	Barton-Thompson	Jan.	22	4805 feet	Dec. 30

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
After the Squall	Al Cooke	April	30	2 reels	
All Alike	Carr-Alexander-Ross	April	9	2 reels	
All Washed Up	Al Cooke	Feb.	6	2 reels	Feb. 18
Almost a Gentleman	Al Cooke	June	25	2 reels	
Arabian Fights, The	Alberta Vaughn	Sept.	16	2 reels	
Are Husbands People?	Al Cooke	April	2	2 reels	
Big Berthae	Karr-Ross-Alexander	May	14	2 reels	
Come Meal	Al Cooke	June	11	2 reels	
Curiosities, No. 1	Novelty	Sept.	26	1 reel	
Fooling Casper	Duncan-Hill	Sept.	16	2 reels	
Happy Holidays	Hill-Duncan	Sept.	16	2 reels	
Happy Trio, Tha	Karr-Ross-Alexander	Mar.	12	2 reels	
Heavy Infants	Karr-Ross-Alexander	June	11	2 reels	June 16
Horsefeathers	Barney Hellum	Sept.	9	2 reels	
Jessie's James	Vaughn-Cook			2 reels	
Joyful Day	Karr-Ross-Alexander	Aug.	14	2 reels	
Mickey'a Babies	Mickey Yule	Aug.	7	2 reels	
Mickey's Battles	Mickey Yule	Sept.	30	2 reels	
Mickey's In Love	Mickey Yule	June	4	2 reels	
Mickey In School	Mickey Yule	Feb.	6	2 reels	
Mickey'a Little Eva	Mickey Yula	April	2	2 reels	
Mickey's Movies	Mickey Yule	Sept.	9	2 reels	
Mickey's Nine	Mickey Yula	Mar.	5	2 reels	
Mickey'a Parade	Mickey Yule	Jan.	2	2 reels	
Mickey's Rivals	Mickey Yule			2 reels	
Mickey'a Triumph	Mickey Yula	July	2	2 reels	
Mickey'a Wild Weat	Mickey Yule	May	7	2 reels	
My Kingdom For a Hearse	Al Cooke	April	18	2 reels	
My Wild Irish Rose				2 reels	
Oul Oul Heidelberg	Karr-Ross-Alexander	Feb.	13	2 reels	
Panting Papaa	Karr-Ross-Alexander	Jan.	9	2 reels	
Rahl, Rahl Rexie	Al Cooke	Feb.	20	2 reels	Feb. 18
Restless Bachelors	Al Cooke	May	14	2 reels	
Ruth is Stranger Than Fiction	Alberta Vaughn	Sept.	23	2 reels	
Silk Sock Hal	Al Cooke	May	28	2 reels	
Social Error, A	Al Cooke	Jan.	23	2 reels	Fab. 11
Standing Pat	Karr-Ross-Alexander	July	9	2 reels	July 28
Too Many Hisses	Al Cooke	Mar.	5	2 reels	
Top Hats	Al Cooke	Mar.	19	2 rsels	
Wages of Synthetic Sin, The	Alberta Vaughn	Sept.	2	2 reels	
What a Wife	Duncan-Hill			2 reels	
You Just Know She Dares 'Em	Alberta Vaughn	Sept.	9	2 reels	

Coming Attractions

Title	Star			Length	Reviewed
Air Legion, The	Lyon-Sleeper-Morono	Jan.	8		
Avenging Rider, The	Tom Tyler	Oct.	7		
*†§Circus Kid, The	Darro-Costello-Brown	Oct.	7	6085 feet	Sept. 22
City of Shadows, The	Luden-Lynn				
Come and Get It	Bob Steele	Feb.	3		
Down Our Way	Valli-Caldwell-Darro				
Drums of Arahy	Tom Mix				
Eagle's Talons, The	Tom Tyler				
Freckled Rascal, Tha	Buzz Barton	Mar.	31		
Fury of the Wild	Ranger (Dog)	Nov.	4		
*†§Gang War	Bordon-Pickford	Nov.	18	8337 feet	
Gun Law	Tom Tyler	Mar.	3		
Hardboiled					
Headin' for Danger	Steele-Mendez	Dec.	18		
Hey Rube!	Olmstead-Trevor				
His Last Haul	T. Moore-Owen	Nov.	11		
Idaho Red	Tom Tyler	Mar.	3		
Jazz Age, The					
Lightning Speed	Bob Steele	Oct.	21		
Little Outlaw, The	Buzz Barton				
Orphan of the Sage	Buzz Barton	Dec.	23		
Outlawed	Tom Mix				
Rough Ridin' Red	Buzz Barton	Nov.	4		
Sally's Shoulders	Wilson-Hackathorne	Oct.	14		
Singapore Mutiny, The	Gardner James	Oct.	7		
Sinners In Love		Nov.	4		
Son of the Golden West	Tom Mix	Oct.	1		
Stolen Love	M. Day-O. Moore-Lease	Dec.	2		
Tracked	Ranger (Dog)	Jan.	8		
Trail of the Horse Thieves, The	Tom Tyler	Jan.	13		
Tropic Madness	Leatrice Joy				
Tyrant of Red Gulch	Tom Tyler	Nov.	25		
Vagabond Cub, The	Buzz Barton	Feb.	10		
Young Whirlwind, The	Buzz Barton	Sept.	16		

FIRST DIVISION (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Comrades	Keith-Hughes-H. Coatello	Jan.	1	5400 feet	Mar. 10
Death Valley	Nye-Wells-Rae	Sept.	1	5980 feet	Aug. 12
Devil's Cage, The	Garon-Keith	April	15	5300 feet	
Fagasa	Kelly-Kelton-Wells	May	1	6700 feet	
Finnegan's Ball	Landis-Mehaffey	Sept.	15	6200 feet	Dec. 9
Free Lips	Marlowe-Novak	Feb.	15	5800 feet	
Masked Angel, The	Compson-Oakman	Mar.	1	5900 feet	April 24
Merry Wives of New York	Pauline Garon	Jan.			
Polly of the Movies	Short-Robarda	Oct.	15	6900 feet	
Ragtime	De La Motte-Bowers	Sept.	1	6700 feet	Sept. 9
Souls Aflame	James-Wells	April	1	5700 feet	
Temptations of a Shop Girl	Compson-Garon	Nov.	1	5700 feet	

FIRST NATIONAL
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
American Beauty	Dove-Hughes	Oct.	9	6333 feet	Oct. 21
*†Barker, The	Sills-Compson-Mackaill	Sept.	30	7137 feet	July 7
Big Noise, The	Conklin-Hardy-White	Mar.	25	7402 feet	May 12
Breakfast at Sunrise	Talmadge-Alvarado	Oct.	23	6042 feet	Dec. 16
Burning Daylight	Sills-Kenyon	Mar.	11	6500 feet	April 28
Butter and Egg Man, The	Mulhall-Nissen	Sept.	2	6467 feet	
Camille	Talmadge-Roland	Sept.	4	8692 feet	May 6, '27
Canyon of Adventure	Maynard-Faire	April	22	8730 feet	May 19
Chaser, The	Langdon-McConnell	Feb.	12	5744 feet	April 21
Chinatown Charlie	Hines-Lorraine	April	15	6365 feet	
Code of the Scarlet	Maynard-McConnell	July	1	5600 feet	
Crystal Cup, The	Mackaill-Mulhall	Oct.	18	6386 feet	Nov. 25
Drop Kick, The	Barthelmess-Kent	Sept.	25	6802 feet	Sept. 30
Flying Romeos	Sidney-Murray	Feb.	26	6172 feet	April 14
French Dressing	Warner-Brook-Wilson	Jan.	15	6344 feet	
*†Good-Bye Kiss, The	Ellers-Burke-Kemp	July	8	7989 feet	
Gorilla, The	Murray-Day-Kelsey	Nov.	13	7133 feet	Dec. 2
Gun Gospel	Maynard-Faire	Nov.	6	6288 feet	Mar. 10
Happiness Ahead	Moore-Lowe	June	24	7100 feet	
Harold Teen	Lake-Baian-White	April	29	7541 feet	
Hawk's Nest, Tha	Sills-Kenyon	May	27	7426 feet	July 7
Head Man, The	Murray-Kent-Young	July	8	6502 feet	
Heart of a Follies Girl	Dove-Kent	Mar.	18	5957 feet	Mar. 17
Heart to Heart	Astor-Hughes	July	22	6071 feet	Sept. 1
Heart Trouble	Harry Langdon	Aug.	12	5400 feet	
Her Wild Oat	Moore-Kent	Dec.	25	6118 feet	Feb. 11
Home Made	Hines-Daw	Nov.	20	6524 feet	May 28
Ladies' Night In Turkish Bath	Mackaill-Mulhall	April	1	6592 feet	April 14
Lady Be Good	Mackaill-Mulhall	May	6	6608 feet	June 2
Life of Riley, The	Sidney-Murray	Sept.	18	6720 feet	Sept. 18
Little Shepherd of Kingdom Coma	Barthelmess-O'Day	April	8	7700 feet	May 19
Love Mart, The	Dove-Roland	Dec.	18	7388 feet	
Mad Hour, The	O'Neill-Kent	Mar.	4	6625 feet	April 21
Man Crazy	Mackaill-Mulhall	Nov.	27	5542 feet	Dec. 30
*Night Watch, The	Dove-Reed	Sept.	9	6612 feet	
Noose, The	Barthelmess-Joyce	Jan.	29	7129 feet	Jan. 7
No Place to Go	Astor-Hughes	Oct.	30	6431 feet	Mar. 17
Oh Kay	Moore-Gray	Aug.	26	6100 feet	Sept. 1
Out of the Ruins	Barthelmess-Nixon	Aug.	19	6100 feet	Aug. 25
Patent Leather Kid, The	Barthelmess-O'Day	Jan.		11414 feet	Aug. 26, '27
Private Life of Helen of Troy	Corda-Stone-Cortez	Jan.	8	7694 feet	Dec. 23
Red Raiders, The	Maynard-Drew	Sept.	4	6210 feet	Dec. 9
Rose of the Golden West	Astor-Roland	Oct.	2	6477 feet	Oct. 7
Sailors' Wives	Astor-Hughes	Jan.	22	5485 feet	Mar. 10
Shepherd of the Hills	Francis-O'Day	Jan.	1	8188 feet	Feb. 25
*Show Girl	White-Delaney	Sept.	23	6133 feet	
Smile, Brother, Smile	Mackaill-Mulhall	Sept.	11	6548 feet	Sept. 9
Strange Case of Capt. Ramper	German Cast	July	29	7534 feet	June 9
Texas Steer, A	Rogers-Fazenda	Dec.	4	7419 feet	Nov. 18
Three-Ring Marriage	Astor-Hughes	June	10	5834 feet	
Upland Rider, The	Maynard-Douglas	June	3	5731 feet	May 19
Valley of the Giants	Sills-Kenyon	Dec.	11	6336 feet	
Vamping Venus	Murray-Todd-Fazenda	May	13	6021 feet	
Wagon Show, The	Maynard-Faire	Feb.	19	8212 feet	June 2
Waterfront	Mackaill-Mulhall	Aug.	5	6142 feet	
Wheel of Chance	Barthelmess-Basquette	June	17	6895 feet	July 7
Whip Woman, Tha	Taylor-Moreno	Feb.	6	5087 feet	Mar. 24
Wright Idea, The	Hines-Lorraine	Aug.	5	6300 feet	Sept. 22
Yellow Lily, The	Dove-Brook	May	20	7187 feet	May 26

Coming Attractions

Title	Star	Length	Reviewed
Cheyenne	Maynard-McConnell		
Companionate Marriage	Bronson-Francis-Walling		
*†Divine Lady	Griffith-Varconi	10015 feet	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
*Crash, The	Sills-Todd	Oct.	14		
Do Your Duty	Charlie Murray				
Glorious Trail, The	Maynard-McConnell	Oct.	28	5886 feet	
*†Haunted House, The	Kent-Todd				
*†§Lilac Time	Moore-Cooper			8967 feet	Mar. 24
*Outcast	Griffith-Lowe	Oct.	28		
Phantom City, The	Maynard-Gilbert				
Ritzy Rosie	White-Mulhall				
*Scarlet Seas	Barthelmess-Compson				
*†§Stranded in Paradise	Sills-Mackaill				
Synthetic Sin	Colleen Moore				
Thirtieth Day of October, The	Billie Dove				
Waterfront	Mackaill-Mulhall	Sept.	16	5976 feet	
Wells-Fargo Express The	Ken Maynard				
*Whip, The	Mackaill-Nilsson-Forbes	Sept.	30	6052 feet	Sept. 22

FOX FILMS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Arizona Wildcat, The	Mix-Sebastian	Nov.	20	4665 feet	Mar. 24
Black Jack	Jones-Bennett	Sept.	25	4777 feet	Mar 3
Blood Will Tell	Jones-Perry	Nov.	13	4556 feet	Mer. 3
Branded Sombrero, The	Jones-Hyams	Jen.	8	4612 feet	Jan. 14
Chicken a la King	Sterling-Carroll-Stone	June	17	6417 feet	June 23
Come to My House	Borden-Moreno	Dec.	25	5430 feet	
Cowboy, Kid The	Rex Bell	July	15	4293 feet	July 21
Dare Devil's Reward	Mix-Joyce	Jen.	15	4987 feet	Jan 21
Don't Marry	Moran-Hamilton	June	3	5708 feet	June 9
Dressed to Kill	Lowe-Astor	Mar.	18	6566 feet	Mar. 17
East Side, West Side	O'Brien-Velli	Oct.	9	8154 feet	Nov. 4
Escape, The	Valli-Russell	April	29	5109 feet	May 12
Farmer's Daughter, The	Beebe-Burke	July	8		
*Fazil	Farrell-Nissen-Busch	Sept.	10	7217 feet	June 9
Fleetwing	Norton-Janis	June	24	4939 feet	Sept. 8
*Four Sons	Mann-Hall-Bushman	Sept.	2	9412 feet	Feb. 18
Gateway of the Moon	Del Rio-Pidgeon	Jen.	1	5038 feet	Jan. 14
Gay Retreat, The	Cohen-McNamara	Sept.	25	5524 feet	Sept. 23
Girl In Every Port, A	McLaglen-Armstrong	Feb.	26	5500 feet	Mar. 3
Girl-Shy Cowboy, The	Rex Bell	Aug.	12	4404 feet	
Hangman's House	McLaglen-Collyer-Kent	May	13	6518 feet	Mey 19
Hello, Cheyenne	Mix-Lincoln	May	13	4618 feet	Mey 19
High School Hero	Phipps-Stuert	Oct.	16	5498 feet	Nov. 11
Honor Bound	O'Brien-Taylor	May	6	6188 feet	Mey 26
Horsemen of the Plains	Mix-Blane	Mar.	11	4397 feet	Mer. 24
Joy Girl, The	Borden-Hamilton	Sept.	18	6162 feet	Sept. 23
Ladies Must Dress	Valli-Gray	Nov.	20	5599 feet	Dec. 23
Love Hungry	Moran-Gray	April	8	5792 feet	April 21
Loves of Carmen	Del Rio-McLaglen	Sept.	4	8538 feet	Oct. 7
News Parade, The	Stuart-Phipps	May	27	6679 feet	June 16
*Mother Machree	Bennett-McLaglen	Oct.	22	6863 feet	Mar. 17
None But the Brave	Morton-Phipps-MacDonald	Aug.	5	5034 feet	Aug. 11
No Other Woman	Del Rio-Alvarado	June	10	5071feet	
Painted Post, The	Mix-Kingston	July	1	4952 feet	June 23
Pajamas	Berden-Gray	Oct.	23	5876 feet	Dec. 2
Play Girl, The	Bellamy-Brown	April	22	5200 feet	April 28
Publicity Madness	Moran-Lowe	Oct.	2	5893 feet	Feb. 11
*Red Dance, The	Del Rio-Farrell-Revier	Dec.	2	9250 feet	June 30
River Pirate, The	McLaglen-Moran	Aug.	26	6937 feet	Sept. 22
Road House	Barrymore-Alba	July	15	4991 feet	Aug. 4
*Seventh Heaven	Gaynor-Farrell	Oct.	30	8500 feet	June 10, '27
Shame (re-issue)	John Gilbert	Nov.	27	5467 feet	
Sharpshooters	O'Brien-Moran	Jen.	15	5573 feet	Jan. 28
Silk Legs	Bellamy-Hall	Dec.	18	5446 feet	
Silver Valley	Mix-Dwan	Oct.	2	5011 feet	Oct. 14
Soft Living	Bellamy-Brown	Feb.	5	5629 feet	Mar. 3
Squere Crooks	Brown-Armstrong-Dwen	Mar.	4	5397 feet	Mar. 31
*†§Street Angel, The	Gaynor-Farrell	Aug.	19	9221 feet	July 28
*Sunrise	Gaynor-O'Brien	Nov.	4	8729 feet	Oct. 14
Thief in the Dark, The	Meeker-Hill-Beebe	May	20	5937 feet	May 26
Two Girls Wanted	Gaynor-Tryon	Sept.	11	6293 feet	Oct. 7
Very Confidential	Madge Bellamy	Nov.	6	5620 feet	Dec. 16
Why Sailors Go Wrong	Cohen-McNamara	Mar.	25	5112 feet	April 14
Wild West Romance	Bell-Lincoln	June	10	4921 feet	
Wizard, The	Lowe-Hyams	Dec.	11	5629feet	
Wolf Fangs	Thunder-Morton-Lincoln	Nov.	27	5331 feet	Dec. 16
Womanwise	Russell-Collyer-Pidgeon	Jan.	8	5050 feet	Mar. 10

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
America's Little Lamb	Variety	April	15	1 reel	Mey 28
Arkansas Traveler	Variety	Jan.	8	1 reel	
Bear Knees	Animal Comedy	Aug.	5	2 reels	
Blue Grass and Blue Blood	Variety	Dec.	9	1 reel	
Cow's Husband, A	Spenser-Temple	June	24	2 reels	June 23
Daisies Won't Yell	Rubin-Lincoln	July	8	2 reels	
Desert Blooms, The	Variety	Mar.	19	1 reel	
Drifting Through Gescony	Variety	Oct.	28	1 reel	
Elephant's Elbows, The	Leon Ramon	Aug.	5	2 reels	Aug. 11
Follow the Leader	Payson-Ramon	May	13	2 reels	Mey 19
Glories of the Evening	Variety	Nov.	11	1 reel	
Head Hunters of Ecuedor	Variety	Jan.	22	1 reel	Feb. 4
Her Mother's Back	Dent-Bletchor	Aug.	19	2 reels	Aug. 4
His Favorite Wife	Tyler Brooke	July	22	2 reels	July 21
Hold Your Hat	Phipps-Stuart	Jan.	15	2 reels	Mar. 24
Hot House Hazel	T. Brooks-T. Hill	Jan.	1	2 reels	
Jeck and Jilted	P. Cunning-M. King	May	27	2 reels	Mey 26
Jungles of the Amazon	Variety	Feb.	5	1 reel	Jan. 21
Kiss Doctor, The	Brooke-Thompson	Jan.	29	2 reels	Mar. 17
Knight of Daze, A	Tylor Brooke	June	10	2 reels	
Lady Lion	Lincoln-Cleyton-Bletcher	Mar.	25	2 reels	Mey 19
Lofty Andes, The	Varsity	Aug.	5	1 reel	Aug. 11
Lords of the Back Fence	Variety	Jen.	22	1 reel	
Love la Blonde	Rollens-Ellis	Feb.	26	2 reels	Mar. 17
Low Necker, The	Merjorie Beebe	Dec.	18	2 reels	Jan. 14
Monument Velley	Variety	Nov.	25	1 reel	
Neapolitan Days	Variety	Sept.	2	1 reel	
Old Wives Who Knew	Hallam Cooley	April	8	2 reels	Mey 28
On a South Sea Shore	Variety	April	1	1 reel	
Oregon Trail, The	Variety			1 reel	July 28
Ship Ahoy!	Variety	Feb.	19	1 reel	
Snowbound	Variety	Aug.	19	1 reel	
Spanish Influence	Variety	April	29	1 reel	
Spanish Craftsmen	Variety	Sept.	30	1 reel	
Steeplechase	Variety	Oct.	14	1 reel	
Storied Palestine	Variety	Dec.	23	1 reel	
T. Bone for Two	Tyler Brooke	April	22	2 reels	
Through Forest Aisles	Variety	Sept.	18	1 reel	
Too Many Cookies	T. Brooke-L. Miller	Mar.	11	2 reels	
Vintage, The	Variety	Mer.	4	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*§Air Circus, The	Carrol-Lake-Rollins	Sept.	30	7702 feet	Sept. 8
Beckwash	Farrell-Duncan				
Baggage Smasher, The	McLaglen-Collyer	Nov.	18		
*†xCaballero's Way, The	Walsh-O'Brien-Alba				
Cock-Eyed World, The	Lowe-McLaglen				
Dry Martini	Gran-Astor-Moore	Oct.	14		
Fatal Wedding, The	Astor-Bard				
Fog, The	O'Brien-Collyer	Dec.	23		
*Four Devils, The	Macdonald-Gaynor-Morton				
Girl Downstairs, The	Moran-O'Brien				
Homesick	Sammy Cohen	Dec.	30		
Joy Street	Barrymore-Alba	Dec.	9		
*†Lost in the Arctic	Special Cast			5474 feet	Aug. 18
*†§Making the Grade	Moran-Lowe	Oct.	7		
Me, Gangster	Collyer-Terry	Oct.	8		
*†§Mother Knows Best	Bellamy-Dresser	Oct.	28	10,100 feet	Sept. 22
Our Daily Bread	Farrell-Duncan				
Plastered In Paris	Cohen-Pennick	Sept.	23		
Prep and Pep	Rollens-Drexel	Nov.	11		
Riley the Cop	Macdonald-Drexel	Jan.	6, '29		
Vampire a la Mode	Marjorie Beebe	Oct.	29		
Win That Girl	Rollens-Carrol	Sept.	16	5337 feet	
Woman, The	Astor-Boles				

MOVIETONE SHORTS

Title	Ster	Rel.	Dete	Length	Reviewed
At the Ball Geme	Joe Cook				
Bridge at Midnight, The	Mary Duncan				
Corpus Christi	Raquel Mayer				Sept. 8
Everybody Loves My Girl	Winnie Lightner				Sept. 8
Family Picnic, The	Raymond McKee			2 reels	
Four A. M.				2 reels	
In a Music Shoppe	Special Cast				
Interview, The	Clarke-McCullough				
Ladies' Man, The	Chic Sales			2 reels	
Mind Your Business	Hugh Herbert			2 reels	
Napoleon's Barber				2 reels	
Mystery Mansion				2 reels	
They're Coming to Get Me	Chick Seles				
Treasurer's Report, The	Robert Benchley				
Family Picnic, The	McKee				June 30
George Bernard Shaw	Interview				June 30
Seranade (Schubert)	Harold Murray				Sept. 8
White Faced Fool, The	Lionel Atwill				Sept. 8

GOTHAM

FEATURES

Title	Star	Rel.	Dete	Length	Reviewed
Bare Knees	Corbin-Keith	Feb.	1	5800 feet	Jan. 28
Blondes By Choice	Claire Windsor	Oct.	1	6987 feet	
Cheer Leader, The	Graves-Olmstead	Nov.	1	6000 feet	Mer. 10
Cherus Kid, The	Faire-Washburn	April	1	6200 feet	April 14
Girl From Rio, The	Myers-Pidgeon	Sept.	1	6990 feet	
Hell Ship Bronson	Mrs. W. Reid-Howes-Beery	May	1	6432 feet	Mey 12
Midnight Life	Bushman-Olmstead	Aug.	12	6200 feet	Aug. 11
River Woman, The	Logan-L. Barrymore	Aug.	26	6800 feet	Aug. 11
San Francisco Nights	Marmont-Busch	Jan.	1	7000 feet	Dec. 31
United States Smith	Gribbon-Lee-Harlan	June	1	6000 feet	June 16

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Able of the U. S. A	George Jessel				
Down Grede, The	Fairbanks-Calhoun				
*§Girl From Argentine, The	Carmel Meyers				
Thru the Breakers	Livingston-Herbert				
Turn Back the Hours	Loy-Pidgeon	Mar.	1	8600 feet	Mar. 17
When Danger Calls	Fairbanks-Sedgwick				

METRO-GOLDWYN-MAYER

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Across to Singapore	Novarro-Crawford	April	7	6805 feet	May 5
Actress, The	Shearer-Forbes-O. Moore	April	28	6998 feet	July 14
Adventurer, The	McCoy-Sebastian	July	14	4187 feet	
Annie Laurie	Gish-Kerry	Sept.	17	8730 feet	May 27 '27
Baby Mine	Arthur-Dane	Jen.	21	5139 feet	Jan. 14
Becky	O'Neill-O. Moore	Nov.	12	6433 feet	
*§Bellemy Trial, The	Joy-Bronson	Sept.	22		
Ben Hur	Noverro-McAvoy	Oct.	8	11693 feet	Jan. 18, 28
Beyond the Sierras	Tim McCoy	Sept.	15		
Big City, The	Chaney-M. Dey-Compson	Feb.	18	6838 feet	Mer. 31
Big Parede, The	Gilbert-Adoree	Sept.	10	11519 feet	Nov. 28 '25
Body end Soul	L. Barrymore-Pringle-Kerry	Oct.	1	5902 feet	Nov. 25
Bringing Up Father	Mecdoneld-Olmsted-Moren	Mar.	17	6344 feet	June 2
Buttons	Coogan-L. Henson	Dec.	24	6050 feet	Mar. 31
Camoraman, The	Keaton-Day	Sept.	29		Sept. 15
Cardboerd Lover, The	Davies-Asther	Aug.	25	7108 feet	Sept. 8
Certain Young Man	Novarro-Adoree	May	19	5679 feet	June 16
Circus Rookies	Dane-Arthur	Mer.	31	56o1 feet	Mey 19
Cossacks, The	Gilbert-Adoree	June	23	8601 feet	June 30
Crowd, The	Boardmen-Murrey	Mar.	3	8538 feet	Feb. 25
*†Dancing Daughters	Crawford-Brown-Sebastian	Sept.	8		
Detectives	Dane-Arthur	June	9	5838 feet	
Diamond Handcuffs	Boardman-Grey-Nagel	May	5	6700 feet	Sept. 15
Divine Women The	Garbo-Hanson	Jen.	14	7300 feet	Jan. 21
Enemy, The	Gish-Forbes	Feb.	18	8189 feet	Dec. 31
*†Excess Baggege	Haines-Cortez	Sept.	8		
Feir Co-Ed	Devles-Brown	Oct.	15	6408 feet	Nov. 4
Forbidden Hours	Noverro-Adoree	June	16	5011 feet	July 28
Foreign Devils	McCoy-Windsor	Sept.	3	4658 feet	Aoril 28
Four Walls	Gilbert-Crawford	Aug.	11	6620 feet	Aug. 25
Gerden of Alleh	Terry-Petrovich	Nov.	8	8200 feet	Sept. 18
In Old Kentucky	H. Costello-Murray	Oct.	29	6646 feet	
Latest from Perls, The	Shearer-Forbes	Feb.	4	7743 feet	Mar. 3
Laugh, Clown, Laugh	Cheney-Young-Asther	April	14	7045 feet	June 2
Law of the Renge	McCoy-Crawford	Jen.	21	5393 feet	
London After Midnight	Chaney-M. Dey-Negel	Dec.	3	5687 feet	Dec. 23
Love	Gerbo-Gilbert	Jen.	2	7365 feet	Dec. 16
Lovelorn, The	O'Neill-Kent-O'Day	Dec.	17	5950 feet	Dec. 30
Madamoiselle from Armentieres	E. Brody-J. Stuart	June	2	5441f eet	
Man, Woman and Sin	Gilbert-Eegels	Nov.	19	8280 feet	June 2
Mysterious Lady, The	Garbo-Nagel	Aug.	4	7652 feet	Aug. 11
Patsy, The	Davies-Caldwell-Grey	Mar.	10	7289 feet	
Quelity Street	Davies-Nagel	Dec.	31	7193 feet	Nov. 18
Riders of the Dark	McCoy-Dwan	April	21	5014 feet	
Road to Romance, The	Novarro-M. Day	Sept.	24	8544 feet	Jan. 21
Rose-Merie	Crawford-Murrey-Peters	Feb.	11	7745 feet	Feb. 18
Skirts	Chaplin-Balfour	May	12	5801 feet	
Smert Set, The	Haines-Holt-A. Day	Feb.	25	6478 feet	Mar. 10
Spoilers of the West	McCoy-Daw	Dec.	10	4784 feet	Mar. 24
Spring Fever	Haines-Crawford	Oct.	22	8705 feet	Oct. 28
Student Prince, The	Novarro-Shearer	Jan.	30	9435 feet	Oct. 7

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Tea for Three	Cody-Pringle-O. Moore	Oec.	10	8273 feet	Nov. 11
Tolling the World	Haines-Pago	June	30	7184 feet	July 21
Thirteenth Hour, The	L. Barrymore-Gadsdon	Nov.	28	6262 feet	
Under the Black Eagle	Flash-M. Oay-Forbee	Mar.	24	5901 feet	May 19
West Point	Haines-Crawford	Jan.	7	8134 feet	Jan. 7
*†While the City Sleeps	Chaney-Page	Sept.	15		
*†§White Shadowe in the South Seas	Blue-Torres	July	7	7968 feet	Aug. 18
Wickedness Preferred	Cody-Pringle	Jan.	28	5011 feet	
Wyoming	McCoy-Sebastian	Mar.	24	4435 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Aching Youth	Charley Chase	Mar.	17	2 reels	
African Adventuro, An	Ufa Oddities	Aug.	27	1 reel	
All For Nothing	Charley Chase	Jan.	21	2 reels	Jan. 14
All Parts	Charley Chase	Nov.	27	2 reels	
Amazing Lovers	Ufa Oddities	Mar.	10	1 reel	
Assorted Babies	Ufa Oddities	Nov.	5	1 reel	
Barnum and Ringling, Inc	"Our Gang"	April	7	2 reels	April 21
Bits of Africa	Ufa Oddities	Sept.	15	1 reel	
Blow by Blow	Max Davidson	Mar.	31	2 reels	April 21
Booster, The	Charley Chase	Nov.	24	2 reels	
Boy Friend, The	Roach Stars	Nov.	10	2 reels	
Call of the Cuckoo	Max Davidson	Oct.	15	2 reels	
Came the Dawn	Max Davidson	Mar.	3	2 reels	
Children of the Sun	Ufa Oddities	Feb.	11	1 reel	
Cleopatra	Revier-Ellis	July	7	2 reels	
Crazy House	"Our Gang"	June	2	2 reels	May 28
Czarina's Secret, The	Baclanova-Mir-Rand	Mar.	17	2 reels	
Do Gentlemen Snore?	Roach Stars	Oct.	13	2 reels	
Dumb Daddies	Max Davidson	Feb.	4	2 reels	Feb. 26
Eagle's Nest	Ufa Oddities	Aug.	18	1 reel	
†Early to Bed	Laurel-Hardy	Oct.	6	2 reels	July 28
Edison, Marconi and Co	"Our Gang"	Mar.	10	2 reels	April 7
Fair and Muddy	"Our Gang"	May	5	2 reels	May 12
Family Group, The	Charley Chase	Feb.	18	2 reels	Feb. 18
Feed 'Em and Weep	Roach Stars	Dec.	8	2 reels	
Fight Pest, The	Charley Chase	May	12	2 reels	May 26
Finishing Touch, The	Laurel-Hardy	Feb.	25	2 reels	April 7
Forty Thousand Miles with Lindbergh	Aviation Film	Mar.	4	3 reels	
From Soup to Nuts	Laurel-Hardy	Mar.	24	2 reels	April 21
Golden Fleeces	Ufa Oddities	May	19	1 reel	
Growing Pains	"Our Gang"	Sept.	22	2 reels	
Habeas Corpus	Laurel-Hardy	Dec.	1	2 reels	
Happy Omen, A	Ufa Oddities	July	14	1 reel	
Heart of General Robert E. Lee, The	Daw-Walling	Sept.	22	2 reels	
*Imagine My Embarrassment	Charley Chase	Sept.	1	2 reels	July 28
*Is Everybody Happy?	Charley Chase	Sept.	29	2 reels	
Jungle Round-Up, A	Ufa Oddities	Jan.	28	1 reel	Oct. 9
Kisses Come High	Ufa Oddities	Dec.	8	1 reel	
Lady of Victories, The	A. Ayres-O. Matlesen-G. Irving	Jan.	21	2 reels	Feb. 25
Leave 'Em Laughing	Laurel-Hardy	Jan.	28	2 reels	Mar. 3
Limousine Love	Charley Chase	April	14	2 reels	April 21
Lonely Lapland	Ufa Oddities	Nov.	10	1 reel	
Monarch of the Glen, The	Ufa Oddities	Mar.	24	1 reel	Jan. 21
Monkey Shines	Ufa Oddities	Sept.	1	1 reel	
Murder	Ufa Oddities	Sept.	29	1 reel	
Nature's Wizardry	Ufa Oddities	July	28	1 reel	
*Ol' Gray Hoss, The	"Our Gang"	Oct.	20	2 reels	July 28
Palace of Honey, The	Ufa Oddities	June	16	1 reel	May 28
Pass the Gravy	Max Davidson	Jan.	7	2 reels	Jan. 14
Perfume and Nicotine	Ufa Oddities	Jan.	14	1 reel	
Pets and Pests	Ufa Oddities	Jan.	28	1 reel	Mar. 3
Primitive Housekeeping	Ufa Oddities	April	21	1 reel	
Rainy Oays	"Our Gang"	Feb.	11	2 reels	Feb. 25
Sacred Baboon, The	Ufa Oddities	Sept.	1	1 reel	
Sanctuary	Ufa Oddities	May	5	1 reel	July 21
Savage Customs	Ufa Oddities	Nov.	24	1 reel	
*School Begins	"Our Gang"	Nov.	17	2 reels	
Secrets of the Sea	Ufa Oddities	Feb.	25	1 reel	Mar. 3
Should Women Drive?	Max Davidson	May	26	2 reels	May 19
Should Married Men Go Home?	Laurel-Hardy	Sept.	15	2 reels	July 28
Sleeping Death	Ufa Oddities	June	30	1 reel	
Spook-Spoofing	"Our Gang"	Jan.	14	2 reels	Jan. 14
Spanking Age, The	"Our Gang"	Dec.	15	2 reels	
Strange Prayers	Ufa Oddities	Dec.	22	1 reel	
Tell it to the Judge	Max Davidson	April	28	2 reels	
That Night	Roach Stars	Sept.	15	2 reels	
Their Purple Moment	Laurel-Hardy	May	19	2 reels	May 28
Tokens of Manhood	Ufa Oddities	June	2	1 reel	May 28
Two Tars	Laurel-Hardy	Nov.	3	2 reels	
Virgin Queen, The	Stanley-Owan-Manning	May	12	2 reels	May 19
Wicked Kasimir, The	Ufa Oddities	April	7	1 reel	
Wives for Sale	Ufa Oddities	Oct.	27	1 reel	
World's Playgrounds	Ufa Oddities	Oct.	13	1 reel	
Your Oarn Tootin'	Laurel-Hardy	April	21	2 reels	May 12

Coming Attractions

Title	Star	Length	Reviewed
Adrienne Lecouver	Crawford-Asther		
§Alias Jimmy Valentine	Haines-Hyams-Barrymore		
*†Baby Cyclone, The	Cody-Pringle		
§Ballyhoo	Norma Shearer		
Beau Broadway	Cody-Pringle	6037 feet	Aug. 4
Brotherly Love	Oane-Arthur		
Bushranger, The	McCoy-Douglas		
Deadline, The	Flash-Lorraine-Gray		
†Devil's Mask, The	John Gilbert		
*†Gold Braid	Ramon Novarro		
He Learned About Women	Haines-Page-Percy		
Humming Wires	Tim McCoy		
§Little Angel, The	Shearer-Asther		
Loves of Casanova, The	Special Cast		
§Man's Man, A	William Haines		
Masked Stranger, The	McCoy		
Masks of the Devil	John Gilbert		
Napoleon	Special Cast		
*§Nize Baby	Gordon-Holtz-Waldridge		
Pagan, The	Ramon Novarro		
Shadows of the Night	Flash-Grey-Lorraine		
*†Show People	Davies-Haines		
Single Standard, The	Flash-Gray-Lorraine		
Spies	Special Cast		
Suoix Blood	McCoy-Frazer		
*†Tide of Empire	Adoree-Murray		
*†Trail of '98, The	Del Rio-Forbes	11100 feet	Mar. 24
West of Zanzibar	Chaney-Nolan-Barrymore		
*†Wind, The	Gish-Hanson		
*†Woman of Affairs, A	Gilbert-Garbo		

MOVIETONE SHORTS

Title	Star	Rel.	Date	Length	Reviewed
Fuzzy Knight	Songs	Oct.	27		
George Dewey Washington	Songs	Oct.	27		
George Dewey Washington	Songs	Nov.	17		
Marion Harris	Songs	Nov.	17		
Marion Harris	Songs	Oct.	20		
Jimtown Cabaret	Miller and Lyle	Nov.	10	2 reels	
Johnny Marvin	Songs	Nov.	3		
Johnny Marvin	Songs	Sept.	29		
Joseph Regan		Oct.	13		
Joseph Regan		Nov.	3		
Leo Beers		Oct.	6		
Locust Sisters	Songs	Oct.	6		
Marion Harris	Songs	Sept.	29		
Mayor of Jimtown	Miller and Lyle	Oct.	13		
M-G-M Movietone Revue		Nov.	3		
M-G-M Movietone Revue		Oct.	13		
Odette Myrtle	Songs	Oct.	20		
Ponce Sisters	Songs	Oct.	20		
Ponce Sisters	Songs	Nov.	10		
Van and Schenck	Songs	Sept.	29		
Van and Schonck	Songs	Oct.	27		
Vincent Lopez	Piano Solos	Nov.	10		
Walt Roosner and Capitolians	Jazz Band	Oct.	8		

PARAMOUNT

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Adventure Mad	Asther-Hall-Davle	Mar.	31	5897 feet	
Barbed Wire	Negri-Brook	Sept.	10	8591 feet	
Beau Sabreur	Brent-Cooper	Jan.	7	6538 feet	Jan. 28
Big Killing, The	Beery-Hatton	May	19	5930 feet	July 7
Chang	Jungle Film	Sept.	3	6538 feet	May 13 '27
City Gone Wild, The	Meighan-Brooke	Nov.	12	5408 feet	Mar. 3
Doomsday	Vidor-Cooper	Feb.	18	5665 feet	April 7
Drag Net, The	Bancroft-Brent	May	26	7866 feet	June 9
Easy Come, Easy Go	Dix-Carroll	April	21	5364 feet	May 12
Feel My Pulse	Daniels-Arlen	Feb.	25	5808 feet	Mar. 3
Figures Don't Lie	Ralston-Arlen	Oct.	8	5280 feet	Mar. 3
Fifty-Fifty Girl, The	Daniels-Hall	May	12	6402 feet	May 26
First Kiss, The	Wray-Cooper	Aug.	25	6134 feet	Aug. 25
Fools for Luck	Fields-Conklin	May	7	5852 feet	June 23
Forgotten Faces	Brian-Brook	Aug.	11	7640 feet	Aug. 11
Gay Defender, The	Dix-Todd	Dec.	10	6376 feet	Oec. 31
Gentleman of Paris, A	Menjou-O'Hara	Oct.	15	5927 feet	Oct. 14
Gentlemen Prefer Blondes	Taylor-Sterling-White	Jan.	28	6871 feet	Jan. 21
Get Your Man	Bow-Rogers	Dec.	10	5998 feet	
Half a Bride	Ralston-Arlen	June	18	6238 feet	
His Tiger Lady	Menjou-Brent	June	9	5038 feet	June 2
Honeymoon Hate	Vidor-Carmanatl	Dec.	3	5415 feet	Feb. 11
Hot News	Daniels-Hamilton	July	14	6528 feet	July 28
Jesse James	Thomson-Lane	Oct.	22	8656 feet	Oct. 28
Just Married	Hall-Taylor	Aug.	18	6039 feet	Aug. 18
Ladies of the Mob	Bow-Arlen	June	30	6792 feet	
Last Command, The	Jannings-Brent	Jan.	21	8234 feet	Jan. 28
Last Waltz, The	Fritsch-Vernon	Nov.	26	6940 feet	Dec. 30
Legion of the Condemned	Cooper-Wray	Mar.	10	7415 feet	Mar. 24
Love and Learn	Ralston-Chandler	Jan.	14	5737 feet	Feb. 25
*Loves of An Actress, The	Negri- Asther	Aug.	18	7434 feet	Aug. 4
Loves of an Actress (silent version)	Negri-Asther	Aug.	18	7159 feet	
Magnificent Flirt, The	Florence Vidor	June	2	4998 feet	June 30
Mating Call, The	Meighan-Brent-Adoree	July	21	6325 feet	
Nevada	Cooper-Todd	Sept.	10	6258 feet	Oct. 28
Night of Mystery, A	Menjou-Brent	April	7	5741 feet	April 21
Now We're in the Air	Beery-Hatton	Oct.	22	5798 feet	Oec. 23
Old Ironsides	Ralston-Farrell-Beery	Mar.	3	7910 feet	Dec. 18 '28
One Woman to Another	Vidor-Von Eltz	Sept.	24	4551 feet	Sept. 30
Open Range	Chandler-Bronson	Nov.	5	5599 feet	Mar. 10
Partners in Crime	Beery-Hatton-Brian	Mar.	17	6600 feet	May 5
Peaks of Destiny	Special Cast	Jan.	28	5582 feet	Jan. 21
Pioneer Scout, The	Thomson-Lane	Jan.	21	6118 feet	Mar. 10
Racket, The	Meighan-Prevost	June	30	7646 feet	July 14
Red Hair	Bow-Chandler	Mar.	10	6331 feet	Mar. 31
Rough Riders, The	N. Beery-Bancroft	Oct.	1	9443 feet	April 1 '27
*Sawdust Paradise, The	Ralston-Howes	Aug.	25	5928 feet	Sept. 1
Secret Hour, The	Negri-Thomson	Feb.	4	7175 feet	Mar. 17
Serenade	Menjou-Carver-Basquette	Oec.	24	5209 feet	Oec. 31
Shanghai Bound	Dix-Brian	Oct.	15	5515 feet	Oec. 9
She's a Sheik	Oaniels-Arlen	Nov.	12	6015 feet	Dec. 9
Shootin' Irons	Luden-Blane	Oct.	8	5179 feet	
Show Oown, The	Bancroft-Brent	Feb.	25	7616 feet	Mar. 10
Something Always Happens	Ralston-Hamilton	Mar.	24	4792 feet	May 28
Speedy	Lloyd-Christie	April	7	7960 feet	April 14
Sporting Goods	Dix-Olmstead	Feb.	11	5951 feet	Feb. 18
Spotlight, The	Ralston-Hamilton	Nov.	19	4934 feet	
Stark Love	Special Cast	Sept.	17	6200 feet	Mar. 11 '27
Street of Sin, The	Jannings-Wray	May	26	6218 feet	June 2
Sunset Legion, The	Thomson-Murphy	April	21	6763 feet	
Swim, Girl, Swim	Oaniels-Hall	Sept.	17	6124 feet	Sept. 18
Tell It to Sweeney	Conklin-Bancroft	Sept.	24	6006 feet	Oct. 28
Three Sinners	Negri-Baxter	April	14	7029 feet	April 28
Tillie's Punctured Romance	Fields-Conklin	Mar.	3	5733 feet	
Two Flaming Youths	Conklin-Fields	Dec.	17	5319 feet	Jan. 7
Under the Tonto Rim	Arlen-Brian	Feb.	4	5991 feet	April 28
Underworld	Bancroft-Brent-Brook	Oct.	29	7643 feet	Sept. 9
Vanishing Pioneer, The	Holt-Blane	June	23	5834 feet	
*Warming Up	Richard Olx	Aug.	4	6509 feet	July 21
Way of All Flesh	Jannings-Bennett-Haver	Oct.	1	8486 feet	July 8, '27
We're All Gamblers	Meighan-Millner	Sept.	3	5935 feet	
Wife Savers	Beery-Hatton	Jan.	7	5413 feet	Jan. 21
Woman on Trial	Negri-E. Hanson	Oct.	29	6960 feet	Oct. 14

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Adoration	Novelty	Feb.	25	2 reels	
Alice in Movieland	Novelty	June	23	2 reels	
Baby Feud	Krazy Kat Cartoon	Aug.	18	1 reel	
Beaches and Scream	Krazy Kay Cartoon	Oct.	22	1 reel	
Behind the Counter	E. E. Horton	Mar.	3	2 reels	
Bugs My Dear (Christie)	Bobby Vernon	April	21	2 reels	
Bum Steer, A	Krazy Kat Cartoon	April	21	1 reel	
Call Again	E. E. Horton	Oct.	20	2 reels	
Campus Cuties (Christie)	Billy Dooley	April	7	2 reels	
Come Easy, Go Slow	Krazy Kat Cartoon	Oct.	13	1 reel	
Dad's Choice	E. E. Horton	Jan.	7	2 reels	
Dancing Town, The	May-Skelly-Hayes	Oct.	27	2 reels	
*Dizzy Diver, The (Christie)	Billy Dooley	Aug.	11	2 reels	
Fighting Fanny (Christie)	Featured Cast	Jan.	21	2 reels	April 28
Frenzy	Novelty	Jan.	14	2 reels	
Gallant Gob, A (Christie)	Billy Dooley	May	26	2 reels	
Goofy Ghosts (Christie)	Jimmie Adams	April	28	2 reels	
Halfback Hannah (Christie)	Ann Cornwall	April	14	2 reels	
Hold 'Er Cowboy (Christie)	Bobby Vernon	June	2	2 reels	
Holy Mackerel (Christie)	Jimmy Adams	Feb.	11	2 reels	June 2
Home Girl, The	Gilmore-Kruger	Dec.	1	2 reels	
*Hot Scotch (Christie)	Jack Duffy	Aug.	18	2 reels	
Hunger Stroke, A	Krazy Kat Cartoon	Feb.	25	1 reel	
Ice Boxed	Krazy Kat Cartoon	Feb.	11	1 reel	
Just the Type (Christie)	Neal Burns	Feb.	18	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Knights of the Air	Aviation Film	Mar. 31		2 reels	
Ko-Ko's Bawth	Inkwell Cartoon	Feb. 18		1 reel	
Ko-Ko's Big Pull	Inkwell Cartoon	Sept. 8		1 reel	
Ko-Ko Goes Over	Inkwell Cartoon	June 23		1 reel	
Ko-Ko Heaves Ho	Inkwell Cartoon	Aug. 25		1 reel	
Ko-Ko Kleans Up	Inkwell Cartoon	Sept. 22		1 reel	
Ko-Ko's Chase	Inkwell Cartoon	Aug. 11		1 reel	
Ko-Ko's Dog Gone	Inkwell Cartoon	Oct. 20		1 reel	
Ko-Ko's Haunted House	Inkwell Cartoon	April 28		1 reel	
Ko-Ko's Hot Dog	Inkwell Cartoon	April 14		1 reel	
Ko-Ko's Jerm Jam	Inkwell Cartoon	Feb. 4		1 reel	
Ko-Ko's Earth Control	Inkwell Cartoon	Mar. 31		1 reel	
Ko-Ko's Field Daze	Inkwell Cartoon	June 9		1 reel	
Ko-Ko's Kink	Inkwell Cartoon	Jen. 7		1 reel	
Ko-Ko's Kozy Korner	Inkwell Cartoon	Jan. 21		1 reel	
Ko-Ko's Parade	Inkwell Cartoon	Oct. 6		1 reel	
Ko-Ko's Smoke	Inkwell Cartoon	Mar. 3		1 reel	
Ko-Ko's Tattoo	Inkwell Cartoon	Mar. 17		1 reel	
Long Hose (Christie)	Jack Duffy	Mar. 17		2 reels	
Loose Change (Christie)	Sandy MacDuff	Oct. 6		2 reels	
Love's Young Scream (Christie)	Anne Cornwell	May 12		2 reels	
Love Shy (Christie)	Jimmie Adams	Mar. 24		2 reels	
Love Sunk	Krazy Kat Cartoon	Mar. 24		1 reel	
News Reeling	Krazy Kat Cartoon	Aug. 4		1 reel	
Oriental Hugs (Christie)	Billy Dooley	Sept. 29		2 reels	
Patent Medicine Kid, The	Krazy Kat Cartoon	June 2		1 reel	
Phantom Nail, The	Krazy Kat Cartoon	Sept. 29		1 reel	
Picture My Astonishment (Christie)	Frances Lee	Oct. 13		2 reels	
Pig Styles	Krazy Kat Cartoon	Jan. 14		1 reel	
Prancing Prune	Helen Heyes			2 reels	
Rain Dropper, The	Krazy Kat Cartoon	June 30		1 reel	
Save the Pieces (Christie)	Bobby Vernon	Jan. 28		2 reels	
Say Uncle (Christie)	Jack Duffy	June 9		2 reels	
Scrembled Weddings	E. E. Horton	June 30		2 reels	
Sea Sword (Christie)	Billy Dooley	Sept. 1		2 reels	
Shadow Theory	Krazy Kay Cartoon	Jan. 28		1 reel	
Show Vote	Krazy Kat Cartoon	Sept. 15		1 reel	
*Skating Home (Christie)	Frances Lee	Sept. 1		2 reels	
Slick Slickers (Christie)	Neal Burns	July 7		2 reels	
Slippery Heels (Christie)	Jimmie Adams	June 16		2 reels	
*Sock Exchange, The (Christie)	Bobby Vernon	Sept. 22		2 reels	
Stage Coached	Krazy Kat Cartoon	June 16		1 reel	
*Stop Kidding	Bobby Vernon	Aug. 25		2 reels	
Sweetles (Christie)	Bobby Vernon	Mar. 10		2 reels	
Tong Tied	Krezy Kat Cartoon	April 7		1 reel	
Two Masters	Eaton-Post	Sept. 8		2 reels	
Vecation Waves	E. E. Horton	Sept. 15		2 reels	
Wells Tell Tales	Madge Kennedy	Aug. 4		2 reels	
Weter Bugs (Christie)	Billy Dooley	Feb. 4		2 reels	
Wired and Fired	Krazy Kat Cartoon	Mar. 10		1 reel	

Coming Attractions

Title	Star	Length	Reviewe
*§Able's Irish Rose	Hersholt-McDonald	12103 feet	April 28
Avalanche, The	Holt-Hill		
*§Beggars of Life	Beery-Arlen-Brooks	Sept. 15	
Canary Murder Case, The	Powell-Taylor-Brian		
Carnation Kid, The	Douglas MacLean	Oct. 27	
*Docks of New York, The	Bancroft-Compson-Baclanova	Oct. 20 — 7202 feet	Sept. 22
*Fleet's In, The	Bow-Hall	Oct. 13 — 6918 feet	Sept. 1
*†Four Feathers	Wray-Arlen-Beery		
His Private Life	Menjou-Carver		
Hunting Tower	Harry Lauder		
*§Interference	Brent-Brook-Powell		
Just Married	Hall-Taylor		
Just Twenty-One	Rogers-Brian		
Kit Carson	Thomson-Lane	7464 feet	
Letter, The	Evelyn Brent		
Manhattan Cocktail	Arlen-Carroll		
Model from Montmartre	Naldi-Petrovitch	Sept. 22	
*Moran of the Marines	Dix-Elder	Oct. 27	
Number Please	Daniels-Hamilton		
Odd Fellows	Fields-Conklin		
*Patriot, The	Jannings-Stone-Vidor	Sept. 1 — 9819 feet	Aug. 18
Quick Lunch	Fields-Conklin		
Redskin	Richard Dix		
Shop Worn Angel, The	Cooper-Carroll		
Side Show, The	Fields-Conklin		
§Sine of the Fathere	Emil Jannings		
*†Soul of France, The	Special Cast		
Take Me Home	Daniels-Hamilton	Oct. 20	
Three Week-Ends	Clara Bow		
*§Varsity	Rogers-Brian	Sept. 29	
Water Hole, The	Holt-Carroll	Aug. 25 — 6319 feet	Sept. 8
*Wedding March, The	Van Stroheln-Wray	Oct. 6	
Winge	Bow-Rogers	Sept. — 12 reels	Aug. 26'27
Wolf of Wall Street, The	George Bancroft		
Woman From Moscow, The	Negri-Kerry		

PATHE
FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Alice In Wonderland	Special Cast	Dec. 25		4408 feet	
Alice Thru Looking Glass	Special Cast	Feb. 12		3996 feet	
Almost Human	Vera Reynolde	Dec. 26		5596 feet	Mar. 24
Angel of Broadway, The	Leatrice Joy	Oct. 3		6555 feet	Dec. 18
Apache Raider, The	Leo Maloney	Feb. 12		5755 feet	Feb. 18
Avenging Shadow, The	Klondike (dog)	April 29		4293 feet	Mar. 31
Ballyhoo Buster, The	Buffalo Bill, Jr	Jan. 8		4805 feet	Dec. 30
Blonde for a Night, A	Merie Prevost	Feb. 27		5927 feet	
Blue Danube, The	Leatrice Joy	Mar. 12		6589 feet	May 26
Born to Battle	Bill Cody	Sept. 11		4875 feet	
Boss of Rustlers Roost, The	Don Coleman	Jan. 22		4833 feet	Jan. 14
Bronc Stomper, The	Don Coleman	Feb. 26		5408 feet	Mar. 3
Bullet Mark, The	Jack Donovan	Mar. 25		4550 feet	Mar. 31
Chicago	Haver-Varconi	Mar. 5		9145 feet	Dec. 30
Combat	Welsh-Adams-Hulette	Oct. 23		5100 feet	Nov. 11
Cop, The	William Boyd	Aug. 19		7054 feet	Sept. 8
Cowboy Cavalier, The	Buddy Roosevelt	Jan. 29		4526 feet	Jan. 28
Craig's Wife	Ireno Rich	Sept. 23		6670 feet	
Crashing Through	Jack Padjan	Feb. 5		4480 feet	Feb. 11
Desert of the Loet, The	Welly Wales	Dec. 18		4933 feet	Dec. 30
Desperate Courage	Welly Wales	Jan. 15		4398 feet	Jan. 21
Devil's Twin, The	Leo Maloney	Dec. 11		5478 feet	
Discord	Ekmen-Dagover	Nov. 20		8586 feet	Nov. 11
Dress Parade	William Boyd	Nov. 11		6599 feet	Nov. 11
Fangs of Fate	Klondike (dog)	June 24		4476 feet	June 23
Flying Luck	Monty Banks	Dec. 4		8403 feet	Nov. 18
Forbidden Woman, The	Goudal-Varconi	Nov. 7		6568 feet	Dec. 18
Girl in the Pullman	Marie Prevoat	Oct. 31		5867 feet	Nov. 18
Golden Clown, The	Ekman-Bell	Dec. 18		7913 feet	Mar. 24
Gold From Weepah	Bill Cody	Nov. 20		4988 feet	Dec. 23
Grandma'a Boy (re-lesue)	Harold Lloyd	Dec.		4750 feet	
Harp In Hock, A	R. Schildkreut-Coghlan	Oct. 10		5990 feet	Dec. 9
His Foreign Wife	McDonald-Murphy	Nov. 27		4890 feet	Feb. 11
Hold 'Em Yale	Rod La Rocque	May 14		7056 feet	Aug. 4
Hoof Marks	Jack Donovan	Nov. 13		4076 feet	Dec. 23
*†§King of Kings, The	Warner-Logan	Sept. 30		13500 feet	April 29 '27
Land of the Lawless, The	Jack Padjen	Dec. 25		4131 feet	Dec. 30
Laddie Be Good	Bill Cody	Jan. 1		4155 feet	Dec. 30
Law's Lash, The	Klondike (dog)	Mey 20		4683 feet	Mar. 31
Leopard Lady, The	Jacqueline Logan	Jan. 22		6650 feet	Mar. 10
Let 'Er Go Gallegher	Junior Coghlan	Jan. 15		5888 feet	Jan. 28
Meln Event, The	Reynolds-R. Schildkraut	Nov. 18		6472 feet	Nov. 11
Marlie the Killer	Klondike (dog)	Mar. 4		4600 feet	Mar. 3
Midnight Medness	Jacqueline Logan	Mar. 26		6559 feet	
My Friend From India	Franklyn Pangborn	Dec. 19		5750 feet	Mar. 31
Night Flyer, The	William Boyd	Feb. 6		5954 feet	
Obligin' Buckaroo, The	Buffelo Bill, Jr	Oct. 16		4575 feet	Nov. 11
On to Reno	Marie Prevost	Jen. 1		5494 feet	
Perfect Gentleman, A	Monty Banks	Jen. 15		5626 feet	Jen. 14
Red Mark, The	von Seyffertitz-Qyartaro	Aug. 26		7937 feet	Sept. 8
Ride' Em High	Buddy Roosevelt	Oct. 9		4542 feet	Nov. 11
Roarin' Broncs	Buffelo Bill, Jr	Nov. 27		4375 feet	Dec. 30
Rush Hour, The	Marie Prevost	Dec. 12		5880 feet	Mer. 10
Saddle Mates	Wally Wales	Aug. 5		4520 feet	Mar. 17
Ship Comes In, A	Rudolph Schildkraut	June 4		6902 feet	June 23
Skyscraper	William Boyd	April 9		7040 feet	April 14
Soda Water Cowboy, The	Welly Wales	Sept. 25		4546 feet	Nov. 4
Stand and Deliver	Rod La Rocque	Feb. 20		5423 feet	April 7
Tenth Avenue	Hever-Verconi	Aug. 5		6370 feet	
Turkish Delight	R. Schildkrant-Fey	Nov. 11		5397 feet	
Valley of Hunted Men, The	Buffalo Bill, Jr	Feb 19		4520 feet	Mar. 3
Walking Back	Sue Carrol	May 21		5035 feet	Sept. 22
What Price Beauty?	Nita Naldi	Jan. 22		4000 feet	Jan. 28
Wise Wife, The	Phyllis Haver	Oct. 24		5610 feet	Dec. 16
Wreck of the Hesperus, The	Bradford-Marlon	Oct. 31		6447 feet	Mar. 31

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Alaska or Bust	"Aesop Fables"	Sept. 9		1 reel	Sept. 1
Animal Snaps	Rarebits	April 8		1 reel	
Baby's Birthday	Jackson-Hiatt-McKee	Jan. 20		2 reels	
Baby Show, The	"Aesop Fables"	July 15		1 reel	
Bergain Hunt		Oct. 14		2 reels	
Barnyard Artists	"Aesop Fables"	April 29		1 reel	April 21
Barnyard Lodge No. 1	"Aesop Fables"	April 8		1 reel	April 7
Bath Time	Sportlight	June 24		1 reel	June 23
Battling Duet, The	"Aesop Fables"	April 15		1 reel	April 7
Beach Club, The	Bevan-Hurlock	Jan. 22		2 reels	Jen. 14
Benares (Educational)	Geographical Number	Jan. 22		1 reel	
Best Man, The	Beven-A. Bennett-V. Dent	Feb. 19		2 reels	Feb. 11
Bicycle Flirt, The	Bevan-V. Dent-D. Garley	Mar. 18		2 reels	Mar. 10
Blaz e of Glory, A	"Aesop Fables"	Feb. 26		1 reel	
Boy Friend, The	"Aesop Fables"	Jan. 22		1 reel	
Broncho Buster, The	"Aesop Fables"	Jan. 1		1 reel	
Burglar, The		Dec. 9		2 reels	
Bunker Battlers	Sportlight	July 22		1 reel	
Busy Bodies	Sportlight	Jen. 8		1 reel	Dec. 31
Calling Hubby's Bluff		Feb. 3		2 reels	
Camous Carmen, The	Sennett Girls	Sept. 23		2 reels	Sept. 15
Campus Vamp, The	Sennett Girls	Nov. 25		2 reels	
Canned Thrills	Sportlight	Aug. 19		1 reel	Aug. 11
Catalina Rowboat Reces	Jackson-Hiatt-McKee	Oct. 21		2 reels	
Caught In the Kitchen	Billy Bevan	Sept. 9		2 reels	
Chicken, The	Jackson-Hiatt-McKee	Aug. 26		2 reels	
City Slickers	"Aesop Fables"	July 1		1 reel	
Clothes and the Game	Sportlight	April 15		1 reel	April 7
Coast to Coast	"Aesop Fables"	May 13		1 reel	May 19
County Fair, The	"Aesop Fables"	Mar 4		1 reel	
Covering Ground	Sportlight	Sept. 16		1 reel	Sept. 8
Cross Country Run, A	"Aesop Fables"	Aug. 19		1 reel	Aug. 18
Crowned Heads	Sportlight	Feb. 19		1 reel	
Cure or Kill	"Aesop Fables"	Oct. 7		1 reel	
Defensive Ende, The	Football Sense	Nov. 28		1 reel	
Defensive Half Backs	Football Sense	Nov. 7		1 reel	
Defensive Line, The	Football Sense	Nov. 21		1 reel	
Deferred Catch	Football Sense	Nov. 14		1 reel	
*†Dinner Time	"Aesop Fable"			1 reel	
Don't Get Jealoue		May 19		2 reels	
Dumb Waiter, A	Johnny Burke	Sept. 16		2 reels	Sept. 8
Eagle of the Night (Serial)	Frank Clarke	Oct. 14		10 episodes	
Early Bird, The	"Aesop Fables"	July 22		1 reel	
Everybody's Flying	"Aesop Fables"	Feb. 12		1 reel	
Fair Affair, A	Sportlight	July 8		1 reel	Sept. 8
Family Frolics	Sportlight	Jan. 22		1 reel	Jan. 14
Famous Playgrounds	Sportlight	May 13		1 reel	May 19
Flight That Failed, The	"Aesop Fables"	June 3		1 reel	June 9
Flying Age, The	"Aesop Fables"	April 22		1 reel	April 21
Flying Elephants	Roach Stars	Feb. 12		2 reels	Feb. 11
Foolish Husbands		Mar. 17		2 reels	
Fun Afoot	Sportlight	Mar. 18		1 reel	
Galleping Ghosts	Carew-Hardy	Mar. 11		2 reels	Mar. 3
Girl From Nowhere, The	Sennett Girls	Aug. 5		2 reels	Mar. 24
Good Ship Nellie, The	"Aesop Fables"	Feb. 5		1 reel	
Gridiron Cocktail, A	Sportlight	Sept. 30		1 reel	
Happy Days	"Aesop Fables"	May 27		1 reel	May 19
High Seas	"Aesop Fables"	Sept. 23		1 reel	Sept. 22
High Stakes	"Aesop Fables"	Jan. 15		1 reel	
His Unlucky Night	Bevan-Dent	Aug. 12		2 reels	
Honeymoon Hints	Rarebits	Jan. 15		1 reel	
Hubby's Latest Alibi	Billy Bevan			2 reels	
Hubby's Week-End Trip		Dec. 2		2 reels	
Huntaman, The	"Aesop Fables"	July 8		1 reel	July 14
In the Beg	"Aesop Fables"	Aug. 26		1 reel	
Jim Jam Janitor, A	Johnny Hines			2 reels	
Jungle Days	"Aesop Fables"	Mar. 25		1 reel	Mar. 31
Jungle Triangle, A	"Aesop Fables"	May 6		1 reel	May 19
Kashmir, Old and New	Geographical Number	Jan. 8		1 reel	
Life Savers	Rarebits	Feb. 12		1 reel	
Limberlegs	Sportlight	June 10		1 reel	June 2
Love at First Flight	Pollard-Hurlock-Cowley	Jan. 29		2 reels	Jan 21
Magnetic Bat, The	"Aesop Feble"	Sept. 30		1 reel	
Man Without a Face (Serial)	A. Rey-W. Miller	Jan. 15		10 episodes	Jan 14
Mark of the Frog, The	M. Morris-D. Reed	Mar. 25		10 episodes	Mar. 24
Matching Wits	Sportlight	April 29		1 reel	April 21
Motor Boat Mamas		Sept. 30		2 reels	
Mouse's Bride, The	"Aesop Fables"	June 24		1 reel	June 30
New Aunt		May 12		2 reels	
No Picnic		Oct. 7		2 reels	
On the Ice	"Aesop Fables"	Mar. 11		1 reel	
Our Little Nell	"Aesop Fables"	Aug. 5		1 reel	
Outnumbered	"Aesop Fables"	July 29		1 reel	Aug. 4
Over the Bounding Blue with Will Rogers (Travelesque)		Feb. 12		1 reel	Feb. 11
Playin' Hooky	Our Gong"	Jan. 1		2 reels	
Pleasure Hunting	Rarobits	May 27		1 reel	
Puppy Love	"Aesop Fables"	June 10		1 reel	June 9
Reeling Down the Rhine	Traveleaque	Jan. 15		1 reel	Jan. 7
Ride 'Em Cowboy	"Aesop Fablea"	June 17		1 reel	July 14
Rodeo, The		Mar. 24		2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Run, Girl, Run	Sennott Girls	Jan. 15		2 reels	Jan. 14
Scaling the Alps	"Aesop Fables"	April 1		1 reel	Mar. 31
Season to Taste	Sportlight	Mar. 4		1 reel	
Short Circuit, A	"Aesop Fables"	Jan. 8		1 reel	
Should Tall Men Marry?	Roach Stars	Jan. 15		2 reels	Jan. 7
Smile Wins, The	"Our Gang"	Feb. 26		2 reels	Mar. 3
Smith's Army Life	Jackson-Hiatt-McKee	Feb. 5		2 reels	Feb. 4
Smith's Farm Days	Jackson-Hiatt-McKee	Mar. 4		2 reels	Mar. 3
Smith's Holiday	Jackson-Hiatt-McKee	Jan. 8		2 reels	Dec. 31
Smith's Restaurant	Jackson-Hiatt-McKee	Aug. 19		2 reels	
Soldier Man	Harry Langdon	Sept. 30		3 reels	
Son Shower, The	"Aesop Fables"	Mar. 18		1 reel	
South Sea Sagas	Sportlight	Sept. 22		1 reel	
Spider's Lair, The	"Aesop Fables"	Feb. 19		1 reel	Feb. 18
Star Builders	Sportlight	May 27		1 reel	May 19
Static	"Aesop Fable"	Sept. 2		1 reel	
Sunday on the Farm	"Aesop Fables"	Sept. 16		1 reel	Sept. 8
Sunny Italy	"Aesop Fables"	Aug. 12		1 reel	
Supple Sex, The	Sportlight	Aug. 5		1 reel	Sept. 1
Swim Princess, The	Pollard-Clyde-Lombard	Feb. 26		2 reels	Mar. 3
Tail Waggers	Sportlight	April 1		1 reel	
Taxi for Two	Jack Cooper	Sept. 2		2 reels	
Taxi Trouble	Jack Cooper			2 reels	
Terrible People, The (Serial)	Ray-Miller	Aug. 5		10 episodes	
Tiger's Shadow, The	McConnell-Allan			10 episodes	
Trees	Rarebits	Mar. 11		1 reel	
Twenty-Four Dollar Island	Novelty	Jan. 1		1 reel	Dec. 23
UncleTom		Jan. 27		2 reels	
Versafility	Sportlight	Feb. 5		1 reel	Jan. 28
Wandering Minstrel, The	"Aesop Fables"	Jan. 29		1 reel	
Winging West	Aviation Film	May 6		2 reels	
War Bride, A	"Aesop Fables"	May 20		1 reel	May 19
Yellow Cameo, The (Serial)	Ray-Cyclone (dog)	June 3		10 episodes	

Coming Attractions

Title	Star	Length	Reviewed
*†Annapolis	Loff-Brown	Nov. 18	
Black Ace, The	Don Coleman	Sept. 2	5722 feet — Sept. 15
Border Patrol	Harry Carey	Dec. 23	
Burning Bridges	Harry Carey	Sept. 30	5400 feet
*†Captain Swagger	La Rocque-Carol	Nov. 11	6312 feet
Celebrity	Armstrong-Basquette	Oct. 7	6 reels — Aug. 11
Flying Buckaroo, The	Wally Wales	Nov. 25	6670 feet
Flying Fool, The	Monty Banks	Nov. 25	
Forbidden Love	Lili Damita	Nov. 4	
Forty-Five-Calibre War	Coleman-Loff	Feb. 17 '29	
Geraldine	Quillan-Loff	Dec. 30	
*†Godless Girl, The	Basquette-Prevost		10720 feet — Sept. 1
Hawk of the Hills	Allene Ray	Mar. 17	
*§Leatherneck, The	William Boyd	Jan. 13	
Love Over Night	La Rocque-Loff	Sept. 16	5733 feet
Marked Money	Junior Coghlan	Nov. 18	
Man-Made Woman	Joy-Boles-Warner	Sept. 9	5762 feet — Sept. 22
*†Ned McCobb's Daughter	Irene Rich	Dec. 2	
Noisy Neighbors	Eddie Quillan		
Office Scandal	Phyllis Haver	Dec. 16	
Power	Boyd-Logan	Sept. 23	6092 feet — Sept. 15
Sal of Singapore	Phyllis Haver	Oct. 14	Sept. 22
Shady Lady, The	Phyllis Haver		
*†Show Folks	Quillan-Loff	Oct. 21	
Sin Town	Allen-Fair	Jan. 20	
*†Spieler The	Hale-Logan-Adoree	Jan. 6	
Yellow Contraband	Leo Maloney	Oct. 28	

PEERLESS PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Bitter Sweets	Bedford-Graves	Sept. 5		5700 feet	
Girl He Didn't Buy, The	Garon-Simpson	April 15		5600 feet	
Golden Shackles	Bonner-Withers	Mar. 15		5600 feet	
Out of the Past	Harris-Frazer	Sept. 26		5700 feet	
Out With the Tide	Dwan-Landis	June 22		5700 feet	
Web of Fate, The	Lillian Rich	Nov. 7		5800 feet	
Wilful Youth	Harlan-Murphy	Dec. 19		5800 feet	May 26

RAYART (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Boy of the Streets, A	Walker-Bennett	Sept.		5059 feet	
Branded Man, The	Delaney-Marlowe	May		6089 feet	June 2
Casey Jones	Lewis-Robards	Jan.		6673 feet	
City of Purple Dreams The	Bedford-Frazer	Sept. 15			
Cruise of the Hellion	Murphy-Keith	Sept.		6089 feet	Sept. 30
Danger Patrol, The	Russell-Faire	April		6076 feet	
Devil's Tower, The	Buddy Roosevelt	June		4533 feet	
Divine Sinner, The	Vera Reynolds	July 15		5683 feet	
Gun-Hand Garrison	Tex Maynard	Oct.		4879 feet	
Gypsy of the North	Gordon-Hale	April		5976 feet	
Heart of Broadway, The	Garon-Agnew	Jan.		5853 feet	
Heroes In Blue	Bowers-Rand	Nov.		5076 feet	
Law and the Man, The	Santschi-Brockwell	Jan.		5916 feet	Mar. 24
Light In the Window, A	Walthall-Avery-Keefe	Oct.		5960 feet	Nov. 11
Lightnin' Shot, The	Buddy Roosevelt	May		4797 feet	
Man From Headquarters, The	Roberts-Keefe	Aug. 1		5946 feet	
Midnight Adventure, A	Murphy-Landis	May		5262 feet	
My Home Town	Brockwell-Glass	Mar.		5608 feet	June 2
Mystery Valley	Buddy Roosevelt	July		4538 feet	
On the Stroke of 12	E. Torrence-Marlowe-O'Shea	Nov.		5970 feet	
Painted Trail, The	Buddy Roosevelt	Feb.		4571 feet	
Phantom of the Turf, The	H. Costello-Lease	Mar.		5905 feet	
Prince of the Plains	Tex Maynard	Sept.		4134 feet	
Ridin' Luck	Tex Maynard	Oct.		4137 feet	
Sweet Sixteen	Foster-Olmstead	Dec.		5991 feet	
Trail Riders	Buddy Roosevelt	April		4627 feet	
Trailin' Back	Buddy Roosevelt	Mar.		4308 feet	
Wanderer of the West, A	Tex Maynard	Nov.		4200 feet	
Wheel of Destiny, The	Stanley-Hale	Oct.		5869 feet	
Wild Born	Tex Maynard	Dec.		4490 feet	
You Can't Beat the Law	Lee-Keefe	Feb.		5260 feet	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
Should a Girl Marry?	Foster-Keith				
Sister of Eve	Anita Stewart	Oct.	1		

STERLING PICTURES (S. R.)

Title	Star	Rel.	Date	Length	Reviewed
Burning Up Broadway	H. Costello-Frazer	Jan. 30		5200 feet	
Cancelled Debt, The	Lease-Stevens	Sept. 1		5200 feet	
Marry the Girl	Bedford-Ellis	Mar. 1		5300 feet	Mar. 10
Million For Love, A	Dunn-Howes	April 15		5400 feet	
Pretty Clothes	Ralston-Walker	Oct. 15		5652 feet	Nov. 4
Outcast Souls	P. Bonner-Delaney	Dec. 15		5210 feet	
Undressed	Bryant Washburn	July 15		5309 feet	

Coming Attractions

Title	Star	Length	Reviewed
†Might Happen to Any Girl			

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Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Adorable Cheat	Lee-Keefe	Chesterfield	June	1	5400 feet	April 21
Aftermath	Special Cast	Collwyn	Dec.		6800 feet	Mar. 3
Age of Lust, The	Emil Jannings	L. T. Rogers				
Air Mail Pilot, The	Mehaffey-Metcalfe	Hi-Mark			5000 feet	
Autumn Love	Lya de Putti	Aff. European	Sept.		6 reels	
*†Big Hop, The	Jones-Raiston-Hearn	B. Jonea Corp	Aug.			
Battles of Coronel	Special Cast	Ameranglo	Feb.		8400 feet	Mar. 24
Black Butterflies	Ralston-Busch-Frazer	Quality Dist	Sept.	1	6261 feet	
Broadway After Midnight	Bonner-Landis	Krelbar	Nov.		6199 feet	Nov. 4
Broken Hearts		Hercules				
City Without Jews, The	Special Cast	Aywon	Sept.	1	5000 feet	
Czar Ivan the Terrible	Special Cast	Amkino	Mar.	10	8300 feet	Mar. 24
Dance Fever	Corda-Valcarel	Brill			6456 feet	
Dawn	Special Cast	Arch Selwyn			7500 feet	
Daughter of Israel	Betty Blythe	Aywon	Sept.	1	8000 feet	
Devil Dogs	Holmes-Alt	Crescent			5600 feet	
Devil's Passion, The	Special Cast	Arfa			5700 feet	
Dugan of the Dugouts	Garon-O'Shea	Crescent			5600 feet	
End of St. Petersburg, The	Russian Cast	A. Hammerstein			8000 feet	June 16
Faithless Lover, The	O'Brien-Hulette	Krelbar	Mar.		5600 feet	Mar. 3
Fangs of Justice	Silverstreak-Walker	Bischoff			5000 feet	
Fortune's Fool	Emil Jannings	L. T. Rogers			6100 feet	
Gay Adventurer The	Charles Alden	A B A			6400 feet	Sept. 8
Gypsy Romance	Raquel Meller	Aff. European	Sept.		6 reels	
Hands of Orlac	Conrad Veidt	Aywon	Sept.		6500 feet	
Hearts of Men	Harris-Keefe	Anchor			5400 feet	
Hell Ship	Special Cast	Collwyn			5800 feet	Sept. 15
Into the Night	Agnes Ayres	Raleigh			5712 feet	
House of Shame, The	Faire-Hale	Shesterfield	Aug.		5300 feet	Sept. 15
Jealousy	Lya de Putti	Brill				
Lady of Petrograd The	Special Cast	Aff. European			6900 feet	
Lady from Paris, The	Vilma Banky	Aywon	Sept.		6000 feet	
Last Moment, The	Matleson-Hale	Zakoro	May		6000 feet	Mar. 31
Life's Like That	Withers-Boteler	F. Royer (producer)				June 16
Lights of Paris	Special Cast	Superlative			6000 feet	
Little Wild Girl, The	Lee-Landis	Herculea				
Look Out Girl, The	Jacqueline Logan	Quality				
Loves of Jeanne Ney, The	Edith Jahanne	Ufa-Eastern			7563 feet	
Modern Du Barry, A	Maria Corda	Brill	June	1	7000 feet	
No Babies Wanted	Devore-Mong	Plaza			5215 feet	
Old Age Handicap, The	Vaughn-Hughes	Trinity Pict			5573 feet	Sept. 15
Olympic Hero, The	Charles Paddock	Zakoro	May		5000 feet	
Port of Missing Children	Special Cast	Superlative				
Port of Missing Girls	Bedford-McGregor	Brenda			7270 feet	Mar. 3
Power of Darkness, The	Moscow Art Players		Sept.		6 reels	
Primanerliebe	German Cast	Scenic Films			6500 feet	Mar. 24
Prodigals of Monte Carlo	Balfour-Blackwell	Zakoro	Aug.		6200 feet	
Queen of the Chorus, The	Faire-Lease	Crescent Pict			5900 feet	
Racing Through	Mae Marsh		Sept.		7 reels	
Romance of a Rogue The	Warner-Stewart	Quality Dist	Aug.		6100 feet	
Sally of the South Seas		Hercules				
Sealed Lips	Swedish Cast	Colwyn			6000 feet	
Shadows of the Night		Hercules				
Shooting Stars	English Cast	Artlee	Aorll		5800 feet	April 28
Silent Trail, The	Bob Custer	Syndicate	Aug.	15	4315 feet	
Simba	Jungle Film	Capitol Pict			8000 feet	Feb. 4
Station Master, The	Ivan Moskvin	Zakoro	June	16	7200 feet	
Streets of Algiers	Camilla Horn	Brill			6603 feet	
Thrill Seekers	Clifford-Fulton	Superlative			4900 feet	
Tartuffe the Hyprocrite	Jannings-Dagover	Brill			7 reels	Aug. 5 '27
Tracey the Outlaw	Jack Hoey	New-Cal	Mar.		6000 feet	Mar. 31
Two Brothers	Conrad Veidt	Ufa Eastern			6300 feet	
When Fleet Meets Fleet	English Cast	Hi-Mark			7953 feet	
Woman Tempted The	Compton-Ward	Aywon	Sept.		6500 feet	
Youth Astray	Johnson-Mattonl	Ameranglo			6000 feet	

SHORT SUBJECTS

Title	Star	Dist'r	Rel.	Date	Length	Reviewed
Bet The	F. P. Donovan (producer)				2 reels	
Charles Gounod (Technicolor)	Music Master Film	Fitzpatrick			1 reel	June 16
Chinatown Mystery, The (Serial)	Joe Bonomo	Syndicate	Sept.	1	10 episodes	
Cigarette Maker's Romance	F. P. Donovan (producer)				2 reels	
District Doctor, The	F. P. Donovan (producer)				2 reels	
Fare Enough	Poodles Hanneford	Artclass			2 reels	
Girl with the Golden Eyes, The	F. P. Donovan (producer)				2 reels	
Mysterious Airman, The		Weiss Bros			10 episodes	
Necklace, The	F. P. Donovan (producer)	Mary Alden			2 reels	
Nothing to Live For	Al Joy	Cranfield Clarke			2 reels	
Piece of String, A	F. P. Donovan (producer)				2 reels	
Police Reporter The (Serial)	W. Miller-E. Gilbert	Weiss	Mar.		10 episodes	
She Said No	Ben Turpin	Artclass			2 reels	
Sophomore, The	G. O'Neill-L. Graydon	Hi-Mark				
Spookey Money	Al Joy	Cranfield-Clarke			2 reels	
Thick and Thin	Snub Pollard	Artclass			2 reels	
Vanishing West, The (Serial)	Special Cast	Mascot Pict	Oct.	15		
Vultures of the Sea (Serial)	Walker-Mason	Mascot Pict	Aug.	1	10 episodes	Sept. 15
Who's Who	Al Joy	Cranfield-Clarke			2 reels	
You Can't Win (Serial)		Weiss Bros			10 episodes	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
About Trial Marriage	Corliss Palmer	Circle Pict	Oct.	15	
Apaches of Paris, The	Special Cast	Ufa Eastern			7200 feet
Arizona days	Bob Custer	Syndicate	Sept.	15	4345 feet
Bachelor Club, The	Talmadge-Worth	General Pict			
Bondage	Special Cast	Ufa-Eastern			
Dancer of His Majesty, The	Special Cast	Amkino			7000 feet
Exodus to the New World, The	Lyon-Prevost	Pioneer			
Guilty	Fritsch-Vernon	Ufa-Eastern			
Lookout Girl, The	Jacqueline Logan	Quality Dist	Sept.		
Mechanics of the Brain	Educational	Amkino			6000 feet
Milak of the Snowlands	Special Cast	Ufa-Eastern			
On the Divide	Bob Custer	Syndicate	Oct.	15	4657 feet
Poet and Czar	Special Cast	Amkino			8775 feet
Scarlet Youth	Coriiss Palmer	Circle Pict	Oct.		
South of Panama		Chesterfield			
Thunder God	Cornellus Keefe	Anchor			
Thrall of Leif the Lucky, The	Starke-L. Mason	Technicolor (producer)			
Two Days	Special Cast	Amkino			6500 feet
Verdun	Special Cast	Richmount			
Water, The	M. Chekhov	Amkino			7000 feet
West of Santa Fe	Bob Custer	Syndicate	Nov.	15	4852 feet
When Duty Calls	Special Cast	Ufa-Eastern			
Yellow Ticket, The	Anna Sten	Amkino			7000 feet

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

TIFFANY-STAHL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Albany Night Boat	Olive Borden	July	20	5844 feet	
Bachelor's Paradise	O'Neill-Graves	Mar.	15	6147 feet	
Beautiful But Dumb	Patsy Ruth Miller	Aug.	1	6157 feet	
Clothes Make the Woman	Southern-Pidgeon	May	1	5209 feet	
Devil's Skipper, The	Bennett-Love-Landis	Feb.	1	5510 feet	May 26
Domestic Meddlers	Claire Windsor	Aug.	15		
Girl From Gay Paree	Bedford-McGregor	Sept.	15	5233 feet	Sept. 23
Grain of Dust, The	Cortez-Windsor-Bennett	July	10	6126 feet	
Green Grass Widows	Hagen-Harron-Olmsted	June	10	5334 feet	
Haunted Ship, The	Love-Sebastian-Santschi	Dec.	1	4752 feet	Feb. 4
House of Scandal	Sebastian-O'Malley	April	1	5297 feet	
Ladies of the Night Club	Cortez-Leonard	May	15	6553 feet	
Lingerie	White-McGregor	July	1	5676 feet	
Nameless Men	Windsor-Moreno	Feb.	15	5708 feet	April 14
Naughty Duchess, The	Warner-Southern	Sept.	10		
Night Life	Harron-A. Day	Nov.	1	6235 feet	Dec. 2
Once and Forever	Miller-Harron	Oct.	15	5629 feet	
Power of Silence, The	Belle Bennett	Sept.	20		
Prowlers of the Sea	Cortez Myers	June	30	5160 feet	
Scarlet Dove, The	Frazer-Borlo	April	15	5102 feet	
Stormy Waters	Southern-McGregor	June	1	5735 feet	
Streets of Shanghai	Starke-Harlan	Dec.	15	5276 feet	Mar. 3
Their Hour	Harron-Sebastian	Mar.	1	5652 feet	
Tragedy of Youth	Baxter-Miller-Collier, Jr.	Jan.	15	6361 feet	Mar. 31
Wild Geese	Bennett-Southern-Keith	Nov.	15	6446 feet	
Woman Against the World	Ford-Hale-Olmsted	Jan.	1	5283 feet	
Women's Wares	Brent-Lytell-Kent	Oct.	1	5614 feet	Nov. 18

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Gold	Color Classic			1 reel	
*†§Hawaiian Love Call, The	Color Symphony	Dec.	15	1 reel	
*†§Japanese Carnival, A	Color Symphony	Jan.	1	1 reel	
*†§In a Persian Market	Color Symphony	Oct.	1	1 reel	
*†§In a Chinese Temple Garden	Color Symphony	Feb.	15	1 reel	
*†Love Charm, The	Color Symphony			1 reel	
Marcheta	Color Classic	Mar.	1	1 reel	
Maude Muller	Color Classic			1 reel	
Medallion, The	Color Classic	Mar.	1	1 reel	
Mission Bells	Color Classic	Mar.	15	1 reel	
North of Suez	Color Classic	Jan.	1	1 reel	
No Woman Allowed	Color Classic			1 reel	
Perfect Day, A	Color Classic	April	1	1 reel	
Scarface	Color Classic	Jan.	15	1 reel	
Souvenirs	Color Classic	Feb.	15	1 reel	
Tenderfoot Tourist, A	Color Classic			1 reel	
Tom, Dick or Harry	Color Classic			1 reel	
*†§Toy Shop, The	Color Symphony	Nov.	1	1 reel	
Treasure Land	Color Classic	Feb.	1	1 reel	

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Cavalier, The	Bedford-R. Talmadge	Oct.	1		
Devil's Apple Tree, The	Dorothy Sebastian	Dec.	20		
Family Row, The	Windsor-Gray				
Floating College, The	O'Neill-Collier, Jr	Oct.	10		
George Washington Cohen	Jessel-Palmer	Oct.	20		
Ghetto, The	George Jessel	Feb.	1		
Gun Runner, The	Cortez-Lane	Nov.	10		
Man in Hobbles, The	Lila Lee	Jan.	20		
Queen of Burlesque	Belle Bennett				
Rainbow, The	Dorothy Sebastine	Dec.	1		
*†§Tollers, The	Ralston-Fairbanks, Jr.	Sept.	1		
Tomorrow	Miller-Gray	Nov.	1		

UNIVERSAL

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
Air Patrol, The	Al Wilson	Jan.	1	4259 feet	
Alias the Deacon	Hersholt-Marlowe	Jan.	22	6869 feet	Oct. 21
Anybody Here Seen Kelly?	Love-T. Moore	Sept.	9	6243 feet	
Arizona Cyclone, The	Fred Humes	May	6	4076 feet	
Back to God's Country	Adoree-Frazer	Sept.	4	5741 feet	July 29
Body Punch, The	Daugherty-Faire	Oct.	28	4786 feet	
Border Cavalier, The	Fred Humes	Sept.	18	4427 feet	
Buck Privates	De Putti-McGregor	June	3	6171 feet	Feb. 4
Burning the Wind	Hoot Gibson	Feb.	10	5202 feet	
Call of the Heart	Dynamite-Cobb-Alden	Jan.	29	4345 feet	
Cat and the Canary	La Plante-Hale-Stanley	Sept.	11	7190 feet	May 20, '27
Cheating Cheaters	Compson-Harlan	Oct.	9	5623 feet	Dec. 23
Chinese Parrot, The	Bosworth-Nixon	Oct.	23	7304 feet	Jan. 7
Clean Up Man, The	Wells-O'Day	Feb.	12	4232 feet	
Cloud Dodger, The	Al Wilson	Sept.	30	4322 feet	
Cohens and Kellys In Paris	Sidney-Macdonald	Jan.	15	7481 feet	Feb. 18
Count of Ten, The	Ray-Ralston	June	17	6279 feet	Sept. 15
Crimson Canyon	Ted Wells	Oct.	14	4201 feet	
Desert Dust	Ted Wells	Dec.	18	4349 feet	
Fanga of Destiny	Dynamite-Cobb-Caldwell	Dec.	4	4295 feet	
Fearless Rider, The	Humes-Worth	Jan.	15	4173 feet	
Finders Keepers	La Plante-Harron	Feb.	5	6081 feet	Mar. 17
Flyin' Cowboy, The	Gibson-Hasbrouck	July	1	5109 feet	
Foreign Legion, The	Kerry-Stone-Nolan	Sept.	23	7826 feet	June 30
Four Footed Ranger, The	Dynamite (dog)	Mar.	25	4426 feet	
Four Flusher, The	Lewis-Nixon	Jan.	8	6193 feet	Jan. 26
Freedom of the Press	Stone-Keith-M. Day	Oct.	28	6474 feet	
Galloping Fury	Gibson-Rand	Nov.	20	5503 feet	
Good Morning Judge	Denny-Nolan	April	29	5645 feet	Sept. 22
Greased Lightning	Ted Wells	July	29	4194 feet	
Grip of the Yukon, The	Bushman-Hamilton-Marlowe	Sept.	30	6599 feet	
Guardians of the Wild	Rex (horse)-Perrin	Sept.	16	4868 feet	
Harvest of Hate, The	Rex (horse)-Perrin	April	14	4719 feet	
Hero For a Night, A	Tryon-Miller	Dec.	16	5711 feet	Dec. 2
Home, James	La Plante-Delaney	Sept.	2	6307 feet	
Hoofbeats of Vengeance	Rex (horse)-Perrin	June	16		
Hot Heels	Tryon-Miller	May	13	5874 feet	Sept. 15
Hound of Silver Creek	Dynamite (dog)	May	20	4095 feet	
How to Handle Women	Tryon-Nixon	Oct.	14	5591 feet	July 14
Irresistible Lover, The	Kerry-Moran	Dec.	4	6958 feet	Sept. 16
Jazz Mad	Hersholt-Nixon-Lewis	Sept.	30	6832 feet	
Les Miserables	Special Cast	Oct.	30	7713 feet	
Lone Eagle, The	Keane-Kent	Sept.	18	5862 feet	April 28
Love Me and World Is Mine	Philbin-Kerry	Mar.	4	8813 feet	Feb. 11
Made to Order Hero	Ted Wells	June	3	4120 feet	
Man's Past, A	Veidt-Bedford	Dec.	25	6135 feet	Sept. 16
*†Man Who Laughs, The	Veidt-Philbin	Nov.	4	10185 feet	May 12
*†Man, Woman and Wife	Kerry-Starke-Nixon	Dec.	30	6674 feet	
Michigan Kid, The	Nagel-Adoree	Oct.	21	6030 feet	July 7
Midnight Rose	De Putti-Harlan	Feb.	28	5689 feet	Mar. 10
Night Bird, The	Reginald Denny	Sept.	16	6702 feet	
One Glorious Scrap	Fred Humes	Nov.	20	4172 feet	
On Your Toes	Denny-Worth	Nov.	27	5918 feet	Jan. 14
Out All Night	Denny-Nixon	Sept.	4	6170 feet	Oct. 7
Painted Ponies	Gibson-Claire	Sept.	25	5416 feet	Aug. 5
Phantom Fingers	Cody-Thompson	June	2		
Phantom Flyer, The	Al Wilson	Feb.	26	4253 feet	
Phyllis of the Follies	M. Moore-A. Day	Nov.	11	5907 feet	
Plunging Hoofs	Rex (horse)-Perrin	Aug.	4		
Put 'Em Up	Fred Humes	Mar.	11	4200 feet	
Quick Triggers	Fred Humes	July	15	4472 feet	
Rawhide Kid, The	Gibson-Hale	Jan.	29	5382 feet	
Riding for Fame	Hoot Gibson	Aug.	19	5424 feet	
Shield of Honor, The	Lewis-Gulliver-Hamilton	Feb.	19	6172 feet	Dec. 30
Silk Stockings	La Plante-Harron	Oct.	2	6166 feet	Aug. 26
Sky Hand Saunders	Al Wilson	Nov.	6	4393 feet	
Small Bachelor, The	Kent-Beranger	Nov.	6	6218 feet	
Stop That Man	Lake-Kent	Mar.	11	5389 feet	April 28
Straight Shootin'	Ted Wells	Oct.	16	4251 feet	Aug. 19
Surrender	Philbin-Moskine	Mar.	4	8249 feet	Mar. 10
Thanks For Buggy Ride	La Plante-Tryon	April	1	6179 feet	Feb. 4
That's My Daddy	Denny-Kent	Feb.	5	6073 feet	
Thirteenth Juror, The	Nilsson-Bushman	Nov.	13	5598 feet	Dec. 9
Thirteen Washington Square	Hersholt-Joyce	April	8	6274 feet	Feb. 4
Three Miles Up	Al Wilson	Sept.	4	4136 feet	June 10 '27
Thunder Riders, The	Ted Wells	April	8	4353 feet	
Trick of Hearts, A	Gibson-Hale	Mar.	18	5495 feet	
Two Outlaws, The	Rex (horse)-Perrin	Nov.	18	4616 feet	
*†§Uncle Tom's Cabin	Special Cast	Sept.	2	10600 feet	Nov. 18
We Americans	Sidney-Miller-Lewis	May	6	9151 feet	April 7
Wild Beauty	Rex-Allen-Marlowe	Nov.	27	5192 feet	
Wild West Show, The	Gibson-Gulliver	May	20	5254 feet	
Wolf's Trail	Dynamite-Cobb-Lamont	Oct.	2	4167 feet	
Won In the Clouds	Al Wilson	April	22	4348 feet	

SHORT SUBJECTS

Title	Star	Rel.	Date	Length	Reviewed
Africa Before Dark	Oswald Cartoon	Feb.	20	1 reel	April 7
All Balled Up	Charles Puffy	Feb.	27	2 reels	Feb. 4
All For Geraldene	Sid Saylor			2 reels	
Ambuscade, The	Fred Gilman	June	16	2 reels	May 19
Any Old Count	"The Gumps"	Jan.	23	2 reels	
Back to Nature	Arthur Lake	Feb.	27	1 reel	Feb. 11
Bare Fists	Jack Perrin	Jan.	14	2 reels	Dec. 23
Battling Justice	Fred Gilman	Mar.	24	2 reels	Feb. 25
Big Bluff, A	Long-Adams-Layman-McPhail	May	2	2 reels	April 7
Big Game George	Sid Saylor	July	16	2 reels	Sept. 1
Boss of the Rancho	Bob Curwood	Jan.	7	2 reels	
Brand of Courage, The	B. Curwood-P. Montgomery	Feb.	4	2 reels	Jan. 7
Bright Lights	Oswald Cartoon	Mar.	19	1 reel	April 7
Broke Out	Young-La Salle	Aug.	1	2 reels	
Buckskin Days	Newton House	Feb.	16	2 reels	Jan. 26
Buster Minds the Baby	Trimble, Hardwick and Dog	June	27	2 reels	May 26
Buster's Big Chance	Trimble, Turner and Dog	Jan.	11	2 reels	Dec. 23
Buster Shows Off	Trimble, Turner and Dog	Mar.	14	2 reels	
Buster Steps Out	Trimble, Turner and Dog	Feb.	6	2 reels	Jan. 26
Buster Trims Up	Trimble-Hardwick and Dog	Oct.	17	2 reels	
Buster's Whippet Race	Trimble-Turner and Dog	May	23	2 reels	April 28
Busting Buster	Trimble-Hardwick and Dog	Aug.	15	2 reels	
By Correspondence	Arthur Lake	Jan.	30	1 reel	Jan. 14
Calford In the Movies	Lewis-Gulliver-Phillips	Oct.	15	2 reels	
Calford vs. Redskins	Lewis-Gulliver-Phillips	Sept.	17	2 reels	
Card of Destiny, The	Fred Gilman	July	14	2 reels	June 16
Case of Scotch, A	"The Gumps"	Jan.	9	2 reels	Dec. 23
Cash Customers	Young-La Salle	July	11	2 reels	
Cloud Buster, The	"The Gumps"	Feb.	8	2 reels	Jan. 21
Code of the Mounted, The	Jack Perrin	May	5	2 reels	April 7
Come on, Horace	Arthur Lake	Oct.	8	2 reels	
Cross Country Bunion Race, The	Sid Saylor	Nov.	7	2 reels	
Crushed Hats	Saylor	Jan.	30 '29	2 reels	
Danger Line, The	Edmund Cobb			2 reels	
Danger Trail, The	Newton House	Sept.	1	2 reels	
Dangerous Trail, The	Jack Perrin	June	2	2 reels	May 5
Datee for Two	C. King-C. Doherty	Jan.	16	2 reels	Dec. 31
Dead Game	Art Accord	Oct.	13	2 reels	
Diamond Master, The		April	8, '29	10 episodes	
*East Side				2 reels	
Fiery Fireman, The	Oswald Cartoon	Oct.	15	1 reels	
Fighting Destiny	Fred Gilman	May	19	2 reels	April 21
Fighting Forester The	Edmund Cobb	Oct.	20	2 reels	
Fighting Kid, The	Newton House	June	9	2 reels	May 19
Fish Stories	Young-La Salle	Nov.	21	2 reels	
Fox Chase, The	Oswald Cartoon	June	25	1 reel	May 26
Framed	Bob Curwood	May	26	2 reels	May 5
Full House, A	Long-Adams-Lymon-McPhail	June	13	2 reels	May 19
Galloping Ace, The	Jack Hoxie	Sept.	22	2 reels	
Gauge of Battle, The	Fred Gilman	April	21	2 reels	Mar. 24
George Meets George	Sid Saylor	June	20	2 reels	May 19
George's False Alarm	Sid Saylor	Feb.	29	2 reels	Feb. 4
George's School Daze	Sid Saylor	May	30	2 reels	May 5
Getaway Kid, The	Bob Curwood	Aug.	16	2 reels	
§Globe Trotters, The	Bailey-Barnum				Sept. 1
Gold Claim, The	Bob Curwood	July	21	2 reels	June 30
Good Scout Buster	Trimble-Hardwick and Dog	July	25	2 reels	
Half Back Buster	Trimble-Hardwick and Dog	Sept.	17	2 reels	
Handicapped	Laemmle Novelty	Sept.	24	1 reel	
Haunted Island, The (Serial)	Jack Daugherty-Helen Foster	Mar.	26	10 episodes	
Harem Scarem	Oswald Cartoon	Jan.	9	1 reel	
Her Haunted Heritage	Ben Hall	July	2	1 reel	June 2
Her Only Husband	Long-Adams-Laymon-McPhail	April	4	2 reels	Mar. 17
Hidden Money	Bob Curwood	April	26	2 reels	Mar. 31
High Flyin' George	Sid Saylor	Jan.	25	2 reels	
High Up	Oswald Cartoon	Aug.	6	1 reel	
His In Laws	Charles Puffy	Mar.	12	2 reels	Feb. 18
Hollywood or Bust	Arthur Lake	Sept.	10	1 reel	
Horace in the Army	Arthur Lake			1 reel	
Horns and Orange Blossoms	Charles Puffy	Jan.	29	2 reels	Jan. 7
Horse Play	Long-Adams-Laymon-McPhail	Jan.	4	2 reels	Dec. 16
Hot Dogs	Oswald Cartoon	Aug.	20	1 reel	July 28
Hungry Hoboes	Oswald Cartoon	May	14	1 reel	April 21
Hurry Up Marriage	Ben Hall	Aug.	27	1 reel	
Husbands Won't Tell	Young-La Salle	Aug.	29	2 reels	Sept. 1
Indoor Golf	Long-Adams-Layman-McPhail	Mar.	7	2 reels	Feb. 11
Iron Code, The	Jack Perrin	June	30	2 reels	May 26
Jackson Comes Home	Bob Curwood			2 reels	
Junior Year, The	Lewis-Gulliver-Phillips	Sept.	3	2 reels	
Just In Time	Edmund Cobb			2 reels	
Just Wait	Young-La Salle	Sept.	26	2 reels	
Kicking Through	Lewis-Gulliver-Phillips	Oct.	1	2 reels	
King of Shobas	Arthur Lake	Aug.	13	1 reel	July 21
Kitchen Mechanic	Trimble-Hardwick and Dog	Jan.	9 '29	2 reels	
Look Pleasant	Sid Saylor	Oct.	10	2 reels	
Looters, The	Bob Curwood	Mar.	3	2 reels	Feb. 4
Madden of the Mounted	Jack Perrin	Mar.	10	2 reels	Feb. 11
Man of Lettere, A	Sid Saylor	Feb.	15	2 reels	Jan. 28
Married Bachelors	Charles Puffy	April	9	2 reels	Mar. 17
McGinis va. Joneses	Long-Adams-Laymon-McPhail	Aug.	8	2 reels	

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

Title	Star	Rel.	Date	Length	Reviewed
Mississippi Mud	Oswald Cartoon	Sept. 17		1 reel	
Mistakes Will Happen	Ben Hall	Feb. 13		1 reel	Jan. 21
Money! Money! Money!	Ben Hall	May 7		1 reel	April 14
Mystery Rider, The (Serial)	Desmond-Perdue			10 episodes	
Neck n' Neck	Oswald Cartoon	Jan. 23		1 reel	
Newlyweds' Advice	Snookums-Perdue-Egan	Jan. 2		2 reels	Dec. 18
Newlyweds' Anniversary	Snookums	Aug. 8		2 reels	
Newlyweds' Court Trouble, The	Snookums-Perdue-Egan	Oct. 31		2 reels	
Newlyweds' False Alarm, The	Snookums-Perdue-Egan	July 2		2 reels	June 2
Newlyweds' Friends, The	Snookums-Bartlett-McPhaill	April 2		2 reels	Mar. 10
Newlyweds' Happy Day, The	Snookums-Bartlett-McPhaill	June 4		2 reels	May 12
Newlyweds' Hard Luck	Snookums-Perdue-Egan	Sept. 5		2 reels	Aug. 18
Newlyweds' Imagination, The	Snookums-Bartlett-McPhaill	May 7		2 reels	April 14
Newlyweds' Headache	Snookums-Percue-Egen	Jan. 23	'29	2 reels	
Newlyweds Lose Snookums, The	Snookums-Perdue-Egan	Nov. 28		2 reels	
Newlyweds' Need Help, The	Snookums-Perdue-Egan	Dec. 26		2 reels	
Newlyweds' Servant, The	Snookums-Bartlett-McPhaill	Feb. 8		2 reels	Feb. 4
Newlyweds Success, The	Snookums-Bartlett-McPhaill	Mar. 5		2 reels	Feb. 11
Newlyweds' Unwelcome, The	Snookums-Perdue-Egan	Oct. 3		2 reels	
No Blondes Allowed	C. King-C. Doherty	Mar. 21		2 reels	Feb. 25
Oh, What a Knight	Oswald Cartoon	May 28		1 reel	May 5
Ole Swimmin' 'Ole, The	Oswald Cartoon	Feb. 6		1 reel	Mar. 24
One Every Minute	Arthur Lake	April 23		1 reel	April 7
Out In the Rain	"The Gumps"	Feb. 20		2 reels	Jan. 28
Ozzie of the Mounted	Oswald Cartoon	April 30		1 reel	April 7
Panicky Pancakes	Oswald Cartoon	Oct. 1		1 reel	
Payroll Roundup, The	Bob Curwood	Mar. 31		2 reels	Mar. 3
Poor Papa	Oswald Cartoon	June 11		1 reel	May 19
Prince and the Paoa	Charles Puffy	Feb. 13		2 reels	Jan. 21
Prodigal Pup, The	Canine Cast			1 reel	Sept. 15
Ranger Patrol, The	Fred Gilman	Aug. 11		2 reels	
Reel Life	Long-Adems-Layman-McPhaill	July 4		2 reels	June 2
Ride 'Em Plowboy	Oswald Cartoon	April 18		1 reel	Mar. 24
Ride For Help, The	Newton House	July 7		2 reels	
Riders of the Sierras	Edmund Cobb			2 reels	
Riders of the Woods	Edmund Cobb	Sept. 15		2 reels	
Riding Gold	Newton House	Jan. 21		2 reels	
Riding Romeo	George Chandelr			2 reels	
Ring Leader, The	Jeck Perrin	April 7		2 reels	Mar. 10
Ringside Romeos	Arthur Lake	Mar. 26		1 reel	Mar. 10
Rival Romoes	Oswald Cartoon	Mer. 5		1 reel	April 7
Romeo of the Range	Bob Curwood	Oct. 6		2 reels	
Ropin' Romance	Newton House	Aug. 4		2 reels	
Rubber Necks	Sid Saylor	Sept. 12		2 reels	
Ruse, The	Jack Perrin	Aug. 25		2 reels	July 28
Sagebrush Sadie	Oswald Cartoon	April 2		1 reel	May 5
Sailor George	Sid Saylor	May 9		2 reels	April 14
Sailor Suits	Sid Saylor	Jan. 2	'29	2 reels	
Sandwiches and Tea	Arthur Lake	July 16		1 reel	June 16
Scarlet Arrow, The (Serial)	F. X. Bushman, Jr	June 3		10 episodes	
Sealed Orders	Jack Perrin	Feb. 11		2 reels	Jan. 28
She's My Girl	Sid Saylor	Aug. 22		2 reels	July 28
Shooting the Bull	Young-La Salle	Oct. 24		2 reels	
Sky Scrappers	Oswald Cartoon	Sept. 3		1 reel	Aug. 18
Sleigh Bells	Oswald Cartoon	July 23		1 reel	June 30
Sliding Home	Lewis-Gulliver-Phillips	Jan. 16		2 reels	Dec. 30
Social Lions	Ben Hall	Mar. 12		1 reel	Feb. 18
Society Circus, The	Arthur Lake			2 reels	
Some Babies	Charles Puffy	Mar. 28		2 reels	Mar. 3
Some Pets	Arthur Lake	Jan. 2		1 reel	Dec. 16
Son of the Frontier, A	Newton House	April 14		2 reels	Mar. 17
So This Is Sapp Center	Ben Hall	Jan. 16		1 reel	Dec. 30
Special Edition	Ben Hall	April 9		1 reel	Mar. 17
Speed and Spurs	Bob Curwood	Sept. 8		2 reels	Sept. 8
Speeding Youth	Lewis-Gulliver-Phillios			2 reels	
Speed Sheik, The	Arthur Lake	June 18		1 reel	May 26
Start Something	Long-Adams-Leymon-McPhaill	Feb. 1		2 reels	Jan. 14
Summer Knights	Arthur Lake	May 21		1 reel	April 28
Swell Clothes	Arthur Lake	Dec. 5		1 reel	Nov. 18
Taking the Count	C. King-C. Doherty	April 18		2 reels	Mar. 24
Tall Timber	Oswald Cartoon	July 9		1 reel	June 16
Tarzan the Mighty (Serial)	Merrill-Kingston	Aug. 12		12 episodes	July 21
Teacher's Pest	Trimble-Hardwick and Dog	Nov. 14		2 reels	
Tenderfoot Hero, A	Bob Chandler	Sept. 29		2 reels	
That's That	Trimble-Turner end Dog	April 11		2 reels	Mar. 17
There's a Will	C. King-C. Doherty	Dec. 21		2 reels	
Trackless Trolley, The	Ben Hall	July 30		1 reel	
ricky Trickster, The	Ben Hall	June 4		1 reel	May 19
Unexpected Hero, An	F. Gillman-M. King	Feb. 25		2 reels	Jan. 28
Untamed, The	Newton House	May 12		2 reels	April 14
Valiant Rider, The (Western)	Bob Curwood	June 23		2 reels	May 19
Vanishing Rider, The (Serial)	Wm. Desmond	Jan. 16		10 episodes	
Watch George	Sid Saylor	Mar. 28		2 reels	Mar. 3
Watch the Birdie	Trimble-Hardwick and Dog	Dec. 12		2 reels	
What a Party	C. King-C. Doherty	Feb. 22		reels	Feb. 4
When George Hops	Sid Saylor	April 25		2 reels	Mar. 31
Whose Wife	Young-La Salle	June 6		2 reels	May 12
Winged Hoofs	Newton House	Mar. 17		2 reels	Feb.25
Winning Goal, The	Lewis-Gulliver-Phillips	Jan. 2		2 reels	
Wolves of the Range	Fred Gilman	Jan. 28		2 reels	
Woman Chasers	Young-La Salle	May 16		2 reels	Mar. 21
Yukon Gold	Jack Perrin	July 28		2 reels	June 30

Coming Attractions

Title	Star	Length	Reviewed
Beauty and Bullets	Ted Wells	Oct. 14	
*†§Braggart, The	Jean Hersholt		
Brides Will Be Brides	Laura La Plante		
Born to the Saddle	Ted Wells		
§Broadway			
Clear the Decks	Reginald Denny	Dec. 23	
Clearing the Trail	Gibson-Culliver	Oct. 7	5311 feet
§Cohens and Kellys In Atlantic City	George Sidney		
Crimson Canyon, The	Ted Wells	Dec. 16	
Crimson Hour, The	De Putti-Mosjukine		
Danger Rider, The	Hoot Gibson	Nov. 18	
Doubling For Trouble	Gibson-Gilbert		
Erik the Great	Veidt-Philbin		
Eyes of the Underworld	William Cody		
Fallen Angels	Kerry-Starke		
Gate Crasher, The	Glenn Tryon		
*†Girl on the Barge, The	Hersholt-O'Neil-McGregor		
*†Give and Take	Sidney-Hersholt	Dec. 2	
Grit Wins	Wells-Collins		
Hell Wrecker, The	Hoot Gibson		
Hero of the Circus	Special Cast	Feb. 24	
Honeymoon Flats	Lewis-Gulliver	Oct. 14	5591 feet
It Can Be Done	Tryon-Carol		
Kid's Clever, The	Glenn Tryon		
King of the Rodeo, The	Hoot Gibson		
*†Last Warning, The	Laura LaPlante		
*†§Lonesome	Tryon-Kent		June 30
Man Disturber, The	Reginald Denny		
*§Melody of Love	Pidgeon-Harris-Winton	Sept. 15	
Navy Blues	Arthur Lake		
One Rainy Night	Laura La Plante	Dec. 9	
Port of Dreams, The	Mary Philbin		Sept. 22
§Red Hot Speed	Denny-Day		
Red Lips	Nixon-Rogers	8947 feet	
Shakedown, The	Murray-Kent		
§Show Boat	Rubens-La Plante-J. Schildkraut		
Silks and Saddles	Nixon-Welling-Nolan		
Sky Skiddor, The	Al Wilson	Jan. 13	
Teranga	Special Cast		
Watch My Speed	Reginold Denny		
Wild Blood	Rex (horse)-Perrin	Feb. 10	
Wolves of the City		Dec. 2	

UNITED ARTISTS

FEATURES

Title	Ster	Rel.	Dete	Length	Reviewed
Circus, The	Chaplin-Kennedy	Jan. 7		6400 feet	Jan. 14
College	Buster Keaton	July 29		5800 feet	Sept. 23
Devil Dancer, The	Grey-Brook	Nov. 19		7000 feet	Dec. 30
Dove ,The	Telmadge-Roland	Jen. 7		9100 feet	Jan. 7
Drums of Love	Philbin-Alvarado	Mar 31		8350 feet	Jen. 28
Garden of Eden, The	Griffith-Ray	Feb. 4		7300 feet	Jan. 14
Gaucho, The	Fairbanks-Velez	Jen. 1		9358 feet	Dec. 2
Magic Flame, The	Colman-Banky	Aug. 14		7850 feet	Sept. 30
My Best Girl	Pickford-Rogers	Dec. 2		6460 feet	Dec. 9
Remone	Del Rio-Baxter	Feb. 11		7552 feet	Feb. 4
Sadie Thompson	Swanson-L. Barrymore	Jan. 7		8600 feet	Feb. 11
Sorrell end Son	Werner-Joyce	Dec. 2		8000 feet	Nov. 25
Steamboat Bill, Jr	Keaton-Torrence	May. 12		6400 feet	
*†Tempest	J. Barrymore-Horn	Aug. 11		9300 feet	June 18
Two Arabien Knights	Boyd-Wolheim	Sept. 23		7850 feet	Nov. 4
†Two Lovers	Colman-Banky	Sept. 7		8500 feet	April 28

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Awakening, The	Banky-Byron	Nov. 17			
*†Battle of the Sexes, The	Bennett-Hersholt-Haver	Oct. 13			
City Lights	Charlie Chaplin				
†Hell's Angels	Lyon-Hall-Nissen				
King of the Mountains	John Barrymore				
*§Love Song, The	Boyd-Velez-Goudal				
*§Man With the Iron Mask, The	Douglas Fairbanks				
*†§Queen Kelly	Swanson-Byron				
*†§Rescue, The	Colman-Damlt1				
*†Revenge	Dolores Del Rio	Nov. 3			
She Goes to War					
Three Passions	Terry-Petrovitch				
*†Woman Disputed, The	Talmadge-Roland	Oct. 20			

WARNER BROTHERS

FEATURES

Title	Star	Rel.	Date	Length	Reviewed
*Across the Atlantic	Blue-Murphy	Feb. 25		6052 feet	
*Beware of Married Men	Rich-Ferris-Cook	Jan. 14		5421 feet	Jan. 28
*Brass Knuckles	Blue-Bronson	Dec. 3		6330 feet	Dec. 23
*College Widow, The	D. Costello-Collier, Jr	Oct. 15		6616 feet	Nov. 25
*Crimson City, The	Loy-Miljan-Hyams	April 7		5388 feet	April 21
*Dog of the Regiment, A	Rin-Tin-Tin-Gulllver	Oct. 29		5003 feet	Nov. 11
*Domestic Troubles	Fazenda-Cook	Mar. 24		5164 feet	
*First Auto, The	Miller-Oldfield	Sept. 18		6767 feet	July 8, '27
*Five and Ten Cent Annie	Fazenda-Cook	May 26		4914 feet	Sept. 22
*Fortune Hunter, The	Chaplin-Costello	Nov. 7		6639 feet	Jan. 21
*Glnsberg the Great	Jessel-Ferris	Nov. 26		5390 feet	
*Girl From Chicago, The	Nagel-Loy	Nov. 5		5978 feet	Dec. 31
*Good Time Charley	Oland-H. Costello	Nov. 12		6302 feet	Nov. 25
*Ham and Eggs at Front	Wilson-Conklin-Loy	Dec. 24		5613 feet	
*Husbands For Rent	Moore-Costello	Dec. 31		5200 feet	Jan. 7
*If I Were Single	McAvoy-Nagle	Dec. 17		6320 feet	Dec. 31
*Jaws of Steel	Rin-Tin-Tln	Sept. 10		5569 feet	Sept. 30
*§Jazz Singer, The	Jolson-McAvoy	Feb. 4		7077 feet	Oct. 21
*Little Snob, The	McAvoy-Frazer	Feb. 11		5331 feet	
*Missing Link, The	Syd Chaplin	Aug. 7		6485 feet	May 20, '27
*One-Round Hogan	Blue-Hyams	Sept. 17		6357 feet	Oct. 7
*Old San Francisco	D. Costello-Oland	Sept. 4		7961 feet	July 8, '27
*Pay As You Enter	Cook-Fazenda	May 12		4975 feet	
*Powder My Back	Rich-Ferris-Beranger	Mar. 10		6185 feet	
*Race For Life ,A	Rin-Tin-Tln-Nye-Faire	Jan. 28		4777 feet	Feb. 11
*Reno Divorce, A	McAvoy-Graves	Oct. 22		5492 feet	Nov. 4
*Rinty of the Desert	Rin-Tin-Tin-Ferris-Nye	Aoril 21		4820 feet	Sept. 15
*Sailor Izzy Murphy	Jessel-Ferris	Oct. 8		6295 feet	Oct. 28
*Sailor's Sweetheart, A	Fazenda-Cook	Sept. 24		5685 feet	Oct. 14
*Silver Slave, The	I. Rich-Miljan	Nov. 19		6124 feet	Dec. 9
*Slightly Used	McAvoy-Nagel	Sept. 3		6412 feet	Sept. 30
*When a Man Loves	Barrymore-Costello	Aug. 21		10081 feet	Feb. 18'27

Coming Attractions

Title	Star	Rel.	Date	Length	Reviewed
*†§Beware of Bachelors	Ferris-Collier, Jr.				
*†§Caught in the Fog	McAvoy-Nagle	Sept. 22			
*†§Conquest	Blue-Warner-Wilson				
*†§Fancy Baggage	Audrey Ferris				
*†§Frozen River	Rin-Tin-Tin				
*†§Glorious Betsy	D. Costello-Nagle			6800 feet	May 5
*†§Hard-Boiled Rose	Loy-Collier, Jr.-Brockwell				
*†§Home Towners, The	Bennett-Kenyon-Brockwell				
*†Land of the Silver Fox	Rin-Tin-Tin-Nye-Hyams				
*†§Lights of New York, The	Costello-Landis-Brockwell			5267 feet	
*†§Lion and the Mouse	L. Barrymore-McAvoy-Collier, Jr.				May 26
*†§Little Wild Cat, The	Ferris-Hall-Dawson				
*†§Midnight Taxi, The	Moreno-Costello	Oct. 6			
*†§Million Dollar Collar, The	Rin-Tin-Tin				
*†§My Man	Fanny Brice				
*†§Noah's Ark	D. Costello-O'Brien				
*†§No Questions Asked	Ferris-Collier, Jr.				
*†§One Stolen Night	Bronson, Collier, Jr.				
*†§On Trial	Fredericks-Lytell-Wilson				
*†§Outlaw Dog, The	Rin-Tin-Tln				
*†§Queen of the Night Clubs	Texas Guinan				
*†§Redeeming Sin, The	D. Costello-Nagel				
*†§Singing Fool, The	Jolson-Bronson			9552 feet	Sept. 22
*†§Stark Mad	H. B. Warner-Logan-Walthall				
*†§State Street Sadie	Loy-Nagle	Aug. 25		7169 feet	Sept. 8
*†§Stolen Kisses	May McAvoy				
*†§Tenderloin	D. Costello-Nagle			6531 feet	April 28
*†§Terror, The	McAvoy-Horton	Oct. 20		7774 feet	Aug. 25
*†§Terror, The	McAvoy-Horton	Oct. 20			Aug. 25
*†§Women They Talk About	I. Rich-Ferris-Colller, Jr.	Sept. 8			

** Means synchronized score. † Means sound effects. § Means voice (including dialogue and incidental songs).*

VITAPHONE SHORTS

Title	Star	Rel. Date	Length	Reviewed
Ann Grey and Her Boy Friend	Songs and Jazz Band	Aug. 25		
Bit of Scotch, A	Kitty Doner	Sept. 22		
Book Worm, The	Harry J. Conley	July 7		
Bright Moments	Benny-Marlo	Aug. 25		
California Songbirds, The	Bell-Coates	Sept. 1		
Celeste Aida (Alda)	Giovanni Martinelli	July 7	1 reel	
Character Studies	Florence Brady	Sept. 1		
Chips of the Old Block	The Foy Family	Sept. 22		
Cougat & Company	Violin, Songs & Dances	June 16		
Crooning Along	The Croonaders	Sept. 22		
Cycle of Songs, A	Florence Brady	Sept. 1		
Death Ship, The	Mitchell Lewis	Aug. 25		
Dixie Days	Plantation Songs	Aug. 25		
Florence Moore	Song Program	June 23		
Friend of Father's	Lydell-Higins-Leah	Aug. 25		
Gus Arnheim & His Ambassadors	Jazz Band	June 23		
Harry Delf	Songs & Dances	June 16		
Indian Baritone, The	Chief Caupolican	Aug. 25		
Ingenues, The	Jazz Band	June 23		
Larry Ceballos Undersea Review	Songs and Dances	Sept. 1		
Lash, The	Crane-Davidson-Tucker	June 16		
Man of Peace, A	Hobart Bosworth	June 23		
Miss Information	Wilson-Horton	June 30	2 reels	
Morrissey & Miller	Night Club Revue	June 16		
Myers & Hanford	Songs & Dances	June 23		
Night Court, The	William Demarest	June 16		
Non-Support	Burr McIntosh	June 16		
Question of Today, The	Audrey Ferris	Aug. 25		
Realization	Herbert-Pam	June 16		
Regular Business Man, A	Robert Ober	Sept. 15		
Terry and Jerry	Songs and Gags	Aug. 25		
Three Brox Sisters	Song Program	June 23		
Va Prononcer Ma Mort (La Juive)	Giovanni Martinelli	June 2		

Hollywood—*Continued*

Departure

Carl Laemmle, Jr., Paul Fejos, director, and Nat Goldstone, of the Movietone department, have left for New York to make night club scenes for Universal's "Broadway."

Alfred Santell Loaned

Alfred Santell, director under contract to First National, has been loaned to Samuel Goldwyn for one Vilma Banky picture to be made for United Artists release. Five of the company, including the director and star, will journey to New York, where certain sequences will be made.

Stellar Role

Eleanor Boardman has been awarded, by Henry King, the stellar role in Inspiration's "She Goes to War."

Goulding on M-G-M Roster

Alf Goulding, director, has been added to the directorial roll at M-G-M and will direct "All-at-Sea," to co-star Karl Dane and George K. Arthur.

Reginald Barker Production

According to announcement from John M. Stahl, "New Orleans," is the title of the third Reginald Barker production to be made for Tiffany-Stahl. Ricardo Cortez will star, supported by Alma Bennett.

New Contract for Alice Day

Alice Day was handed a double plum this week in the form of a contract. It is to make two starring pictures for Gotham and a commission to leave almost immediately for New York. In the eastern metropolis Miss Day will make sequences for her first "talkie."

George Bancroft Signed

George Bancroft has affixed his signature to a new Paramount contract.

"The Spieler" Finished

Tay Garnett has finished "The Spieler," his second picture for Pathe.

Billie Dove's Role

Cast as a princess of Russia, who has to fly from the revolution and who becomes a waitress in a Parisian restaurant, Billie Dove has a powerful role in her new First National picture, as yet untitled.

New Contract

Leo McCarey, supervising director and vice-president of the Roach studio, has signed James Horne to a long-term contract to direct comedies.

Still Popular

Elmer Clifton, directing "The Devil's Apple Tree," for Tiffany-Stahl, is still receiving royalties on "Down to the Sea in Ships," produced and directed by him more than six years ago.

Prival Returns to F. N.

Lucien Prival is returning to First National, with which company he was under contract for two years. He will play a featured role in "The Last Kiss."

Beaudine With Fox

William Beaudine, noted screen director, has joined Fox. He will direct "Subway," his first assignment on the Fox lot in several years.

Role for Louis Wolheim

Louis Wolheim has been loaned by Caddo to Paramount for a featured role in the Joseph Conrad picture which Lewis Milestone is slated to direct the latter part of September. Meantime, Wolheim will play a "bad man" role in "The Shady Lady" with Phyllis Haver.

Maria Corda

Maria Corda, the talented Hungarian screen actress who played the title role in First National's "The Private Life of Helen of Troy," has just signed a new contract with that company, and will play opposite Milton Sills in a story of Venice today, "The Comedy of Life."

New Gibson Vehicle

Hoot Gibson has decided upon a title for his forthcoming picture. It is "The Hell Wrecker," a popular novel from the facile pen of Buckleigh Oxford, author and screen writer of numerous stories. "I have queried exhibitors throughout the country on the feasibility of audition in western pictures," said Gibson, "and am as yet undecided about including sound in "The Hell Wrecker."

"Show Boat" Unit Back

The "Show Boat" company, comprising more than 100 persons, have returned to Universal City following five weeks of picture-making on the Sacramento River. The scenes of Chicago in 1900, the interiors of the Show Boat and the modern sequences are all that remain to be made.

"Through the Breakers"

Harold Shumate, Sax-Gotham supervisor, recently showed a preview of "Through the Breakers," his second subject directed by Joseph Boyle.

Well Again

Carl Laemmle, Jr., who recently was confined to his home with a sprained ankle, has recovered sufficiently to permit him to return to the studio.

Lois Wilson

Lois Wilson, now working in "On Trial," Vitaphone production, is appearing as a girl whose unfortunate love affair is the motif of a murder.

Marriage

Friends in the motion picture colony were congratulating Virginia Bradford film star and Cedric Belfrage, fan writer, who were married last Wednesday at Tia Juana, Mexico.

Ken Maynard's New Film

"The Lawless Legion," a story of the great cattle run in the Southwest because of drought during the late '80s is the title and subject for Ken Maynard's next western. Albert Rogell is directing.

Luther Reed Starts Duties

Luther Reed has started his activities as supervisor at the Fox West Coast studios.

Poland Receives Offer

Joseph Franklin Poland, Universal's feature comedy supervisor, has just received a flattering offer from Magazine Publishers, Inc., New York, to write a series of short stories.

Brown Praises Bess Meredyth

When Clarence Brown read the scenario for "The Woman of Affairs," he said it was the best 'script he had ever had.' Then he sent for the writer, Bess Meredyth and told her so.

German Star Cast

The latest addition to the cast of Billie Dove's new starring picture for First National, as yet untitled, is Lucy Dorraine, well-known Defu-First National star, who has just recently arrived in Hollywood from abroad.

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